



GMMP+30

NATIONAL REPORT: ISRAEL



Global Media Monitoring Project 2025



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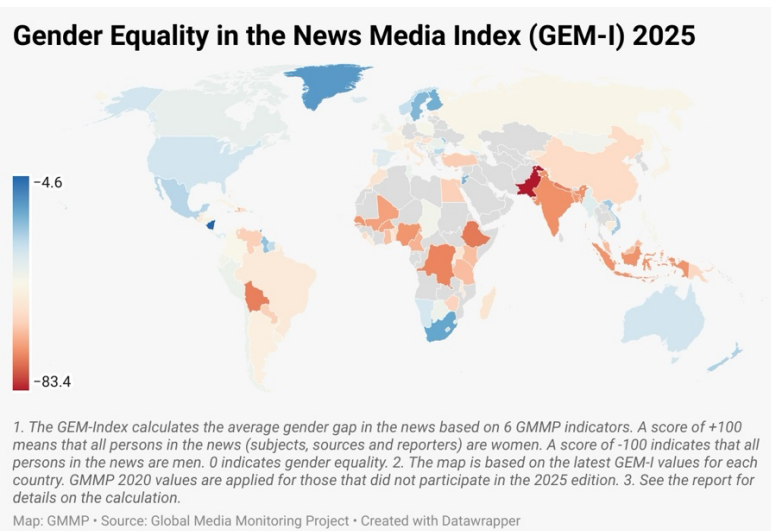


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PREFACE

The Beijing Declaration and Platform for Action premised that “Women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women’s place, role and participation in the news.¹ The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women’s needs and concerns are properly reflected” (para 242a).

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Over thirty years to date, the GMMP has built data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women’s place within it has not. The evolution of women’s encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

Global findings. The highlights

¹ Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7th global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.**

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

- 2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.**

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

- 3. Women’s visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.**

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women’s presence in sports news is abysmal, at only 15% of news subjects and sources.

- 4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.**

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

- 5. Patterns of gender-biased portrayal endure despite decades of change in women’s roles in the physical world.**

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

6. Gender inequality in the news is much more acute than in the lived experience.

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

8. The sex of the journalist influences the gender lens in stories.

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

10. The bulk of news stories remain deficient in the GMMP dimensions of quality from a gender perspective.

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remain largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely. The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

National Context

In terms of economic, scientific, and technological criteria, Israel is a post-industrial nation with a high per capita income and a high rating on the Human Development Index, ranked 27 of 193 countries in 2023 ([Human Development Reports, 2005](#)). But while the country is experiencing some rising trends of individualization, it is also increasingly conservative, family oriented, and militaristic. Although equality is recognized in law (apart from family law), women's outcomes remain systematically unequal across a range of social, economic, and political fields. For example, Israel records the highest fertility rate among the Organization for Economic Co-operation and Development countries.

In addition, neoliberalism in Israel, especially since the turn of the 21st century, has had a tremendous impact on Israeli women, exacerbating their social inequality. Another main explanation for the gendered structure of Israeli society is its militaristic nature and the perceptions of masculinity derived from that, which construct the identities, in both the private and public space, that reproduce national belonging.

The [Gender Index](#) developed by the Center for the Advancement of Women in the Public Sphere evaluates gender inequality in Israel across a spectrum of issues over time: education, labor market, poverty, power, health, and violence against women. The index also evaluates gender inequality in Arab and ultra-Orthodox (hereinafter Haredi) societies.

The 2021 Gender Index indicated that the level of gender inequality remained largely stable between 2004 and 2010. Since 2011, the level of inequality has gone down, but this was due more to the worsening of various aspects of men's employment than to the advancement in the state of women.

However, in 2023-2024 there was a dramatic decline in the level of gender equality in Israel following a drop in women's representation in the political and economic arena. It should be emphasized that the most equal dimension in Israel's inequality index over the years is education.

Research worldwide indicates that during times of conflict, gendered norms are often enforced, while other studies suggest that they have the potential to redefine these norms. Certain studies indicate that in many cases, women are forced to flee from conflict zones and lack adequate resources, authorities, and political rights needed to provide for their personal and family needs. They face additional barriers through bureaucratic control and social conventions that often work to exclude them from participating in the political public sphere. However, other studies suggest that alongside the heavy toll women bear in armed conflict, violent conflict sometimes creates opportunities for improving women's rights, when they take on new roles during the conflict and thereby challenge the traditional gender-based division of labor. In parallel, UN Security Council Resolution 1325 acknowledges women's role in conflict termination and durable peace and calls for their equal participation in peace and security decision-making.

