WHO
MAKES THE
NEWS?

GMMP

Global Media
Monitoring
Project

2020

CANADA

NATIONAL REPORT

GMMP

Global Media
Monitoring
Project

2020

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United Nations Entity for Gender Equality and the Empowerment of Women

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Acknowledgments

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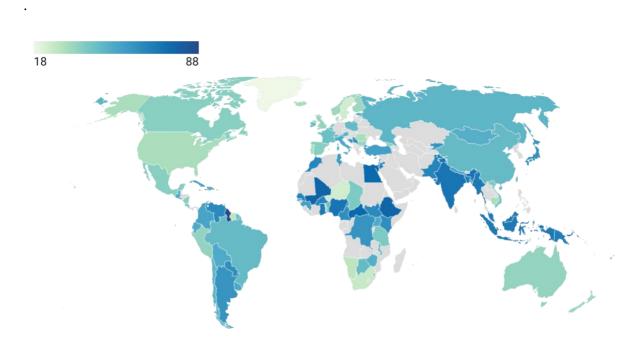*GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.*
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Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio, and television news.

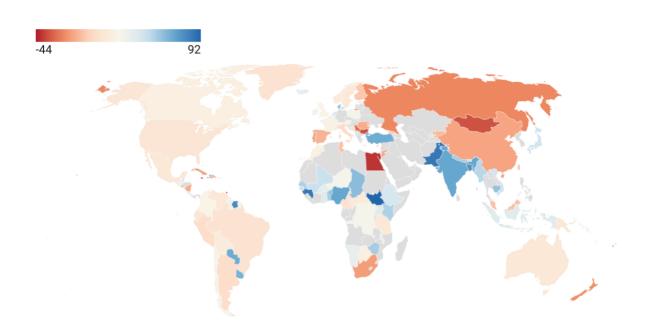*Data source: Global Media Monitoring Project, 2020*

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 is 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.

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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.

- 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.

- 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.

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

National Context

In 2015, as he campaigned to become Canada's next prime minister, Liberal Party Leader Justin Trudeau declared himself a "proud feminist."

When he won and assembled his first cabinet, Trudeau had an equal number of men and women. Among other things, he promised more support for survivors of domestic violence, sexual assault, and sexual harassment; he also vowed to launch an inquiry into missing and murdered Indigenous women, and to put on a gender lens when considering government decisions.

Trudeau has delivered on some of his promises. For instance, in 2019, the government passed legislation allowing federally regulated employees who are victims of domestic violence up to 10 days of paid time off. It also took steps to remove sex-based discrimination from the Indian Act.

In the wake of the Covid-19 pandemic, the Trudeau government unveiled a "feminist" 2021 budget, which features a plan to create a national childcare system that will rely on provincial partnerships and cost Ottawa over $27 billion in spending over the next five years. Speaking at the opening ceremony of the UN Generation Equality Forum in June 2021, Trudeau said access to affordable and high-quality childcare would remove barriers that prevent women's participation in the work force. Child care advocates welcomed the announcement, calling it "long-awaited and long-called for," and a "culmination of over five decades of feminist organizing." Childcare costs in Canada are among the highest in the world, with families spending anywhere from 15-22% of their net income for daycare, according to the Organization for Economic Co-operation and Development.

The budget also allocated $601.3 million over the next five years towards a National Plan to End Gender-Based Violence, which NGOs such as the YWCA said was "a little under" what it had hoped for, but nonetheless had positive features, including $200 million earmarked for GBV organizations, $55 million for organizations that serve Indigenous women and 2SLGBTQQIA+ organizations, $85.3 million towards free legal advice for survivors of sexual assault and more. In 2020 alone, 160 women and girls in Canada were killed by violence, according to the Canadian Femicide Observatory for Justice and Accountability at the University of Guelph.

Women's rights in Canada are protected by the Canadian Human Rights Act of 1977 and the Canadian Charter of Rights and Freedoms. However, there are still many areas that need to be fully addressed.

Gender Inequality Persists

Canada ranks 24th place out of 156 countries in the 2021 Global Gender Gap Index; a drop from 2020, when it ranked 19th out of 153 countries.

Canadian women still earn less, an average of 76.8 cents for every dollar that their male counterparts earn, according to 2019 figures from Statistics Canada.

Global Compact Network Canada, the Canadian network of the UN Global Compact, has urged Ottawa to follow the example of Iceland, which has made it illegal for men to be paid more than women with its equal pay policy. In 2018, Canada introduced the Federal Pay Equity legislation, which guarantees federally regulated employees to receive equal pay for equal work. But as the Network noted, while it has the potential to advance pay equity, it only applies to a small section of the private sector as opposed to the wider reach of Iceland's policy."

Women's rights advocates say that pay equity is even more crucial given the fact that more than 1.5 million Canadian women and girls live in poverty because of factors, including "systemic barriers to good employment" and over-representation in "low-wage, precarious work." The pandemic has also resulted in more hardship for women, with 1.5 million losing their jobs in the first two months of the pandemic alone.

The 2015 Labour Force Survey showed that 82% of Canadian women ages 25 to 54 were part of the labour market, a high number compared to 21.6% in 1950 and 65.2% in 1983. However, "in spite of this trend, women's experiences of paid work tend to differ from those of men, being shaped to a greater extent by their caregiving roles and/or their employers' presumptions of these roles," according to Statistic Canada's Melissa Moyser. "While the vast majority of both women and men were employed on a full-time basis, women were over-represented among those working part-time, which partly accounts for their lower average weekly work hours relative to men. In 2015, 18.9% of employed women worked part-time, as did 5.5% of employed men (Table 3). Put differently, three quarters (75.8%) of those working part-time were women."

Another issue that affects Canadian women is lack of equal representation in leadership: the World Economic Forum ranks Canada 25th in political empowerment, due to low female representation in parliament (27%). "The stats are even worse for leadership roles in businesses in Canada. Women hold only 15 percent of the CEO positions and 25 percent of the vice-president positions, and only 8.5 percent of the highest paid roles in Canada's 100 top listed companies are held by women," according to Canadian Living magazine.

Women in Canada

As of July 1, 2014, Canada's population had slightly more females than males, at 17.9 million and 17.6 million, respectively, according to Statistics Canada (*Women in Canada: A Gender-based Statistical Report, 2014*). Of this, 21.2% are immigrant women and girls, marking the highest proportion of immigrants among Canada's total female population. If 2001-2006 immigration trends continue, "Canada could be home to about 11.1 million immigrants in 2031," and of these, about 5.8 million (52.3%) would be women and girls, and immigrants would constitute 27.4% of Canada's female population, according to the reference scenario of Statistics Canada's population projections.

Indigenous women and girls, for their part, make up 4% (718,500) of Canada's total female population, according to Statistics Canada.

As of 2015, there are more women aged 65 (3.2 million or 54.7%) than men; women over 65 account for 17.5% of Canada's total female population.

As the pandemic fallout continues in Canada and around the world, there are calls not only to mitigate the pandemic's disproportionate impact on women, but to put them at the front and centre of rebuilding and recovery efforts. This is crucial, states the World Economic Forum, given that "the global gender gap has increased by a generation from 99.5 years to 135.6 years" as a result of the pandemic.

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Note: Canada has been involved in the Global Media Monitoring Project (GMMP) since the research project's inception in 1995. In fact, MediaWatch Canada coordinated the project globally in 1995, in addition to conducting the research at national level. In the past, GMMP was facilitated by scholars from various post-secondary institutions, volunteer researchers and non-governmental organizations.

The 2020 GMMP included volunteer university researchers, individuals and freelance journalists who only met online because of Covid-19 restrictions. The Canada team sampled 28 media, including eight newspapers, five radio and six television news programs, five news websites, and four Twitter news accounts.

Executive Summary

Not so bad, but not so good either — this could best sum up the 6th GMMP results for Canada. Women, in general, accounted for only 31% of subjects in all print, radio and television news, and 38% of Internet news and news tweets. This was, however, a 4% improvement from the 2015 result and a 1% increase from 30% in 2010. It was also higher than the global average of 25%.

It should be noted, however, that in 2010, women were 30% of subjects in Canadian news overall, which means that over a 10-year period, *there really was just a 1% increase in the number of female newsmakers*. The highest increase occurred between 2005 to 2010, when the percentage of women newsmakers went from 21% to 30%.

Stories focusing on social and legal issues were only three points away from achieving gender parity (47% women, 53% men) in terms of subjects in print, radio, and television news. This was a marked improvement from five years ago, when 2015 GMMP results showed that women were the focus of 40% of stories in this category.

There was a remarkable 22% increase in the presence of women as subjects in economic news – from 16% in 2015 to 38% in 2020.

There were also gains in the representation of women in science and health stories, up 41% from 28% five years ago. Considering that stories about science and health accounted for over one quarter of the news sample (28% of stories in print, television and radio news, 26% in news websites and news media tweets) in 2020 (owing largely to the Covid-19 pandemic), this was a welcome development. However, a more nuanced analysis shows that Canadian news media missed an opportunity of highlighting gender equality in a crisis that has disproportionately affected women. Women were just 24% of subjects and sources in political stories related to Covid-19. And they were once again relegated to the role of personal experience providers (57%). Of those appearing as experts in pandemic-related stories, only 17% were women and as spokespersons, only 16%.

Overall, women remained largely underrepresented in news about politics and government, at 19%, compared to men, at 81%.

Women in digital news

News published on websites and Twitter outperformed traditional media in other aspects. While traditional media had no stories on gender-based violence and similar gender-specific stories, two articles on news websites and 1 tweet were coded under this major topic. In these, out of the 13 persons present in the stories,

54% were women. 51% of the 78 subjects and sources in digital social/legal news were women, four points higher than in legacy media on the same topic.

There was a marked increase in the percentage of stories featuring women as subjects in social and legal news, up 27 points (from 24% in 2015 to 51% in 2020). Science and health stories published in digital news featured 45% of women compared to 41% in traditional news media; it was also 40% higher than in 2015, when it stood at 5%.

However, women were similarly underrepresented in digital news about politics and government, at 23%. Still, it was an improvement from 2015, when women were only 11% of subjects and sources in online news content .

Women as sources
More men are still quoted or heard far more than women, especially on radio (81%) and print (70%). 41% of televised news subjects and sources are women, 38% on news sites and 37% of news tweets.

References to gender equality/inequality
Overall, 5% of stories made reference to issues of gender equality or inequality, and to gender and/or human rights legislation or policy. The highest proportion was in social and legal news (25%), followed by news about the economy (8%).

Covid-19, women, and the news

With Canada and the rest of the world still reeling from the impact of Covid-19 on monitoring day, or nine months after the World Health Organization declared the coronavirus outbreak a pandemic, it was not surprising that the issue was still front and center in the news.

Overall, 39% of all news monitored were related to Covid-19, with the highest percentage found on television (47%), and print media (43%). Covid-related news accounted for 33% of news on radio, 40% on Internet news (news websites) and 32% of news tweets.

Numerous studies have shown that the pandemic has had a disproportionate impact on women. And yet, there were only 2% of Covid-19 stories that highlighted gender inequalities. Of these stories, 8% were related to the economy, 4% to politics and government, and only 1% in health and science.

There were no pandemic-related stories related to gender-based violence (GBV) against women and girls, even though domestic violence cases skyrocketed in Canada in 2020.