Initial examination regarding the gender implications of the prolonged *Israel-Hamas* war in 2023-2025 points to a variety of implications on Israeli women's lives - both Israeli Jewish and Israeli Palestinian. Women are almost always excluded from war-related decision-making forums despite prominent women's leadership in civil society and protest movements related to the war, increasing militarization damaged social services and intensified gender inequality in households.

The 2024 Gender Index indicates that the continuation of the war leads to a widening of gender gaps and deepening inequality: The employment of most women is less stable and less well-compensated than that of men, and therefore, as the war continues, they are weakened economically even further. War violence, as well as violence in the public sphere, permeates into the private family sphere, where women are the primary victims. The diversion of state resources to finance the war and the economic crisis leads to a reduction in social services and the state's social safety net at a time when needs are only growing. Indeed, the 2024 Gender Index shows deterioration in almost all indicators.

EXECUTIVE SUMMARY

The monitoring of major news media across print, television, radio, and the internet on 6 May 2025 reveals systemic underrepresentation of women in Israeli news:

Out of 252 news stories, 49% focused on the major topic of *crime and violence*, mostly related to *the war in the Middle East, including Gaza*. Other prominent topics were politics and government, economic, social, and legal news, each accounting for 12%–15% of coverage. Other topics received very little attention.

Overall coverage of women in the news was 17.6%, compared with the global rate of 26%. Although the results showed an increase compared to previous GMMP results from 16% in 2020, this year's figures are lower than the 24% recorded in 2015.

In legacy media, the topic with the highest female representation was *gender-based violence* (42%), but this category included only 5 items, representing 2% of all news. On the internet, women appeared most often in *economic* stories (65%), while in legacy media they accounted for 55% of economic coverage. In contrast, women appeared in only 11% of *crime and violence* stories, which dominated the day's news with 49% of total coverage.

Female subjects and sources were most often portrayed in traditionally feminized roles: *health, social work, and childcare* (71%); *homemakers and parents* (68%); and *academics or teachers* (60%). Combined, these accounted for only 73 of 1,024 subjects and sources (7%) in legacy media while nearly half of all subjects and sources came from just two categories: *politicians and members of parliament*, and *security forces* (police, military, paramilitary, militia, and fire officers). Together, these groups accounted for 494 of the 1,024 sources (48%), with women making up only 5% and 2% of those categories, respectively.

Women made up 42% of *reporters, announcers, and presenters*, an increase from 35% in 2020 and equal to the 2015 level. Women comprised 33% of *reporters* across all media and 83% of *anchors* in Television. There was also an age shift, with most female anchors now *young adults* rather than *middle-aged* as in the previous sample.

Female journalists were responsible for 86% of stories about *gender-based violence*, 58% of *economic* news, and 50% of *celebrity, arts, and media* coverage. In other areas, *politics and government, science and health, social and legal issues*, and *crime and violence*, female journalist coverage ranged between 37% and 39%.

Only 2% of stories explicitly addressed *gender equality or inequality*, and 9% *focused on women*, mostly in *celebrity* news and *gender-based violence*.

There were only 5 items related to *gender-based violence*, representing 2% of all stories. Only 9 subjects and sources referred to this category, accounting for 0.7% of all sources. All items on *gender-based violence* appeared on television.

A DAY IN THE NEWS IN ISRAEL

On the day of monitoring, Israel attacked the port of Hudaydah in Yemen, following a missile strike launched by the Houthis on Ben-Gurion Airport, which caused a temporary shutdown lasting several hours and led many international airlines to suspend their flights to Israel. In international news, President Trump announced later that day his intention to attack the Houthis in Yemen, an unclear statement that dominated much of the television coverage.

The day also saw the renewal of fighting in Gaza as part of the ongoing Israel– Hamas war, under the second phase of Operation *Chariots of Gideon* and the concerns of the families of the kidnapped about the lives of their loved ones because of the expansion of the fighting. Coverage, especially in radio, also dealt with the humanitarian situation in Gaza and the measures required to deliver aid without allowing Hamas to control it. Significant attention was also devoted to the toll on Israeli reserve forces and the heavy burden placed on families. The issue of ultra-Orthodox (*Haredi*) youth avoiding mandatory military service was widely discussed, alongside a proposed bill aiming to enforce equal conscription across all sectors of Israeli society.

Domestically, the teachers' strike also received attention, especially in print and internet. The strike protested government salary cuts and the redirection of public funds toward the war effort. The major topic of the day was *crime and violence*, with the subtopic of *the war in the Middle East-including Gaza*, accounting for nearly half of all news coverage (49%).

The political context in Israel has remained largely unchanged over the past five years. Prime Minister Benjamin Netanyahu continues to face corruption charges and widespread protests about his coalition and policies. Despite weekly demonstrations by thousands (sometimes even hundreds of thousands) of Israelis calling for an end to the war and a deal to secure the release of hostages, none of these protests were reflected in the sampled news.

The main gender-related story on the monitoring day appeared in the realm of *celebrity* news. Yuval Rephael, a survivor of the October 7, 2023, Nova Festival attack, was preparing to represent Israel in the Eurovision Song Contest. Other gender-related stories emerged in connection with the teachers' strike, though none framed the issue in terms of gender equality and therefore were not categorized as such.

It is important to note that Israel produces a very high volume of news. While print, internet, and radio outlets were monitored in the morning, television was monitored in the evening, when the main topics shifted toward Trump's announcement regarding the Houthis in Yemen and the IDF Chief's statements about recruiting *Haredi* youth. Notably, in retrospect, neither of these stories ultimately materialized into significant developments.

THE CONTEXT

Media Landscape

Israeli media includes a diverse range of platforms, including newspapers, magazines, television, and the internet, which features digital platforms such as social networks, podcasts, and independent media. These media outlets are both publicly and privately owned and are available mostly in Hebrew language but also in Arabic, Russian and English.

A distinction exists between national media, which serves the entire country, and regional media, which targets specific communities and audiences. Additionally, there is sectoral media catering to the *Haredi* and religious communities. Some media content is regulated by the state, particularly concerning security issues.

The media landscape in Israel reflects a wide array of opinions and perspectives, encompassing political, religious, and ethnic viewpoints.

Sampling Rationale

Media outlets were selected based on their popularity among target audiences. Major national Hebrew media were included, encompassing leading television and radio news programs, top newspapers, and popular websites. The same criteria were applied in selecting Arabic-language media. Regional radio stations and websites serve Israel's Arab community, with public Arabic-language television as the sole broadcast option. Since there are no Arabic daily newspapers, only weekly editions, they were excluded from the sample.

Regarding the timing of data collection, daily newspapers are published in the morning. Internet news was monitored at 10:00 AM, Hebrew radio broadcasts at 7:00 AM, Arabic radio broadcasts at 5:00 PM, and television broadcasts at 8:00 PM. For radio and television, the main news program of the day was selected. For internet coverage, a random time was chosen, as online news is continuously updated throughout the day and a fixed monitoring point was required.

Media Monitored

A total of 18 media sources were reviewed, comprising 13 Hebrew-language outlets and 5 Arabic-language outlets, as outlined in Table-1 below.

Table 1

Media Sources		Control mechanisms	Total
Television			
Channel 12 News	The Israeli News Company LTD (Hebrew)	Commercial broadcasting (regulated under public authority)	5
Channel 13 News	News 13 LTD (Hebrew)	Commercial broadcasting (regulated under public authority)	
Channel 14	Now 14 (Hebrew)	Commercial broadcasting (regulated under public authority)	
Kan News	Israeli Public Broadcasting Corporation (Hebrew)	IPBC (Israel Public Broadcasting Channel)	
Makan	Israeli Public Broadcasting	Public authority	

	Corporation (Arabic)		
Radio			
Reshet Bet	Kol Israel (Hebrew)	Public authority	4
Galei Zahal	Israel Defense Forces Radio (Hebrew)	Under military authority	
Ashams	Ashams Radio (Arabic)	Private	
Nas	Nas Radio (Arabic)	Private	
Newspaper			
Israel HaYom	Free (Daily, Hebrew)	Private (Israel Hayom media group)	4
Yedioth Aharonot	“popular” newspaper (Daily, Hebrew)	Private (Yediot Aharonot mediagroup)	
Maariv	“popular” newspaper (Daily, Hebrew)	Private (Maariv media group)	
Haaretz	“quality” newspaper (Daily, Hebrew)	Private (Haaretz media group)	
Internet			
Walla	News website (Hebrew)	Private (Walla media group)	5
Ynet	News website (Hebrew)	Private (Yediot Aharonot media group)	
Mako	News website (Hebrew)	Private Keshet Group	
Panet	Popular Arabic news website (Arabic)	Private (Panorama media group)	
Al-Arb	Popular Arabic news website (Arabic)	Private (Al-Arab Group)	
Overall			18