Women were 22% of subjects and sources in pandemic-related coverage related to politics, economy 41%, science & health 46%, and social & legal news 57%. Just over six out of 10 persons interviewed in pandemic coverage based on personal experience were women, experts 38% and 36% the subject of the story.

72% of science/health stories were related to Covid-19. Three out of 10 of the girls and women in these stories were the subject of the articles, a further three out of 10 were expert interviewees and just over one quarter were spokespersons. In the physical world, 43% of physicians in Canada are women, and of these 47% are in family medicine, 40% are medical specialists, and 31% are surgeons.

75% of women in pandemic-related celebrity news appeared as the subjects of the stories.

Occupation of Sources
Politicians/members of parliament, public servants, academic experts/teachers, media professionals, lawyers, businesspersons, lawyers, tradesperson, activists, and sportspersons in the news are predominantly male.

In keeping with historical patterns, the only categories were women exceeded the percentage of men were health workers (88%), students (71%), and homemakers (71%) – positions that are traditionally seen as feminine.

There was gender parity in newsmakers who were religious figures, such as priest, monk, rabbi, mullah, imam, and nun.

Women accounted for 49% of doctor, dentist and health specialist newsmakers, a significant improvement from the 2015 results, where they only accounted for 32% of people in this category, and in 2010, 36%.

Function in the news

What is startling is that women who do make the news in Canada are still relegated to the function of providers of personal accounts, or eyewitness – roles considered to be unexceptional.

In 2020, women accounted for 43% personal experience providers – higher than in previous years when this statistic was 36%. But there was also a significant improvement in women being quoted as spokespersons and expert commentators (35% and 43%, respectively). In 2010, women accounted for 27-29% of those quoted as experts and commentators, and in 2015, only 18%-21%.

In terms of roles played in news stories, 40% of women appearing as experts were described as doctors, compared to 16% of men also interviewed as experts. Men experts were portrayed most –almost three out of 10 – as academicians.

23% of subjects and sources described as politicians / parliamentarians are women; in contrast, 77% of politicians in the news are men.

Identity and family status in the news
Women were still likely to be identified by their family status (as wives, sisters, mothers, etc.) than men, at 15% vs. %5.

A higher tendency of describing women in family roles compared to men reinforces gender stereotypes that bind women's identity to their social reproductive roles and status in the family, at the same time as men are portrayed as autonomous and independent. Thankfully, this pattern of gender portrayal in Canadian news content has changed over time; in 2015, 20% of the women in the stories were identified by their family status, and 27% in 2010.

Indigenous, racialized groups in the news
Canada took the opportunity provided by the 6th GMMP to collect indicators of interest in the national context by looking at how Indigenous and racialized groups are represented in the news.

Indigenous peoples are present in Canadian news at around the same proportions as in reality: 6% of the people in the stories coded were Indigenous persons, 67% women. In the physical world, First Nations, Metis, and Inuit represent approximately 5% of Canada's population, according to the 2016 Statistics Canada census.

Canadian media's performance in this regard was better compared to Latin America, where only 3% of the people in the news were from Indigenous or tribal groups compared to the physical world (8%), according to the 6th GMMP Global Report.

Indigenous women in Canada represented 13% of the sum total of women interviewed, seen, or heard in all media combined.

However, Indigenous people mostly appeared in stories about social and legal issues. They were completely absent in stories about the economy, science and health, crime and violence, gender-based violence and related issues, and celebrity, arts, media, and sports.

Journalists and presenters

Gender parity is present on Twitter where 50% of tweets are by women and men equally. On news websites, 49% of the reporters in the stories are women, just one percent point shy of parity.

Radio had the lowest percentage of female reporters and announcers, 33% vs. 67% men, while print media had 37% of female reporters compared to 63% of male reporters.

The percentage of female reporters in the print stories dropped five points, from 42% in 2015 to 37% in 2020.

A DAY IN THE NEWS IN CANADA

With Canada and the rest of the world still reeling from the impact of Covid-19 on monitoring day, or nine months after the World Health Organization declared the coronavirus outbreak a pandemic, it was not surprising that the issue was still front and center in the news. Nonetheless, there was still a good mix of other non-Covid-related news that could be analysed.

Among the top stories were the passage by the House of Commons of a legislation authorizing new benefits for workers left jobless or underemployed by the pandemic. Other Covid-related stories included concerns over infections emerging at double rates in Ontario, an anti-lockdown rally in Toronto, new lockdown measures in Quebec, the struggle to keep up with high demand for food in drop-in centres, questions about why lines at Covid-19 testing centres remained long, the federal government's plan to buy about 8 million rapid Covid-19 test kits, the pandemic-shortened baseball season and accounts of "Covid-19 burnout."

Non-Covid-related top stories included a curtain-raiser on the US presidential debates scheduled that night, the provincial election kick off in Saskatchewan, the launch of an investigation into the treatment of Joyce Echaquan (an Atikamekw woman who recorded Quebec hospital staff uttering slurs before her death), Amazon's plan to hire 3,500 workers and expand offices in Canada, what the New Brunswick elections might mean for abortion access, and the Liberal government's proposal to declare a statutory holiday for Truth and Reconciliation Day.
Other top international news included the fight between Azerbaijan and Armenia over a disputed territory in the Caucasus mountains, in which Canada expressed concern; the discovery of salty ponds in Mars; an update on the killing of Breonna Taylor in Louisville; and Malta's request to return a shark tooth fossil, believed to be three million years old, which English natural historian Sir David Attenborough had gifted to Prince George.

THE CONTEXT

Canada ranks 14 out of 180 countries in the 2021 World Press Freedom Index published annually by Reporters Without Borders (RSF).

The country "continues to demonstrate a strong commitment to international press freedom protections and practices," said the report, noting that it has spoken out against challenges to freedom of expression in the digital realm and has taken the lead in proposing a new UN Human Rights Council resolution on the issue. Canada has also committed $1 million towards UNESCO's Global Media Defence Fund.

"On the domestic front, Canadian officials deserve high marks for demonstrating strong leadership when it comes to ensuring freedom of expression and the press. The government has publicly acknowledged that 'media freedom remains an important part of democratic societies and essential to the protection of human rights and fundamental freedoms,'' it said.

But, RSF added, "some progress remains to be achieved, particularly with regard to press coverage involving the rights of indigenous peoples and land disputes." It noted how federal authorities pressed charges against three members of the news media in 2020, notwithstanding a court ruling that the press should be able to freely report on the plight of Indigenous communities.

Brent Jolly, president of the Canadian Association of Journalists, sounded the alarm on another front, citing how federal departments have used the Covid-19 pandemic "as a foil for transparency." "It has been nearly 40 years since Canada's Access to Information Act came into being. But despite repeated mandatory statutory reviews of the act under both Liberal and Conservative governments, as well as ongoing advocacy by a host of journalism and transparency groups, few dents have successfully been made in the seemingly impenetrable wall of government secrecy that exists in Canada," Jolly said in an opinion piece for the *National Observer*. He also noted that some provinces are tightening their grip, citing the example of Manitoba's proposed Bill 49 that would increase the response time for information requests from citizens up to 90 days from the current limit of 30 days.

Covid-19 and the news media
News media in Canada also face a huge challenge with regards to sustainability. Already reeling from the impact of Google and Facebook's dominance over online advertising revenue and changing news ecosystem, they were among the hardest hit during the Covid-19 pandemic.

Like the news media south of the border, it suffered closures and job losses

exacerbated by the pandemic, which also severely affected the income of the advertising industry.

"One year into the pandemic, 40 media outlets have closed permanently and the status of 19 'temporary' closures is still undetermined," writes Prof. Colette Brin, Director, Centre d'études sur les médias, at Université Laval, summarizing the results from Canada in the [2021 Digital News Report](#) published by the Reuters Institute and University of Oxford, June 23, 2021. "The media sector reported 1,200 permanent job losses; 1,800 more job cuts are still in the balance.[1] Many newspapers have suspended or reduced print distribution. Although digital ad spending increased, online news sources were not spared: HuffPost Canada ceased its operations in March 2021."

Readership for print newspapers and magazines "reached its lowest point since the survey began in 2016," said the report. In 2016, 7% of Canadians said they read the news mainly in print media, in 2020 it went down to 6%, and in 2021, to 3%. "In contrast, the upward trend in the proportion of respondents who say they consult the news mainly online (53%) continued (+15 percentage points in relation to 2016 and +4 points in relation to 2020)," said the report.

But the news media in Canada had already been in the throes of crisis long before the pandemic, with the Internet's disruption of the long-standing economic model, which relies heavily on advertising revenue.

"Google and Facebook control the onramp to the internet highway in Canada," said [John Hinds, News Media Canada President and CEO](#). "They decide what we as a sovereign nation see and don't see in the news. To make matters worse, they take the news produced by Canadians and don't pay for it." In February 2021, News Media Canada launched a national campaign to raise awareness about the danger that global tech giants like Facebook and Google are posing to the future of Canadian news media and to urge Canadians to call for a policy change.

State of Canadian broadcasting

In 2020, the Canadian Association of Broadcasters [released an economic study](#) warning that unless immediate action is taken, "Canada will see a wave of television and radio closures over the next three years." The study, [The Crisis in Canadian Media, and the Future of Local Broadcasting](#), said this would effectively "deny many communities a daily local media voice, and significantly reduce the diversity of news choices and voices in almost every community in Canada."
The report projects that in the next three years, between 2020 and 2022, local television and radio broadcasters will face a revenue shortfall of $1.06 billion. It warns that as many as 200 out of 737 private radio stations could shut down before

2022, and lead to as many as 2,000 job losses. The number of total private conventional television reporting units in Canada could shrink from 95 to just 50 to 60 over the next three years.

Private radio and private conventional television, along with the national public broadcaster, Canadian Broadcasting Corporation (CBC), offer a variety of programs in English and French, including national and local news.

The study notes Reuters Institute's 2020 Digital News Report which showed that "the average Canadian has come to rely on privately owned media for much of their information intake." It, too, cited an inability for small local media companies who rely on advertising revenue to compete against Google and Facebook. "Radio advertising as a function of retail trade was relatively constant from 1993 to 2012, but has declined significantly since 2013," it said.

The impact of the pandemic on broadcasting "has been severe and abrupt and has accelerated negative trends that were already in place," adds the study.
Earlier in 2017, the Public Policy Forum, an independent Canadian think-thank, [released a report calling for a sales tax on Facebook and Google](#) as well as foreign companies selling digital subscriptions, and the creation of a "Future of Journalism and Democracy Fund" that would distribute up to $400 million a year to local and Indigenous news. But there has been debate about taxpayer-funded support for news media outlets.

In late 2020, Finance Minister Chrystia Freeland announced Canada's plan to impose a tax on companies that provide digital services beginning in 2022. This will stay in place until major countries agree on a coordinated approach to ensure that digital giants are paying their share of taxes, she said.

Diversity in the newsroom

In response to persistent calls for diversity and transparency about representation in Canada's newsrooms, the Canadian Association of Journalists (CAJ) launched its inaugural Canadian Newsroom Diversity Survey in 2020. It would be the country's first representative survey of diversity in the news media. Survey results are expected to be released in October 2021.

Unlike the United States, which has conducted a national diversity survey since 1978, news media in Canada have not been upfront about the gender and racial makeup of its newsrooms.
In early 2020, the Canadian Journalists of Colour and Canadian Association of Black Journalists issued several calls to action in order to address what it calls the lack of racial diversity in Canadian newsrooms and media coverage. It urged Canadian news

outlets to "begin self-reporting on newsroom demographics on a regular basis," increase representation and coverage of racialized communities by hiring more editors and reporters of colour, among other things.

On the issue of gender representation, a survey conducted in 2011 by the International Women's Media Foundation about women's participation in the news media found that women were "under-represented in key roles in governance and senior management." Women accounted for nearly 40% of top-level management and 26% of governance roles, said page 161 of the report. "Women overall have hit parity with men in terms of numbers up to the glass ceiling. For example, 55 per cent of executive editors, bureau chiefs and news directors in Canada were women, 50 per cent of middle managers and 54.8 per cent of the producers, writers and directors." The study does not, however, include information about racial diversity, including information about the presence and roles of racialized women in the newsroom.

The results, "position Canada overall as one of the 59 nations in the global study that stands out as making greater strides for women," said the report. Globally women represent 33% of full-time workers in journalism at 522 companies surveyed in 201s. In terms of policy, just over half of the Canadian institutions surveyed (55 per cent) had a specific policy on gender equality. Three fourths (73%) have policies on sexual harassment, all have policies on maternity leave, and all but one (91%) provide paternity leave. Only a fifth (18%) provide childcare assistance.

Trust in the news

Trust in news media is stable in Canada, according to the Reuters report, with 45% of respondents saying "you can trust most news most of the time" in 2021, compared to 44% in 2020. About half also say, "there is about the right amount of coverage of their political views, age group, gender, and social and economic class, and that the coverage is fair."

Still, between 20% and 30% are dissatisfied. "The groups that are the least satisfied with the coverage they receive are Anglophones who identify themselves as politically right-leaning, people aged 18 to 24, women, members of low-income households and people without a postsecondary diploma or degree," it said. "Most Canadians think that when news outlets report on social and political issues, they should reflect a range of different views (71%), try to be neutral on every issue (57%) and give equal time to all positions and parties (69%)."

Ownership

The trend towards media conglomeration continues in Canada. News Media Canada figures from April 2018 show that a majority of 90 Canadian paid daily newspapers

have been under group ownership, according to: Black Press (3), Brunswick News, Inc. (3), Continental Newspapers Canada Ltd (3), F.P. Canadian Newspapers LP (2), Glacier Media (2), Globe and Mail Inc. (1), Groupe Capitales Medias (6), Postmedia Network/Sun Media (36), Power Corp of Canada (1), Quebecor (3), Saltwire Network Inc. (8), TC Media (2), Torstar corp. (10). Seven daily newspapers are independent or privately-owned.

News Media Canada figures show that as July 2019, 467 of 1,026 community newspapers were corporately owned by one of ten major corporate owners: Postmedia Network Inc, Black Press Ltd., Metroland Media Group, snapd Inc., Glacier Media, Inc., Transmet Logistics/Metropolitan Media, SaltWire Network, Icimedias Inc., Brunswick News Inc., and TC Media.

There were 99 paid daily newspapers and 36 free dailies in 2008; by 2020, there were 75 daily newspaper titles, majority of which is paid circulation. In 2020, daily and community newspaper titles had a combined total of 1,047, and a total circulation of 33.8 million copies per week.

The GMMP Canada team sampled 28 media, including eight newspapers, five radio and six television news programs, five news websites, and four Twitter news accounts. They were chosen using various criteria, including reach/circulation, geographic location, diversity, and language.

NEWSPAPERS	TELEVISION	RADIO	WEBSITES	TWITTER
The Globe and Mail	CP24 (5 p.m. news)	CBC (The World at Six)	TheChronicleHerald.ca	@HuffPostCanada
Vancouver Sun	CTV National News with Lisa LaFlamme	680 News	Lapresse.ca	@TheSpec
Toronto Sun	CBC National (with Andrew Chang and Adrienne Arsenault)	VOCM, St. John's 12 noon local	Timescolonist.ca	@TorontoStar
Ottawa Citizen	APTN	650 AM CKOM SK; 12:30	Winnipegfreepress.com	@CBCNews
Toronto Star	City News Toronto	News 1130 by Rogers	Ctvnews.ca	
Montreal Gazette	Global National with Dawna Friesen			
Calgary Herald				
National Post				

IN THE NEWS

With the worldwide death toll of the Covid-19 pandemic surpassing one million and Canada hitting more than 155,000 coronavirus cases on monitoring day, September 29, 2020, it was not surprising that stories about science and health (*see Graphic 1*) dominated headlines and stories in Canadian newspapers (30% of overall news), television news (32%) and news tweets (32%).

Overall, 39% of all news monitored by GMMP were related to Covid-19, with the highest percentage found on television (47%), and print media (43%). Covid-related news accounted for 33% of news on radio, 40% on Internet news (news websites) and 32% of news tweets. *See Graphic 2.*

Politics and government, which account for majority of news stories in normal times, wasn't far behind, however *(See Graphic 1.1).* It was, in fact, the top topic on Internet news (24%) and Twitter news (32%) and was the second highest percentage of stories in newspapers (27%), and television news (18%).
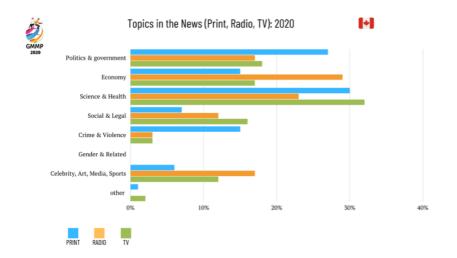
News about the economy dominated radio news at 29%, followed by science and health (23%). In other media, news about the economy comprised 17% of stories on television, 15% in newspapers, 10% on website news and 8% on Twitter news.

News about social and legal issues (along with politics and government) topped Internet news (24% each), was the second top category for news tweets, and the fourth top category for television news (16%) and radio news (14%). Print news media stories on social and legal issues stood at 7%.
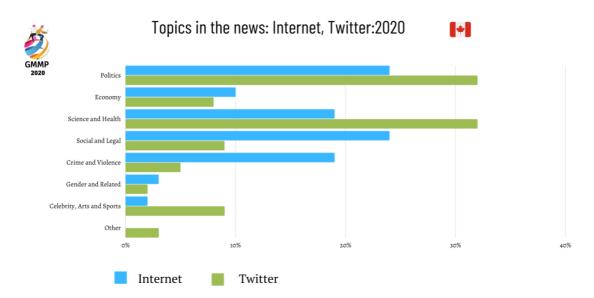
Celebrity, Arts and Media, Sports accounted for 17% of television news, 12% of radio news, 6% of print news, 2% of Internet news and 9% of news tweets.

No stories from print, television and radio were coded under the major topic "gender and related" which groups stories on gender-based violence and other gender-specific sub-topics. *(See Graphic 1 and 1.1)*
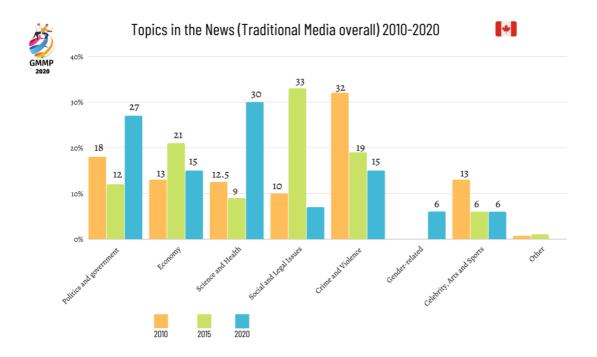
Graphic 1. Topics in the News (Print, Radio, TV)

Topics in the News (Print, Radio, TV): 2020
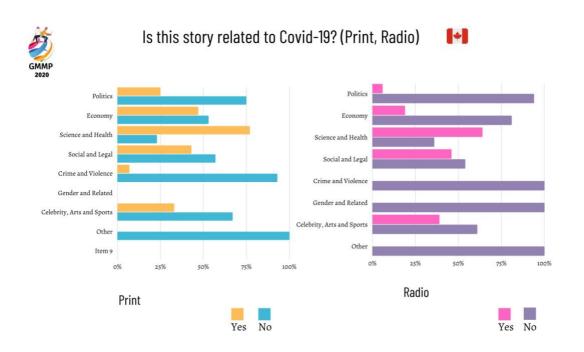
Graphic 1.1 Topics in the news: Internet and Twitter, 2020

Topics in the news: Internet, Twitter:2020
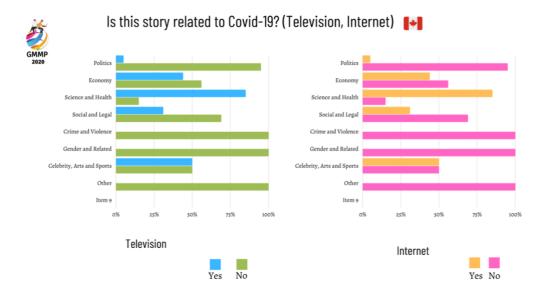
Graphic 1.3 Topics in the News (Traditional Media overall): 2010-2020

18

Topics in the News (Traditional Media overall) 2010-2020

Topic	2010	2015	2020
Politics and government	18	12	27
Economy	13	21	15
Science and Health	12.5	9	30
Social and Legal Issues	10	33	7
Crime and Violence	32	19	15
Gender-related			6
Celebrity, Arts and Sports	13	6	6
Other	1	1	

Graphic 2: Is this story related to Covid-19?

Is this story related to Covid-19? (Print, Radio)

Print

Radio

19

Is this story related to Covid-19? (Television, Internet) 🇨🇦

Television — Yes / No

Internet — Yes / No
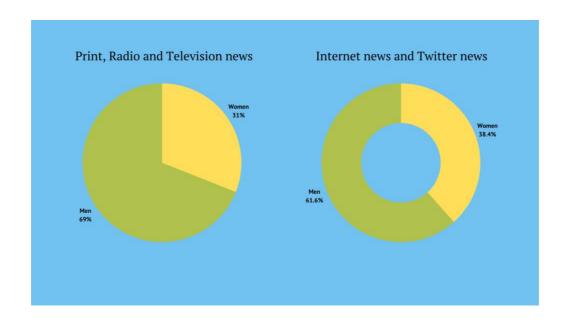
NEWS SUBJECTS AND SOURCES

Women, in general, accounted for only 31% of subjects in all print, radio and television news overall, and 38% of Internet news and news tweets combined. This was, however, an improvement from the 2015 and 2010 GMMP results of 27%, and 30%, respectively.

It should be noted that in 2010, women were 30% of the subjects in Canadian news overall, which means that over a 10-year period, there was only a 1% increase in the proportion of female newsmakers. The highest increase occurred between 2005 to 2010, where women newsmakers went from 21% to 30%.

Graphic 3. Overall presence of women in the news

Print, Radio and Television news

Internet news and Twitter news

Women 31%

Men 69%

Women 38.4%

Men 61.6%

There were some bright spots in terms of the overall presence of women as subjects in Canadian print, radio, and television news *(See Table 1 and Graphic 3.1)*.

Stories focusing on social and legal issues were only three points away from achieving gender parity (47% women vs 53% men: *Table 1*) in terms of subjects in print, radio, and television news. This was a marked improvement from five years ago, when 2015 GMMP results showed that women were the focus of 40% of stories in this category.