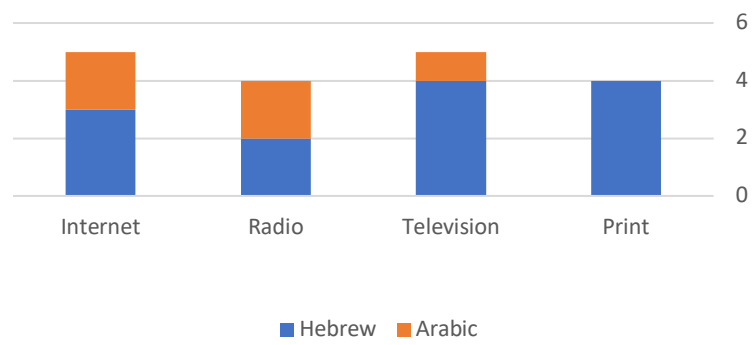
Monitors: The monitoring of Hebrew-language media sources was conducted by a media studies M.A. graduate and a research assistant at the Israel Democracy Institute, whereas Arabic-language media were monitored by a project coordinator affiliated with a media research NGO.

Stories: In total 252 news stories were monitored, with 1528 subjects and sources and 440 reporters.

Figure-1 below shows the distribution of media types by language

Figure-1

Media monitored by language



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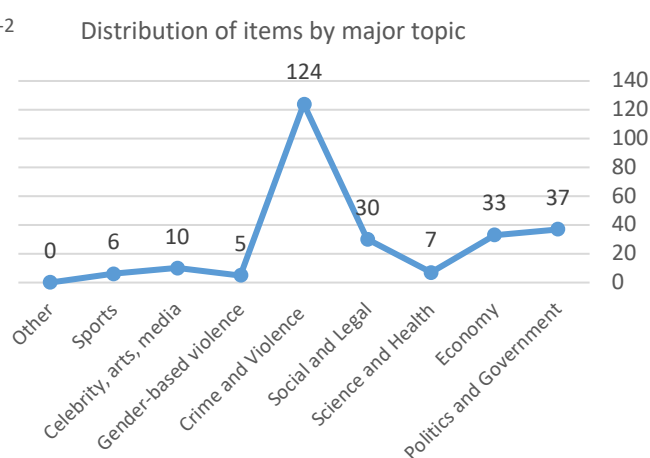
TOPICS IN THE NEWS

A total of 252 stories were monitored, with 182 coming from legacy media, including newspapers, radio, and television (24%, 15%, and 33%, respectively, totalling 72%), and 70 from the internet (28%). On May 6th, 2025, the most prominent coverage focused on *crime and violence (excluding gender-based violence)*, largely reflecting reporting on *the War in the Middle East, including Gaza*, which dominated the news that day. Many of the stories centred on the Israeli airstrike at Hudaydah Port in Yemen and preparations for the re-entry into Gaza as part of Operation *Gideon's Chariots*. Other significant topics included *politics and government*, as well as *social, legal, and economic* issues (Table-2 and Figure-2).

Table-2

Distribution of items by major topic		
Major Topic	N	%
Politics and Government	37	15
Economy	33	13
Science and Health	7	3
Social and Legal	30	12
Crime and Violence	124	49
Gender-based violence	5	2
Celebrity, arts, media	10	4
Sports	6	2
Other	0	0
Total	252	100%

Figure-2



Comparison to past samples

When comparing the results from 2025, 2020 and 2015 shown in Table-3 and Figure-3, the most notable difference is the increase in *crime and violence* coverage, which rose from 15% in 2020 to nearly half of all news in 2025, driven by the ongoing two-year *Israel-Hamas* war in Gaza and related conflicts in Syria, Lebanon, Yemen, and Iran. *Science and health* items, which dominated in 2020 at 29% due to *COVID-19*, have become almost negligible. Other changes include a reduced focus on topics unrelated to the war, a slight increase in *economic* news, a decline in *social, legal, and political* coverage, and a modest rise in escapist content such as *celebrity* and *sports*. *Gender-based violence* was not treated as a separate major topic in 2020 but was included under *crime and violence*. By 2025, it accounted for 2% of news items, which is comparable to the global findings.