There was a 22% increase in the presence of women as subjects in economic news – from 16% in 2015 to 38% in 2020.

There was also a significant improvement in the representation of women in science and health stories, up 41% from 28% five years ago. Considering that stories about science and health accounted for the majority of the stories in 2020 (owing largely to the Covid-19 pandemic), this was a positive development.

Women represented 25% of stories about crime and violence in 2020, a 3% increase from 22% in 2015.

Celebrity, arts, media, and sports featured fewer stories with women as subjects, at 18%, compared to five years ago, 31%.

However, women remained largely underrepresented in news about politics and government, at 19%, compared to men, at 81%. While still an improvement from 2015, when stories in this category only featured 12% of women as subjects the fact that women represent only 1.9 out of 10 people seen, read, or heard about in stories

that are traditionally featured more prominently and occupy more space is problematic.
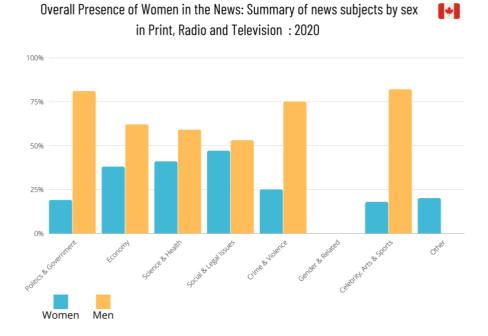
There were also no GBV and gender-specific stories published on monitoring day in traditional news sources and only 2% of those coded in digital sources on news sites and Twitter.

Table 1 and Graphic 3.1: Overall presence of women in news: Summary of news subjects, by sex in Print, Radio and Television News (2020)

PRINT, RADIO AND TELEVISION	Women	Men
	%	%
Politics and Government	19%	81%
Economy	38%	62%
Science and Health	41%	59%
Social and Legal Issues	47%	53%
Crime and Violence	25%	75%
Gender and Related	0%	0%
Celebrity, Arts & Sports	18%	82%
Other	20%	80%

Graphic 3.1

Overall Presence of Women in the News: Summary of news subjects by sex in Print, Radio and Television : 2020

News published on websites and Twitter outperformed traditional media in terms of women's presence as subjects (*Table 2 and Graphic 3.2).*

Of the stories coded under the 'gender & related' major topic in digital news media, women were 54% of the subjects and sources. In social and legal news, women were 51% of the persons in the stories, higher than the 47% found in traditional news media under the same major topic.

There was a marked increase in the percentage of stories featuring women as subjects in social and legal news in legacy media, up 27% (from 24% in 2015 to 51% in 2020).

Science and health stories published in digital news featured 45% of women compared to 41% in traditional news media, was 40% higher than in 2015, when it stood at 5%.

Digital and traditional news media had the same percentage of women as subjects in news about the economy, at 38%.

Women accounted for 43% of stories about celebrity, arts, and sports, compared to 18% in traditional news media.
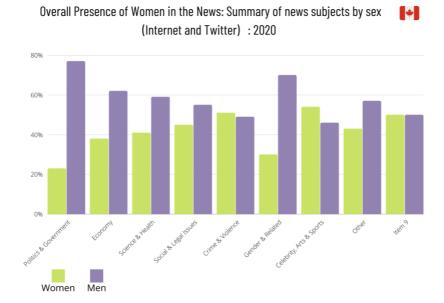
However, women were similarly underrepresented in digital news about politics and government, at 23%. Still, there was an improvement from 2015, when women appeared in only 11% of stories in this category.

Table 2 and Graphic 3.2: Overall presence of women in news: Summary of news subjects, by sex in Internet and Twitter News (2020)

INTERNET & TWITTER	Women	Men
	%	%
Politics & Government	23%	77%
Economy	38%	62%
Science and Health	45%	55%
Social and Legal Issues	51%	49%
Crime and Violence	30%	70%
Gender and related	54%	46%
Celebrity, Arts and Sports	43%	57%
Other	50%	50%

Graphic 3.2

Overall Presence of Women in the News: Summary of news subjects by sex (Internet and Twitter) : 2020
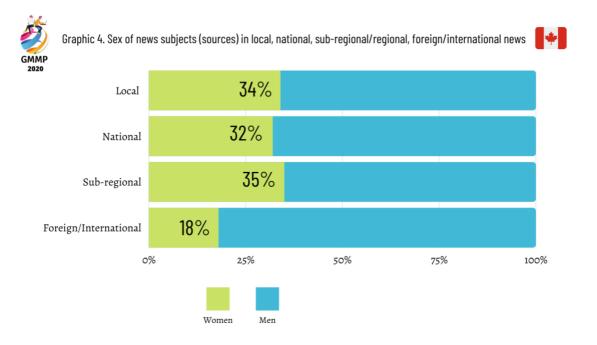
Results disaggregation by medium (*Table 3*) reveals that severe gender disparities on radio particularly and in print. The gap in subjects and sources is narrowest on television.

Table 3. Women in the news (sources) by medium

	Print	Radio	Television	Internet	Twitter
	%	%	%	%	%
Female	30%	19%	41%	38%	37%
Male	70%	81%	59%	62%	63%
Total	100%	100%	100%	100%	100%

Disaggregation by the scope of the story reveals that women are most likely to be present in sub-regional news, at 35%, and the least in foreign and international news, 18% *(See Graphic 4)*

Graphic 4. Sex of news subjects (sources) in local, national, sub-regional/regional, foreign/international news: % of women

24

Graphic 4. Sex of news subjects (sources) in local, national, sub-regional/regional, foreign/international news

Overall, only 5% of stories referred to issues of gender equality or inequality, and legislation or policy *(See Graphic 5),* and the highest percentage were found in stories about social and legal issues (25%) and news about the economy (8%, *See Table 4*).

There were more women reporters (38%) than men (19%) who made reference to gender equality or inequality in stories related to social and legal issues. *(See Table 5)*

Interestingly enough, there were more men reporters (5%) than women reporters (2%) who raised issues of gender equality or inequality and legislation policy in stories related to politics and government. There were also more men reporters (5%) than women reporters (4%) who raised these issues in stories about the economy.

Overall, 5% of women reporters and 5% of men reporters referred to issues of gender equality or inequality and legislation or policy in stories. (*See Graphic 6 below).*

Graphic 5: Stories referring to issues of gender equality/inequality, legislation, or policy (Overall total %)

With reference
5%

Without reference
95%
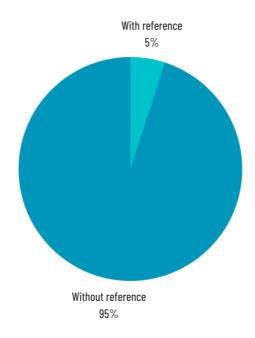
Table 4: Breakdown by major topic, by reference to gender equality/legislation policy
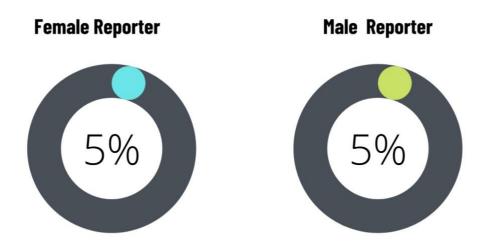
	Yes	No
	%	%
Politics and Government	3%	97%
Economy	8%	92%
Science and Health	1%	99%
Social and Legal Issues	25%	75%
Crime and Violence	0%	100%
Gender and Related	0%	100%
Celebrity, Arts and Sports	0%	100%
Other	0%	100%

Table 5. Stories referring to issues of gender equality/inequality, legislation, and policy; by major topic and by sex of reporter

	Female			Male		
	Yes	No		Yes	No	
	%	%	N	%	%	N
Politics and government	2%	98%	42	5%	95%	37
Economy	4%	96%	25	5%	95%	56
Science and Health	0%	100%	65	2%	98%	53

Social and Legal Issues	38%	62%	21	19%	81%	26
Crime and Violence	0%	100%	5	0%	100%	16
Gender and Related	0%	0%	0	0%	0%	0
Celebrity, arts and sports	0%	100%	22	0%	100%	25
Other	0%	100%	3	0%	100%	2

Graphic 6: Percentage of reporters, by sex, who make references to issues of gender equality/inequality and legislation or policy.

Politicians/members of parliament, public servants, academic experts/teachers, media professionals, lawyers, businesspersons, lawyers, tradesperson, activists, and sportspersons were predominantly male *(See Table 6 below)*.

In keeping with historical patterns, the only occupations were women exceeded men were health workers (88%), student (71%), homemaker (71%) – positions that are traditionally seen as feminine; and where their occupation/position wasn't stated (52%).

There was gender parity in newsmakers who were religious figures, such as priest, monk, rabbi, mullah, imam, and nun.

Women accounted for 49% of doctor, dentist and health specialist newsmakers, a significant improvement from the 2015 results, where they only accounted for 32% of people in this category, and in 2010, 36%.

Women were 40% of persons identified as scientist, tech professional or engineer in 2020.
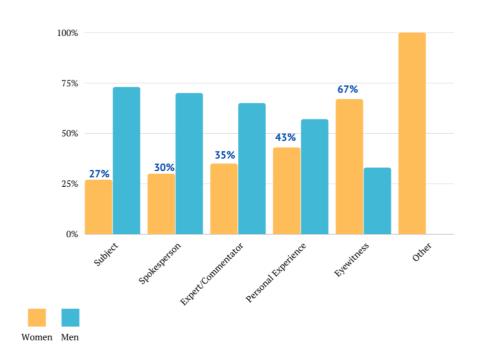
Table 6: Representation of women news subjects and sources by occupation

	Women %	Total number of sources and subjects
Not stated	52%	54
Royalty	0%	1
Politician/member of parliament	23%	224
Government Employee, public servant	27%	37
Academic expert, lecturer, teacher	26%	38
Doctor, dentist, health specialist	49%	68
Health worker	88%	8
Scientist, tech professional, engineer	40%	5
Media professional, journalist, filmmaker, etc.	17%	18
Lawyer, judge, magistrate, legal advocate, etc.	29%	21
Businessperson, exec, manager, stockbroker	20%	25
Office worker/secretary	0%	0
Tradesperson	33%	3
Agriculture, mining, fishery worker	0%	4
Religious figure, priest, monk, rabbi, mullah, nun	50%	2
Activist, civil society /NGO worker, trade unionist	32%	41
Sex worker	0%	0
Celebrity, artist, actor, writer, singer, TV personality	35%	43
Sportsperson, athlete, player, coach, referee	4%	47
Student, pupil, school child	71%	7
Homemaker, parent (men or women)	71%	14
Other	0%	0

With regard to the functions or roles played by the people in the stories, it is startling that women who do make the news in Canada are still interviewed as providers of information based on personal experience, or as eyewitnesses – roles that are unexceptional, requiring no expertise or specialist knowledge.

In 2020, women accounted for 67% of eyewitness newsmakers and 43% personal experience providers – higher even than in previous years. A decade ago, between 35-36% of women offered eyewitness accounts and gave their personal/popular opinion and in 2015, the figure was 33%.

But there was also a significant improvement in women being quoted as spokespersons and expert commentators (35% and 43%, respectively). In 2015, women accounted for 27-29% of those quoted as experts and commentators, and in 2010, only 18%.