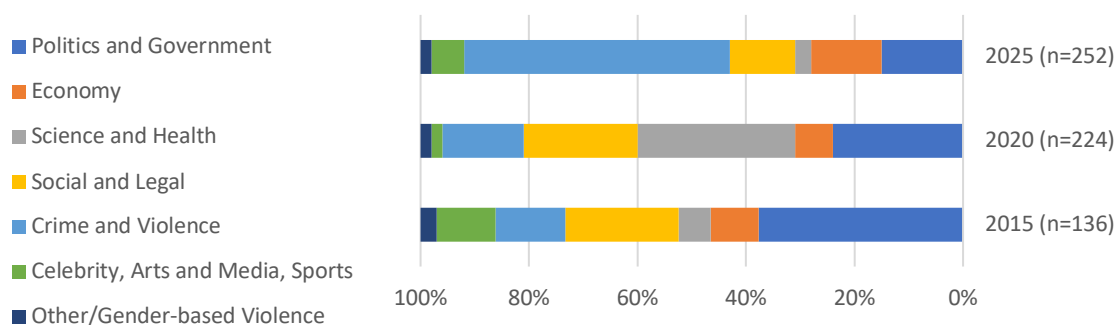
Table-3

Comparison of Items Across Major Topics: 2015, 2020, 2025			
Topic	2015 (n=136)	2020 (n=224)	2025 (n=252)
Politics and Government	38%	24%	15%
Economy	9%	7%	13%
Science and Health	6%	29%	3%
Social and Legal	21%	21%	12%

Crime and Violence	13%	15%	49%
Celebrities, Arts and Media, Sports	11%	2%	6%
Other/ Gender based Violence	3%	2%	2%

Figure-3

Comparison of Items Across major topics: 2015, 2020, 2025



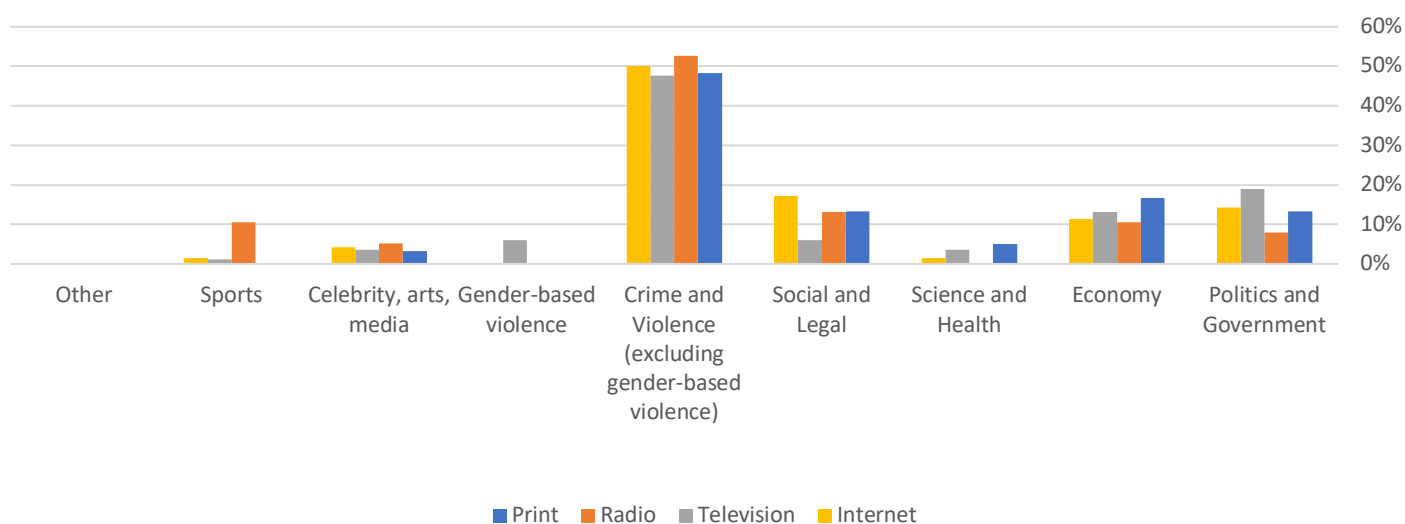
Topics by medium

Out of a total of 182 stories in 2025 from print, radio, and television, 89 items (49%) focused on *crime and violence*, mostly war-related; 27 items (15%) covered *politics and government*; 18 items (10%) addressed *social and legal Issues*; and 25 items (14%) dealt with *economic Issues*. Other topics, including *sports, celebrity, arts and media, science and health, and gender-based violence*, each received less than 5% of coverage. Among 70 news stories from the internet, 35 items (50%) were about *crime and violence*, primarily war-related; 10 items (14%) focused on *politics and government*; 8 items (11%) covered *economic Issues*; and 12 items (17%) addressed *social and legal Issues*, while other major topics were almost entirely absent.

There is a difference between television and radio vs print and internet. In the latter, there is an absence of topics beyond 'hard news'. This distinction can largely be explained by the sampling method: while entire newscasts were monitored for television and radio, only 14 items were monitored from each internet site and newspaper. The similarity between internet

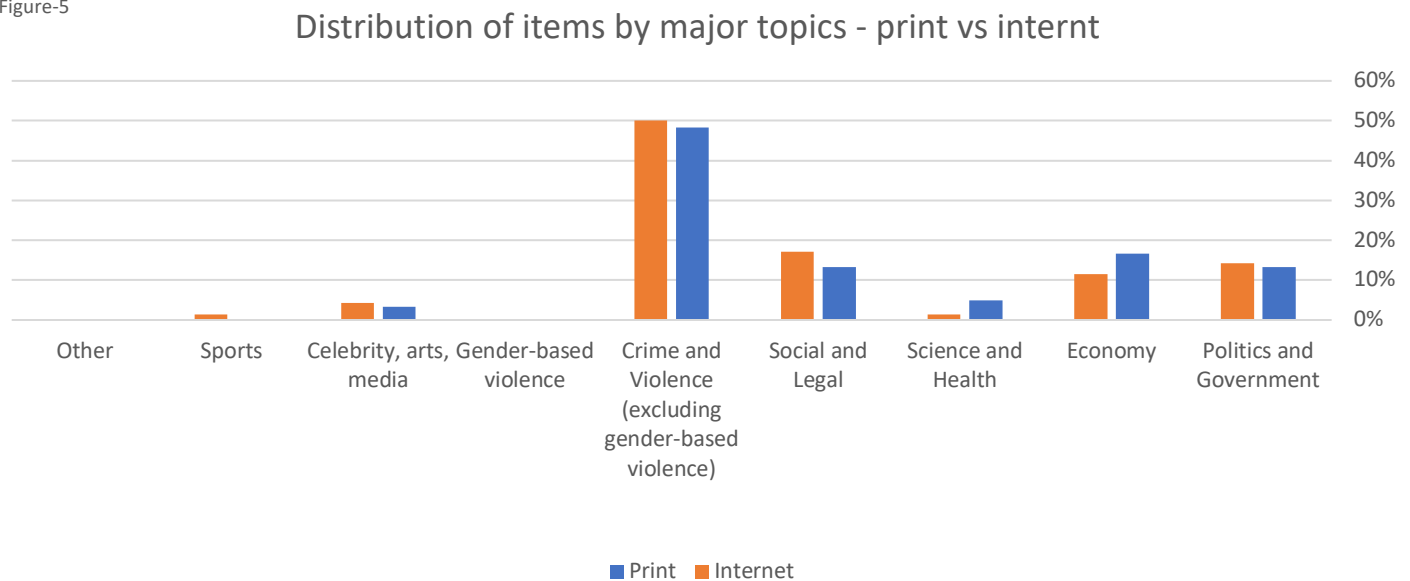
Figure-4

Distribution of items by media and major topic



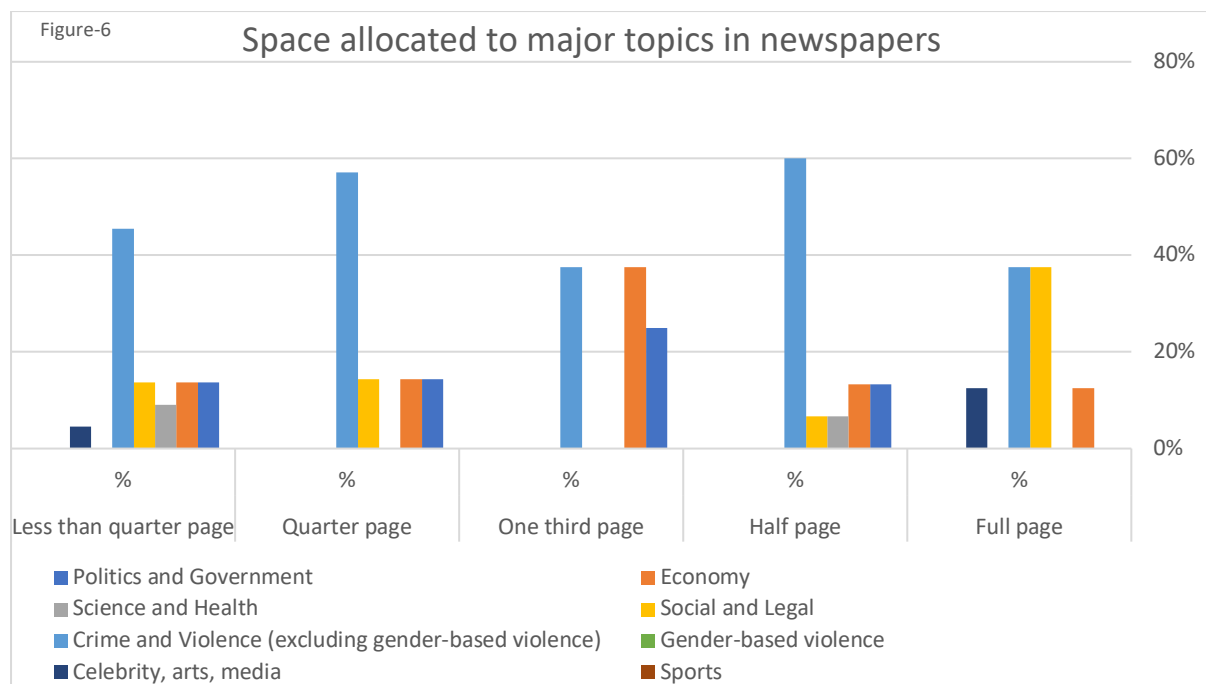
and print result, particularly in the limited coverage of less prominent topics, can therefore be attributed to their comparable coding methodology. Figures 4 and 5 below illustrate the distribution of items by media type and topic.

Figure-5



Space allocated to major topics in newspapers

When examining how newspapers allocate space to major topics, the results shown in Figure-6 reflect coverage across the entire publication rather than only the front page. The