Graphic 7. Breakdown of women news subjects by function

In terms of age of news subjects, the age of men who are news subjects is largely unknown in the print media (69%), compared to women (31%) – *See Graphic 8.*

On television, women who are younger, or those in the 19-34 and 35-49 age category appear more as news subjects in print news and on television news (*See Graphic 8 and Table 7*)

Men, on the other hand, remain prominent as young as 12 and under and as old as 65-79.

For the first time, the GMMP investigated the representation of people 80 years old and above in the news. Both men and women in this age bracket were invisible in the news on monitoring day.

Graphic 8: Age of news subjects (male and female) in Print and Television
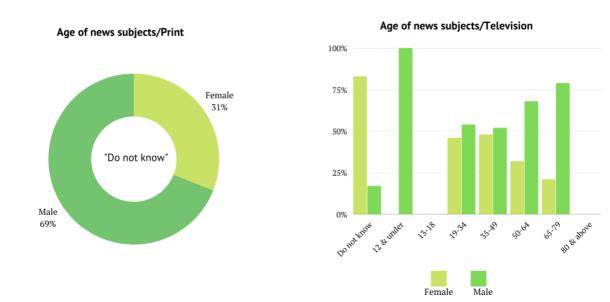
Table 7. Age of news subjects (male and female) in Television
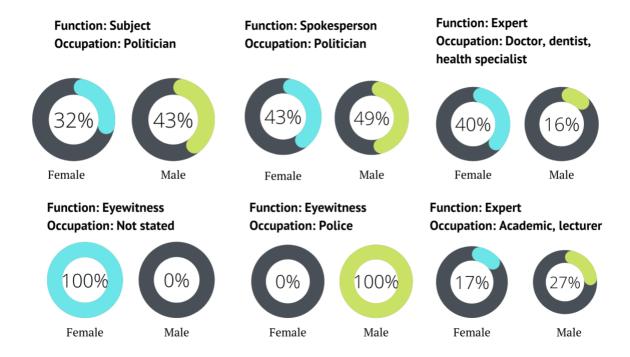
Television			
	Female	Male	
	%	%	N
Do not know	83%	17%	6
12 and under	0%	100%	1
13-18	0%	0%	0
19-34	46%	54%	26
35-49	48%	52%	79
50-64	32%	68%	44
65-79	21%	79%	24
80 years or more	0%	0%	0

In terms of roles played by women in news stories, there were more women doctors and health specialists featured as experts (40%) than men (16%), but fewer female politicians as subjects of stories (32% compared to 43% male) – *See Graphic 9.*

Following historical patterns, women were still tapped mostly as eyewitnesses, with no occupation stated (100%).

Women spokesperson-politician accounted for 43%, and academic expert/lecturer (17%). Eyewitnesses who were identified as police were 100% male.

Graphic 9: Breakdown of news subjects' function (top 5) and occupation, by sex of news subject

Function: Subject
Occupation: Politician

32% Female   43% Male

Function: Spokesperson
Occupation: Politician

43% Female   49% Male

Function: Expert
Occupation: Doctor, dentist, health specialist

40% Female   16% Male

Function: Eyewitness
Occupation: Not stated

100% Female   0% Male

Function: Eyewitness
Occupation: Police

0% Female   100% Male

Function: Expert
Occupation: Academic, lecturer

17% Female   27% Male

Women were portrayed as victims of an accident (33%) than men (25%), and as victims of discrimination based on gender, race, ethnicity, age, religion, and ability (33%) than men (25%).

Men were overwhelmingly portrayed as victims of war, terrorism, vigilantism, and state violence (50%) than women (0%).

Gender-based violence: There were no stories related to gender-based violence against women and girls in legacy media, even though domestic violence cases skyrocketed in Canada during the Covid-19 pandemic.
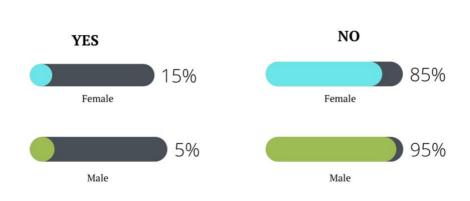
There was only one story which portrayed a person as a survivor, and it focused on a woman who was depicted as a survivor of discrimination based on gender, race, ethnicity, age, religion, and ability. *See Table 9 below.*

Identity and family status in the news: Women were still likely to be identified by their family status (as wives, sisters, mothers, etc.) than men, at 15% vs. %5.

However, this was a considerable improvement from 2015, when 20% of the women were identified by their family status and in 2010, at 19%. The likelihood to mention the family status of male protagonists fluctuated from 13% in 2010 to 3% in 2015.

What is noticeable, however, is that women reporters were more likely to identify women news subjects by their family status, 23% vs. 14% by male reporters. All reporters mention men's family status considerably less – implying that this is a feature of journalistic practice – at the same time, women reporters do tend to identify the men in their stories by family status slightly more (7% of men subjects and sources) than their male counterparts (5%) (*See Table 10).*

Graphic 10: News subjects identified by family status

News subjects identified by family status

	YES		NO	
Female	15%		85%	
Male	5%		95%	
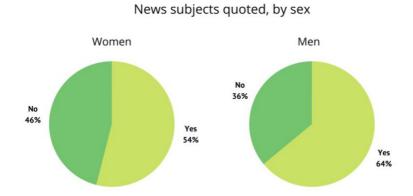
Table 8: News subjects identified by family status, by sex of news subject, by sex of reporter

Sex of reporter	Female		Male	
Sex of news subject	Female	Male	Female	Male
	%	%	%	%
Yes	23%	7%	14%	5%
No	77%	93%	86%	95%
	100%	100%	100%	100%

News subjects quoted: When women are featured as news subjects, they are quoted directly 54% of the time. When men are featured as news subjects, they are, however, quoted more (64%). *See Graphic 11.*
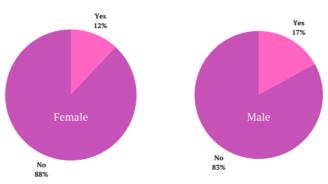
Men news subjects are not only quoted more, but they are also photographed more, 17% vs. 12% *(See Graphic 12).*

Graphic 11: Breakdown of news subjects quoted, by sex

Graphic 12: Breakdown of news subjects photographed, by sex

News subjects photographed, by sex

Female
Yes 12%
No 88%

Male
Yes 17%
No 83%

Indigenous People in the news: In this latest GMMP, each country team had the opportunity to add three special questions to the monitoring questionnaire. The Canada team asked the following questions:

- *Is an Indigenous person mentioned in the text or visible in the images? Yes/No*
- *Is a person's race or ethnicity mentioned in the text or visible in the images? Yes/No*
- *Is the person's immigration or migrant or refugee status mentioned in the text or visible in the images? Yes/No*

Indicators such as race, ethnicity, immigration status allow results to be studied using intersectional lenses; they allow us to study how news media treats subjects and sources on the basis of identities other than gender.

Columbia University Prof. Kimberle Crenshaw first laid out the theory of intersectionality in her 1989 paper, Demarginalizing the Intersection of Race and Sex, published by the University of Chicago Legal Forum, and later, in *Mapping the Margins: Intersectionality, Identity Politics, and Violence Against Women of Color,* published by the Stanford Law Review. She used it to describe how one's individual characteristics such as race, gender and class "intersect" and overlap one another.

In an interview in 2017, Crenshaw described intersectionality as "basically a lens, a prism, for seeing the way in which various forms of inequality often operate together and exacerbate each other. We tend to talk about race inequality as separate from inequality based on gender, class, sexuality, or immigrant status. What's often missing is how some people are subject to all of these, and the experience is not just the sum of its parts."

In Canada, Indigenous persons constituted 6.4% of news stories analysed for this question using long-form monitoring, or 10 out of 156 stories. In the physical
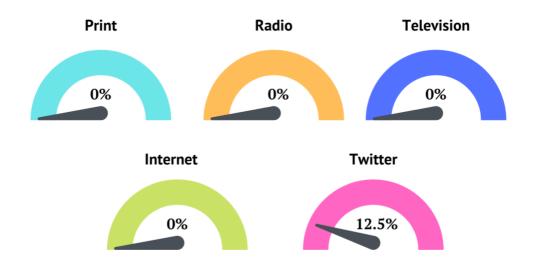
world, First Nations, Metis, and Inuit represent 4.9% or 1,673, 785 million of Canada's population of 35,151,728, according to the 2016 Statistics Canada census.

Canadian media's performance in this regard was a lot better compared to Latin America, where only 3% of the people in the news were from Indigenous or tribal groups compared to the physical world (8%) (*See 6th GMMP Global Report).* Indigenous women represented 8% of those interviewed, seen, or heard about overall, and 14.6% of all women in the news stories analysed overall.
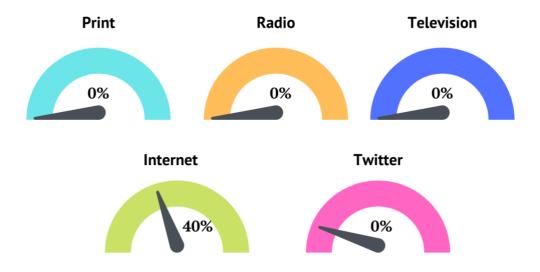
However, Indigenous people mostly appeared in stories about politics and government, where they constituted 3 out of 24 stories, or 12.5% *(Graphic 13)* and in stories about social and legal issues, where they comprised 6 out of 15 or 40% of Internet news.

They were absent in stories about the economy, science and health, crime and violence, gender and related issues, and celebrity, arts, media, and sports.

Graphic 13. Is an Indigenous person mentioned the in text or visible in the images? (Politics and government stories)

Graphic 14. Graphic 13. Is an Indigenous person mentioned the in text or visible in the images? (Social and Legal issues)

Print 0%

Radio 0%

Television 0%

Internet 40%

Twitter 0%
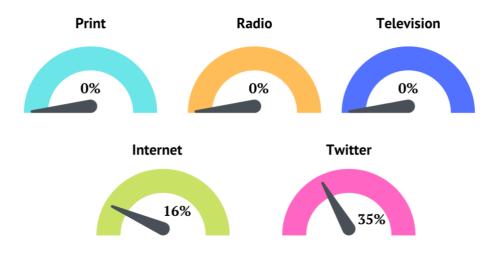
Racialized groups in the news: A person's race or ethnicity (other than white) was mentioned in the only news story published about gender and related issues. In stories published about politics and government, 16% mentioned a person's race or ethnicity in Canadian news websites, and 35% of news tweets, but not in print, radio, or television news (*See Graphic 15*).
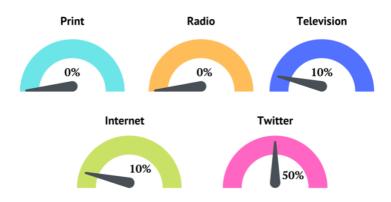
It was also mentioned in 10% of health and science stories published on news websites and broadcast on television, and 50% of news tweets. *(See Graphic 16).*

In all, a person with a race other than white appeared in 15.44% of stories. In the physical world, racialized groups account for 22.3% of Canada's population.

Graphic 15. Is the person's race (other than white) or ethnicity mentioned in the text or visible in the images? Yes/No (Politics and government news stories)

Print

0%

Radio

0%

Television

0%

Internet

16%

Twitter

35%

Graphic 16. Is the person's race or ethnicity (other than white) mentioned in the text or visible in the images? Yes/No (Science and health stories)

Print

0%

Radio

0%

Television

10%

Internet

10%

Twitter

50%
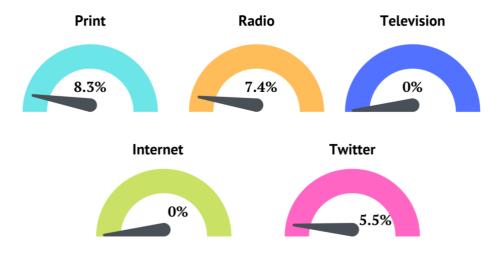
However, race and ethnicity were not mentioned at all in stories about the economy, crime and violence, and celebrity, arts, sports, and media.

On the question of whether the news subject's immigration or migrant or refugee status is mentioned in the text or visible in the images, there were 8.3% of stories in the social and legal category that were published in the print media.

Radio news had 7.4% of stories in the crime and violence category that mentioned or showed a news subject's immigration or migrant or refugee status; while on Twitter, it was 5.5% under the category of celebrity, arts, media, and sports.

Overall, there were only 1.9% of stories that mentioned a news subject's immigration, migrant, or refugee status.

Print

8.3%

Radio

7.4%

Television

0%

Internet

0%

Twitter

5.5%

JOURNALISTS AND REPORTERS
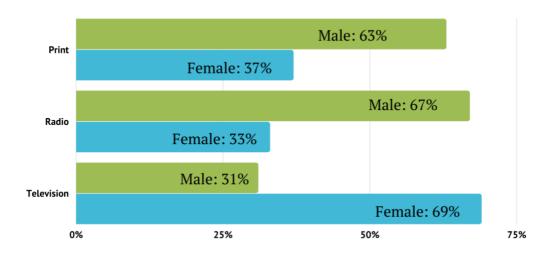
Women were overrepresented as reporters, announcers, and presenters on Canadian television news at 69% vs 31% men *(See Graphic 18)*. This was a 2% drop from the 2015 GMMP statistic of 78% vs 22% men.

There is gender parity in the journalists in Tweets while news websites are just a single point shy of parity. (*See Graphic 19*)
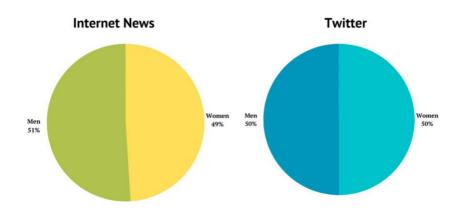
The lowest percentage of female reporters and announcers in the stories is found on radio, 33% vs. 67% men, while 37% of reporters in print stories are women compared to 63% men. The percentage of female reporters in print stories dropped 5 points, from 42% in 2015.

Breakdown of reporters, announcers, presenters

Print
- Male: 63%
- Female: 37%

Radio
- Male: 67%
- Female: 33%

Television
- Male: 31%
- Female: 69%

0%   25%   50%   75%

Graphic 19. Breakdown of reporters by sex, Internet news and Twitter News

Internet News
Men 51%   Women 49%

Twitter
Men 50%   Women 50%
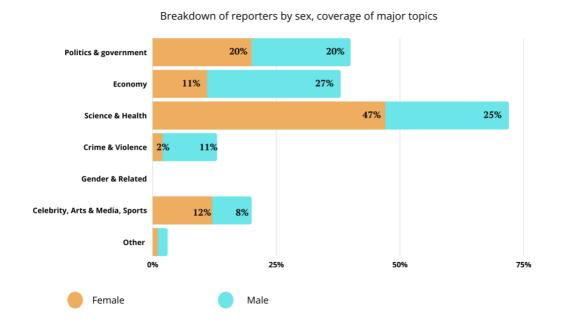
The overwhelming number of female reporters covered science and health topics (47% vs 25% of men), while female and male reporters covering politics and government were the same percentage (20% each). *See Graphic 20 below.*

More male reporters covered stories about the economy, 27% vs. 11% female reporters, as well as stories about crime and violence, 11% vs. 2% of female reporters.

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More female reporters covered stories about celebrity, arts and media and sports, at 12% vs. 8% of men.

Breakdown of reporters by sex, coverage of major topics

Topic	Female	Male
Politics & government	20%	20%
Economy	11%	27%
Science & Health	47%	25%
Crime & Violence	2%	11%
Gender & Related		
Celebrity, Arts & Media, Sports	12%	8%
Other		

Female   Male

Does the sex of the reporter matter when it comes to the gender dimensions of a story? Previous global level GMMP findings have shown that women reporters are more likely than men to turn to women subjects and sources. The case is certainly true for Canada, where in 2020, 57% of the people covered by female reporters were women, and 43% men. Male reporters chose more male subjects 6% more than women, but they also covered at least two stories involving a transgender person.

Canada performed better than the global average on this metric. Globally, women constitute 31% of people covered by women reporters in the traditional news media and 24% of those covered by men reporters.

Sex of Reporter	Female	Male	
	%	%	Number of stories
Female subject	57%	43%	294
Male subject	43%	49%	615
Other - transgender	0%	100%	2

Do not know	25%	75%	8

A high majority (97%) of female television news anchors tend to be between the ages of 50-64, and ages 35-49 (3%), bucking the global trend of women's invisibility as they get older. In contrast, men on television news tend to be younger, at ages 35-49 (*See Table 9 above*). This could partly be attributed to the fact that by the time the 2020 GMMP was conducted, a number of longstanding male anchors had retired, notably CBC's Peter Mansbridge, who retired in 2017, and CTV Toronto's Ken Shaw, who anchored his last newscast in January 2020. Another way of looking at it would be a growing recognition of the work of women anchors, many of whom worked as reporters and editors, among them Lisa LaFlamme (CTV News), Adrienne Arsenault (CBC News, The National), and Dawna Friesen (Global News, National) and Farah Nasser (CP24, Toronto).

However, female television reporters tended to be younger, with 52% being in the 19-34 age range, and 41% in the 35-49 range. There are older male reporters, 67% are in the 35-49 age category, and only 20% in the 19-34 category. There are fewer female reporters in the 50-64 age backet (7%), compared to 13% for men.

Table 10. Age of television announcers and reporters, by sex.

	Anchor, announcer, or presenter: Usually in the television studio				Reporter: Usually outside the studio. Include reporters who do not appear on screen, but whose voice is heard (e.g., as voice-over).			
	Female		Male		Female		Male	
	%	N	%	N	%	N	%	N
Do not know	0%	0	0%	0	0%	0	0%	0
19-34	0%	0	0%	0	52%	15	20%	3
35-49	3%	2	100%	26	41%	12	67%	10
50-64	97%	60	0%	0	7%	2	13%	2
65-79	0%	0	0%	0	0%	0	0%	0
80 years or more	0%	0	0%	0	0%	0	0%	0
	100%		100%		100%		100%	

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

Overall, only 5% of stories analysed referred to gender equality or to human rights policy. Stories about social and legal issues were the most prominent, with 25% of stories referring to gender equality or human rights policy, followed by stories about the economy (8%), politics and government (3%), and science and health (1%). *See Table 11 below.*

Table 11. *Breakdown by major topic by reference to gender equality/human rights/policy*

	Yes	No	
	%	%	N
Politics and Government	3%	97%	65
Economy	8%	92%	65
Science and Health	1%	99%	89
Social and Legal	25%	75%	36
Crime and Violence	0%	100%	21
Gender & Related	0%	0%	0
Celebrity, Arts and Media, Sports	0%	100%	36
Other	0%	100%	3
Overall	**5%**		

At least 38% of stories written by female reporters about social and legal issues referred to gender equality and or human rights policy compared to 19% of male reporters. But when it came to other topics, male reporters highlighted them more in stories about politics and government (5% vs 2% by female reporters), the economy (5% vs. 4%), and science and health (2% vs. 0%).

Table 12. *Breakdown by major topic by sex of reporter by reference to gender equality/human rights/policy*

	Female			Male		
	Yes	No		Yes	No	
	%	%	N	%	%	N
Politics and Government	2%	98%	42	5%	95%	37
Economy	4%	96%	25	5%	95%	56
Science and Health	0%	100%	65	2%	98%	53
Social and Legal	38%	62%	21	19%	81%	26
Crime and Violence	0%	100%	5	0%	100%	16
Gender & Related	0%	0%	0	0%	0%	0
Celebrity, Arts and Media, Sports	0%	100%	22	0%	100%	25
Other	0%	100%	3	0%	100%	2

The highest percentage of stories where issues of gender equality or inequality were raised included those in the category of human rights, children's rights, gay and lesbian rights, and rights of minorities (41%). This was followed by stories about poverty, housing, social welfare, and aid to those in need (18%). *See Table 13 below.*

They also appeared in stories about domestic politics (6%), economic policies/strategies (6%), rural economy, agriculture, farming practices (6%), migration, racism, xenophobia (6%), and medicine, disability, safety, medical research (6%).

Table 13. Stories where issues of gender equality/inequality are raised by topic

	Yes		No	
	%	N	%	N
Women politicians, women electoral candidates...	0%	0	0%	11
Peace, negotiations, treaties... (local, regional, national),	0%	0	3%	02
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	6%	1	9%	8
Global partnerships (international trade and finance systems, e.g., WTO, IMF, World Bank, debt) ...	0%	0	0%	02
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	0	7%	0
National defence, military spending, military training, military parades, internal security ...	0%	0	1%	3
Other stories on politics and government (specify the topic in 'Comments' section of coding sheet)	6%	1	0%	11
Economic policies, strategies, modules, indicators, stock markets, taxes,	6%	1	5%	5
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	3%	9
Poverty, housing, social welfare, aid to those in need ...	18%	3	3%	8
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	0%	0	0%	0
Employment	0%	0	1%	2
Informal work, street vending, ...	0%	0	0%	0
Other labour issues, strikes, trade unions, negotiations, other employment, and unemployment	0%	0	3%	8
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	6%	1	1%	4
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	0	0%	0
Transport, traffic, roads...	0%	0	3%	9
Other stories on the economy (specify the topic in 'Comments' section of coding sheet)	0%	0	2%	5
Science, technology, research, funding, discoveries, developments ...	0%	0	2%	55
Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV- AIDS) ...	6%	1	19%	6
EBOLA, treatment, response...	0%	0	0%	0