findings show that the *War in the Middle East*, classified under *crime and violence*, dominated all formats and sections. *politics and government*, the *economy*, and *social and legal issues* also maintained steady representation, largely because newspapers dedicate specific sections to these areas. Other subjects, such as *sports*, likewise had their own sections and appeared consistently across outlets; however, they did not enter the sample since they rarely rank among the first 14 news stories and are not typically treated as major news items.



War in the Middle East - The minor topic that dominated the news

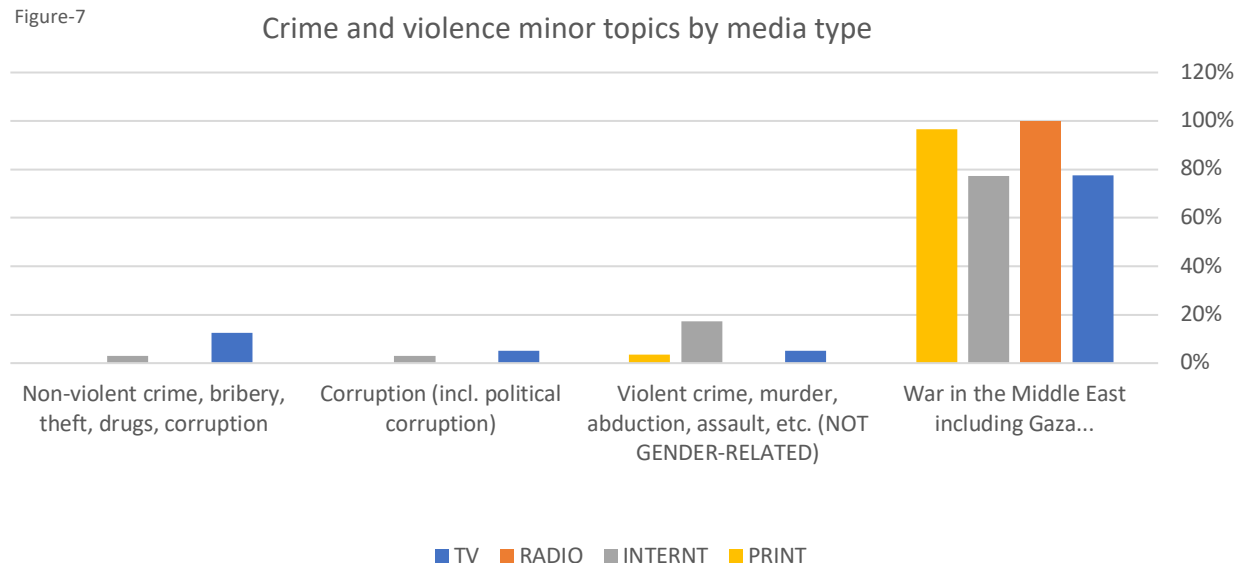
In the 2020 findings, 60% of news coverage was related to *Covid-19*, spanning across different major topics. By 2025, however, 49% of coverage fell under the *crime and violence* category. This may reflect a tendency in Israeli media to 'fixate' on the dominant life-shaping issues of each time period.