Topic	%	n	%	n
HIV and AIDS, incidence, policy, treatment, people affected …	0%	0	4%	11
Other epidemics, viruses, contagions, Influenza, BSE, SARS. NOT COVID-19 (For stories related to Covid-19 choose the closest relevant sub-topic)	0%	0	0%	0
Birth control, fertility, sterilization, amniocentesis, termination of pregnancy …	0%	0	0%	1
Climate change, global warming	0%	0	0%	1
Environment, pollution, tourism …	0%	0	4%	13
Other stories on science or health (specify the topic in 'Comments' section of coding sheet)	0%	0	0%	1
Sustainable Development Goals (SDGs), Post 2015 agenda, Agenda 2030	0%	0	0%	0
Family relations, inter-generational conflict, single parents …	6%	1	0%	1
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities.	41%	7	2%	6
Religion, culture, tradition, cultural controversies, teachings, celebrations, practices …	0%	0	1%	2
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia …	6%	1	0%	0
Other development issues, sustainability,	0%	0	0%	0
Education, childcare, nursery, university, literacy	0%	0	4%	13
Women's movement, feminist activism, events, demonstrations, gender equality advocacy …	0%	0	0%	0
Changing gender relations, roles and relationships of women and men inside and outside the home …	0%	0	0%	0
Family law, family codes, property law, inheritance law and rights …	0%	0	0%	0
Legal system, judicial system, legislation (apart from family, property & inheritance law) …	0%	0	1%	2
Disaster, accident, famine, flood, plane crash, etc.	0%	0	1%	3
Riots, demonstrations, public disorder, etc.	0%	0	0%	0
Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	0%	0	0%	0
Non-violent crime, bribery, theft, drug-dealing, …	0%	0	3%	9
Corruption, (including political corruption/malpractice)	0%	0	0%	0
Violent crime, murder, abduction, kidnapping, assault, drug-related violence …	0%	0	4%	11
Child abuse, sexual violence against children, neglect	0%	0	0%	0
War, civil war, terrorism, state-based violence	0%	0	0%	1
Other stories on crime and violence (specify the topic in 'Comments' section of coding sheet)	0%	0	0%	0
Sexual harassment against women, rape, sexual assault, #MeToo #TimesUp	0%	0	0%	0
Other gender violence such as feminicide, trafficking of girls and women, FGM…	0%	0	0%	0
Inequality between women and men such as income inequality/gender pay gap,	0%	0	0%	0
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty …	0%	0	0%	0
Arts, entertainment, leisure, cinema, theatre, books, dance …	0%	0	3%	8
Media, including new media (computers, internet), portrayal of women and/or men	0%	0	0%	1
Fake news, mis-information, dis-information, mal-information…	0%	0	0%	0
Beauty contests, models, fashion, beauty aids, cosmetic surgery …	0%	0	0%	1
Sports, events, players, facilities, training, policies, funding …	0%	0	9%	26
Other stories on celebrities, arts, media (specify the topic in 'Comments' section of coding sheet)	0%	0	0%	0

Use only as a last resort and explain	0%	0	1%	3
	100%		100%	

Overall		5%

When it came to challenging gender stereotypes, there were very few stories that challenged gender stereotypes, and male reporters actually did a better job highlighting it (2% vs. 1%). *See Table 14 below.*

Table 14. Breakdown of stories where stereotypes are challenged/ supported by gender of reporter

	Female				Male			
	Agree		Disagree		Agree		Disagree	
	%	N	%	N	%	N	%	N
Politics and Government	6%	1	94%	17	0%	0	100%	26
Economy	0%	0	100%	10	0%	0	100%	35
Science and Health	0%	0	100%	42	0%	0	100%	32
Social and Legal	0%	0	100%	6	18%	2	82%	9
Crime and Violence	0%	0	100%	2	0%	0	100%	14
Gender & Related	0%	0	0%	0	0%	0	0%	0
Celebrity, Arts and Media, Sports	0%	0	100%	11	10%	1	90%	9
Other	0%	0	100%	1	0%	0	100%	2

Overall	1%		Overall	2%

FOCUS ON COVID-19 NEWS

A majority of Covid-19 and Covid-19 related stories were reported by male reporters (53% vs. 47%). *See Graphic 21 below.*

Seventy-one per cent of political stories that were related to Covid-19 were reported by male reporters (*See Table 17),* while female reporters were more present in coverage of Covid-19 stories under the science and health category (54%).

Covid-19 stories that were related to the economy were mostly covered by male reporters (53% vs. 47%), as well as stories related to social and legal issues, at 57% vs. 43%.

Graphic 21. Covid stories: reporters, by sex

Female reporters: 47%   Male reporters: 53%

Table 15. Covid stories: reporters, by sex

	Female		Male		Other (transgender, etc.)				Do not know
	%	N	%	N	%	N	%	N	N
Politics and Government	26%	11	71%	30	0%	0	2%	1	42
Economy	47%	17	53%	19	0%	0	0%	0	36
Science and Health	54%	97	46%	83	0%	0	0%	0	180
Social and Legal	43%	16	57%	21	0%	0	0%	0	37
Crime and Violence	0%	0	100%	1	0%	0	0%	0	1
Gender & Related	0%	0	0%	0	0%	0	0%	0	0
Celebrity, Arts and Media, Sports	38%	8	62%	13	0%	0	0%	0	21
Other	0%	0	0%	0	0%	0	0%	0	0

Overall Female   **47%**

Numerous studies have shown that the pandemic has had a disproportionate impact on women. For example, women's rights activists and civil society organizations in Argentina, Canada, France, Germany, Spain, the United Kingdom, and the United States flagged a "heightened demand for emergency shelter" for women and children fleeing domestic violence, according to Phumzile Mlambo-Ngcuka, Executive Director of UN Women.

Women, regardless of whether they were employed in the formal or informal sector, also suffered the largest drops in income from paid jobs, had a larger reduction in paid hours, and bore most of the burden of caring for families during lockdowns imposed as a way of containing the pandemic.

And yet, there were only 2% of Covid-19 stories that highlighted gender inequalities *(See Table 16)*. Of these stories, 8% were related to the economy, 4% to politics and government, and only 1% in health and science.

Table 16. Covid-19 stories that highlight gender inequalities, by major topic

	Yes	No	
	%	%	N
Politics and Government	4%	96%	23
Economy	8%	92%	26
Science and Health	1%	99%	88
Social and Legal	0%	100%	20
Crime and Violence	0%	100%	1
Gender & Related	0%	0%	0
Celebrity, Arts and Media, Sports	0%	100%	16
Other	0%	0%	0
Overall Yes	2%		
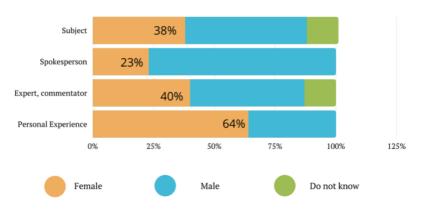
Of the 8% of Covid-related stories about the economy, women constituted 38% of news subjects, and a majority (64%) were personal experience providers, 40% were experts/commentators and 23% were spokespersons (*See Graphic 22*).

Women only represented 24% of all political stories related to Covid-19 (*See Graphic 23*). And, when they were represented, they were once again relegated to the role of personal experience providers (57%). Only 17% of women were interviewed as experts and 16% as spokespersons.
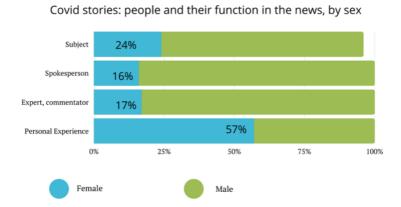
Women fared better in the 1% of Covid-19 related stories about health and science, where they were 49% of news subjects. Nonetheless, they were still mostly personal experience providers (57%), 47% were spokespersons, and 41% were experts/commentators. *See Graphic 24.*

Graphic 22. Covid-related stories (Economy): people and their function in the news, by sex

Covid-related stories (Economy) people and their function in the news, by sex

Subject	38%	
Spokesperson	23%	
Expert, commentator	40%	
Personal Experience	64%	

0%   25%   50%   75%   100%   125%

● Female   ● Male   ● Do not know

Graphic 23. Covid-related stories (Politics and government): people and their function in the news, by sex

Covid stories: people and their function in the news, by sex

Subject	24%	
Spokesperson	16%	
Expert, commentator	17%	
Personal Experience	57%	

0%   25%   50%   75%   100%

● Female   ● Male

Graphic 24. Covid-related stories (Science): People and their function in the news, by sex

Covid-related stories (Science) people and their function in the news, by sex

Subject	49%	
Spokesperson	47%	
Expert, Commentator	41%	
Personal Experience	57%	

0%   25%   50%   75%   100%   125%

● Female   ● Male

DIGITAL NEWS ON WEBSITES AND TWITTER

Subjects and sources in digital news: Women present in Internet news were mostly health workers/social workers, childcare workers, or students, as well as retired persons, pensioners or one with no occupation given (100%*). *See Table 19 below.*
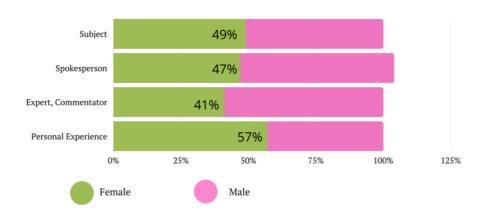
Women who appeared in news tweets were seen more as media professionals/journalists, lawyers/judges/legal advocates, and as activists/NGO workers/trade unionists (100% vs. 0% men).

Internet news also represented women more as lawyers, judges, and legal advocates (63% vs 38% men), as well as doctors, dentists, and health specialists, and as activists, NGO, and union workers (60% vs 40% men).

Women were least represented on Internet news as politicians/Members of Parliament (23% vs. 77% men), and as academic experts, lecturers, and teachers (33% vs. 67% men).

Women were not represented at all as sportspersons/coaches/referees, businesspersons/stockbrokers, tradespersons (0% vs. 100% men) on Internet news.

And in a departure from stereotypes, there were more men featured as homemakers on Internet news (60% vs. 40% women). Overall, however, 16% of women were identified by their family status compared to 8% of men *(See Graphic 25).*

On Twitter, women's representation became noticeably lower in other occupations than on Internet news: women politicians only accounted for 18% of news subjects, there were fewer doctors, dentists, and health specialists (33%), and 0% government employees/public servants, and police/military/fire officers vs. 100% men. However, compared to Internet news, Twitter had women businesspersons/stockbrokers/managers, who comprised 33% of total news subjects.

Table 17. Breakdown Internet, Twitter - Occupation and function by sex of News Subjects

	Internet				Twitter			
	Female		Male		Female		Male	
	%	N	%	N	%	N	%	N
Not stated	59%	26	41%	18	50%	10	50%	10
Royalty, monarch, deposed monarch, etc.	50%	1	50%	1	0%	0	100%	1
Politician/ member of parliament, ...	23%	28	77%	96	18%	4	82%	18

Occupation	%	n	%	n	%	n	%	n
Government employee, public servant, spokesperson, etc.	43%	9	57%	12	0%	0	100%	2
Police, military, para-military, militia, fire officer	44%	4	56%	5	0%	0	100%	2
Academic expert, lecturer, teacher	33%	6	67%	12	33%	1	67%	2
Doctor, dentist, health specialist	60%	6	40%	4	33%	1	67%	2
Health worker, social worker, childcare worker	100%	5	0%	0	50%	1	50%	1
Science/ technology professional, engineer, etc.	0%	0	0%	0	0%	0	100%	1
Media professional, journalist, film-maker, etc.	50%	2	50%	2	100%	3	0%	0
Lawyer, judge, magistrate, legal advocate, etc.	63%	5	38%	3	100%	2	0%	0
Businessperson, exec, manager, stockbroker...	0%	0	100%	4	33%	1	67%	2
Office or service worker, non-management worker	50%	2	50%	2	0%	0	0%	0
Tradesperson, artisan, labourer, truck driver, etc.	0%	0	100%	1	0%	0	0%	0
Agriculture, mining, fishing, forestry	0%	0	0%	0	0%	0	0%	0
Religious figure, priest, monk, rabbi, mullah, nun	0%	0	100%	1	0%	0	0%	0
Activist or worker in civil society org., NGO, trade union	60%	12	40%	8	100%	1	0%	0
Sex worker	0%	0	0%	0	0%	0	0%	0
Celebrity, artist, actor, writer, singer, TV personality	0%	0	100%	4	0%	0	0%	0
Sportsperson, athlete, player, coach, referee	0%	0	100%	3	0%	0	100%	2
Student, pupil, schoolchild	100%	3	0%	0	50%	1	50%	1
Homemaker, parent (male or female)) only if no other occupation is given e.g., doctor/mother=code 6	40%	2	60%	3	0%	0	0%	0
Child, young person no other occupation given	0%	0	0%	0	0%	0	0%	0
Villager or resident no other occupation given	0%	0	0%	0	0%	0	0%	0
Retired person, pensioner no other occupation given	100%	1	0%	0	0%	0	0%	0
Criminal, suspect no other occupation given	0%	0	0%	0	0%	0	0%	0
Unemployed no other occupation given	0%	0	0%	0	0%	0	0%	0
Other only as last resort & explain	0%	0	0%	0	0%	0	0%	0

In terms of their function as news subjects, women on Internet news were still overwhelmingly popular opinion providers (80%) and sharers of personal experience

(62%). Only 41% of women were tapped as experts or commentators, and 30% as spokespersons.
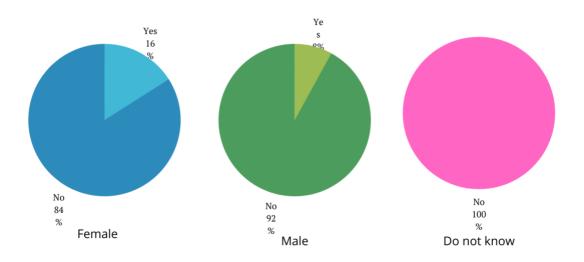
It was worse on news tweets, 100% of popular opinion providers and 67% of sharers of personal experience were women. Only 33% were cited as experts or commentators and 0% spokesperson.

Table 18. Internet, Twitter: Function of news subjects

| | Internet | | | | Twitter | | | |
| | Female | | Male | | Female | | Male | |
	%	N	%	N	%	N	%	N
Do not know	15%	3	85%	17	100%	2	0%	0
Subject	35%	20	65%	37	31%	17	69%	37
Spokesperson	30%	29	70%	69	0%	0	100%	1
Expert or commentator	41%	30	59%	43	33%	3	67%	6
Personal Experience	62%	18	38%	11	67%	2	33%	1
Eyewitness	0%	0	0%	0	0%	0	0%	0
Popular Opinion	80%	8	20%	2	100%	1	0%	0
Other	100%	4	0%	0	0%	0	0%	0

Graphic 25.   Internet - News subjects, by sex, who are identified by family status

Internet - News subjects, by sex, who are identified by family status

In terms of photographs and multimedia components of posts on Internet news and Twitter, women were represented 10% more than men. *See Graphic 26.*

Table 19. Internet - Sex of news subjects in multimedia components and photographs

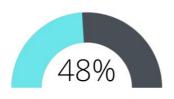|	Female		Male		Other (transgender, etc.)		Do not know	
	%	N	%	N	%	N	%	N
Yes	20%	4	10%	4	0%	0	0%	0
No	80%	16	90%	35	0%	0	100%	2
Do not know	0%	0	0%	0	0%	0	0%	0
	100%		100%		0%		100%	

Both female and male reporters on Internet news chose more male news subjects than female news subjects *(See Graphic 27)*. However, female reporters chose 8% more female news subjects than male reporters, 48% vs. 50%.

In terms of which news subjects were quoted more, the percentage of male news subjects vs female news subjects was higher by 3% (73% vs 70% women). *See Table 22.*

Graphic 26. Internet - Selection of News Subjects by sex of reporter (columns) and sex of subject (rows)

52

Female Reporter   Male Reporter
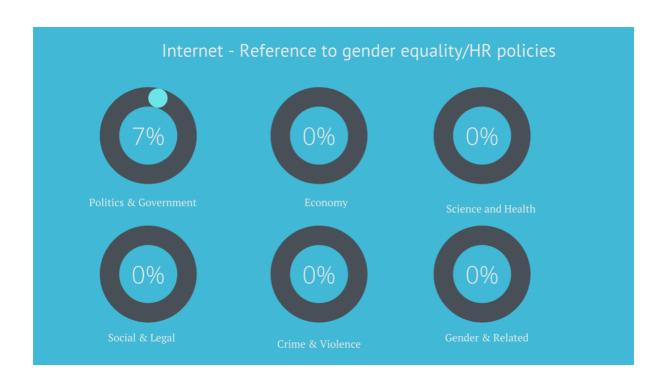

48%   Female news subjects   40%

52%   Male news subjects   60%

	Female		Male		Other (transgender, etc.)		Do not know	
	%	N	%	N	%	N	%	N
Yes	70%	78	73%	130	0%	0	63%	5
No	30%	34	27%	49	0%	0	38%	3
	100%		100%		0%		100%	

Digital news quality from a gender perspective: Only 7% of stories on news websites referred to gender equality or inequality and/or human rights policy or legislation, and these were under the category of politics and government *(See Graphic 27 below).* It was, however, 2% higher than news stories in traditional news media.

Only 2% of stories on Internet news clearly challenged gender stereotypes, the same percentage as news on traditional media. Twitter performed considerably better, with 11% overall *(See Table 23).*

Internet - Reference to gender equality/HR policies

Politics & Government 7%	Economy 0%
Science and Health 0%	
Social & Legal 0%	Crime & Violence 0%
Gender & Related 0%	

Graphic 28. Internet – Stories where issues of gender equality/inequality are raised by topic

2%

Internet stories where gender
equality/inequality are raised by topic

3%

Internet stories where gender stereotypes
are clearly challenged

Table 21.   Twitter – This tweet clearly challenges gender stereotypes, by major topic

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Gender & Related	Celebrity, Arts and Media, Sports	Other	

	%	%	%	%	%	%	%	%	N
Agree	57%	0%	14%	14%	0%	14%	0%	0%	7
Disagree	29%	9%	34%	9%	5%	0%	10%	3%	58
Overall	11%								

SUMMARY AND CONCLUSIONS

The Canadian news media have undeniably achieved progress on several fronts. While women, in general, accounted for only 31% of subjects in all print, radio and television news, and 38% of Internet news and news tweets, it was still a 4% improvement from the 2015 and a 1% improvement from 2010. It was also higher than the global average of 25%. That said, it's still 19% points away from equality with men as far as presence, voice and visibility in legacy media is concerned.

It should be noted that in 2010, women were 30% of subjects in Canadian news overall, which means that over a 10-year period, *there really was just a 1% increase in the number of female newsmakers*. The highest increase occurred between 2005 to 2010, when the percentage of women newsmakers went from 21% to 30%.

Stories focusing on social and legal issues were only three points away from achieving gender parity (47% women, 53% men) in terms of subjects in print, radio, and television news. This was a marked improvement from five years ago, when 2015 GMMP results showed that women were the focus of 40% of stories in this category.

There was a 22% increase in the presence of women as subjects in economic news – from 16% in 2015 to 38% in 2020.

There was also a significant improvement in the representation of women in science and health stories, up 41% from 28% five years ago. Considering that stories about science and health accounted for most of the stories in 2020 (owing largely to the Covid-19 pandemic), this was a good sign. A more nuanced analysis, however, shows that Canadian news media missed an opportunity of highlighting gender equality in a crisis that has disproportionately affected women. Women were represented in just 24% of all political stories related to Covid-19. And they were once again relegated to the role of personal experience providers (57%). Only 17% of women were interviewed as experts and 16% as spokespersons.

Increasing the number of women as news subjects is not enough. How women are portrayed, what roles they assume, and who they are also matter. Women remained largely underrepresented in news about politics and government, at 19%, compared to men, at 81%. While still an improvement from 2015, when stories in this category only featured 12% of women as subjects, the fact that women represented only 1.9 out of 10 people seen, read, or heard about in stories that are traditionally featured more prominently and occupy more space, is still problematic. And when women who do make the news, they are still relegated to the function of providers of personal accounts, or eyewitness – roles considered to be unexceptional. In keeping with historical patterns, the only categories were women exceeded the percentage of men were health workers (88%), students (71%), and homemakers (71%) – positions that are traditionally seen as feminine.

The results also show that both female and male reporters need to do a better job overall. For example, there were more women reporters (38%) than men (19%) who made references to gender equality or inequality in stories related to social and legal issues. But there were more men reporters (5%) than women reporters (2%) who raised issues of gender equality or inequality and legislation policy in stories related to politics and government. There were also more men reporters (5%) than women reporters (4%) who raised these issues in stories about the economy.

Canadian news media performed relatively well when it came to representing Indigenous people in news stories, but they mostly appeared in stories about politics, and social and legal issues.

When it came to representing racialized groups, who make up 22.3% of Canada's population, there's much that remains to be done. Overall, non-white people who appeared in the news accounted for only 15.4% of stories.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

In recent years, some Canadian news outlets have launched initiatives to increase gender representation in and through the media. In 2016, for example, *The Globe and Mail* started "Breaking the Habit," a six-week initiative that challenged staff to source more women in their stories. A year later, it launched a newsletter, Amplify, which is about" inspiring and challenging our readers while highlighting the voices, opinions and insights of women at The Globe and Mail."

In 2019, it relaunched "Breaking the Habit 2.0," which included an audit of the newspaper's sourcing of women and diverse sources, as part of Reflect Reality, an

initiative of United for News, a global media group led by Internews in collaboration with the World Economic Forum.

In 2019, The Toronto Star launched "Mirrored in Media," with the goal of increasing the number of women in the newspaper from 25-30% to 50% and increasing the number of people of colour quoted "with the goal of establishing a benchmark and creating far greater inclusivity in news coverage."

The hope is that other newsrooms will follow suit and develop their own initiatives, given that numerous tools already exist for tracking gender coverage, including the [Gender Ethics Compass](#).

The Canadian Association of Journalists' comprehensive study on makeup of newsrooms, scheduled for release in October 2021, has been a long time coming and the hope is that all news outlets would have cooperated.

This report also reiterates suggestions made earlier in the GMMP 2015 and 2010 reports:

- Make gender equality a more central part of training and education for journalists, editors, and other actors in news media.
- This training and education must include journalistic practices to ensure women's issues are covered equitably, gender bias is avoided, and inequality is actively reported on.
- This training must take place in both places of higher education (in schools of journalism), and in the workplace.
- Best practices, educational programs, and policies need to be shared between countries and media institutions and Canada can be at the forefront of this.
- Media companies should perform their own audits of how their stories take up and represent gender, as well as the makeup of their own institutions. Actions must result from findings, including setting targets and goals.
- Media wide standards need to be actively, rather than passively, implemented by regulatory agencies.
- Consumers need to be encouraged to write in to the CRTC as well as to editors to challenge instances of gender bias and to choose media that is both representative and gender-just.
- NGOs and civil society groups must be encouraged (and funded) to continue their work on gender and the media and given the opportunity to be actively involved in the formation of media policy.
- This report, along with the regional and global results, can be used to promote advocacy and lobbying activities, to promote change through dialogue and raise expectations for how news should be. Too often women and media activists become resigned to unequal representations in the news, and media professionals become immune to reports that critique their work.

Yet, we need to continue to expect more from the news media, and make these expectations clear to those who run news organizations.

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.

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

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 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

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