These results differ from global findings, where other major topics, such as *politics and government*, *social and legal issues*, and *economic news*, exceeded *crime and violence* stories, which accounted for only 16% of all news items.

Within this category as a minor topic, nearly all coverage in radio (100%) and print (96%) was under *War in the Middle East (including Gaza)*. Television (78%) and internet (77%) also devoted the majority of their *crime and violence* coverage to this topic (Figure-7). By contrast, *violent crime*, such as murders, appeared more prominently online, particularly on Arabic-language sites, where it accounted for about two-thirds of related content.

This emphasis reflects a broader social reality: in the past year, there has been a sharp rise in murders within Arab communities in Israel, widely attributed to deliberate gaps in law enforcement. Arabic-language media outlets highlight this issue, mirroring the deep concern of Arab communities over escalating violence.

Figure-7



NEWS SUBJECTS AND SOURCES

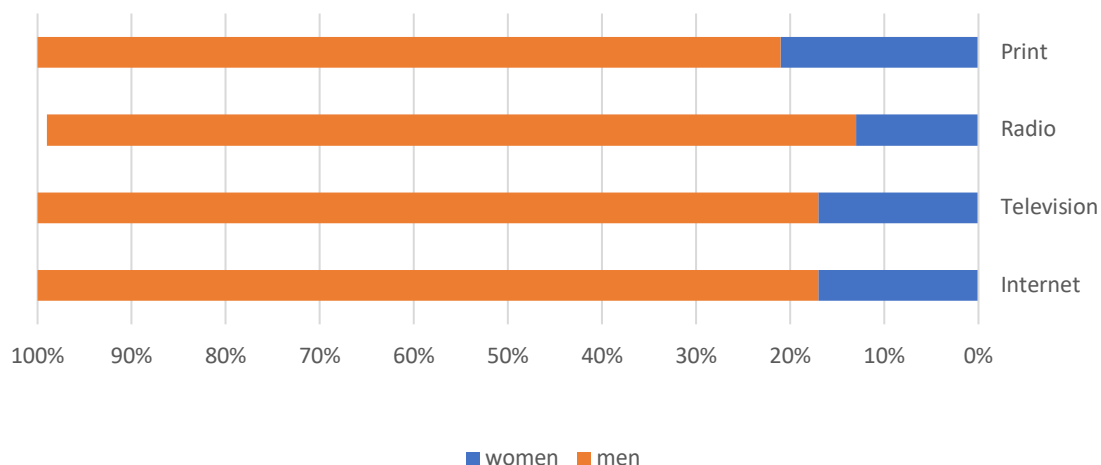
Across media platforms, women appeared in only 17.6% of news stories, a figure below the global average of 26% and even lower than the Middle East regional average of 19%. In print, radio, and television the overall figure was 18%, with notable variation: 21% in print, 13% in radio, and 17% in television. On the Internet, the picture was almost identical, with women featured in just 17% of stories (Figure-8). These findings are consistent with previous Israeli surveys, underscoring a permanent gender gap. The only exception was 2015, when women were present in 24% of coverage, and met global averages.

Looking at the long-term trend in Israel, women's representation in the news has remained largely unchanged and consistently below global figures, standing at 19% in 2005, 17% in 2010, 24% in 2015, 16% in 2020, and 17.6% in 2025, while global trends have shown a slight increase over the years.

This persistence suggests that regardless of the dominant news agenda, whether the *Covid-19* pandemic, the *Israel-Hamas* war in Gaza, or other major national events, women remain largely excluded from the media's framing of public life.

Figure-8

Overall presence of women in the news by medium



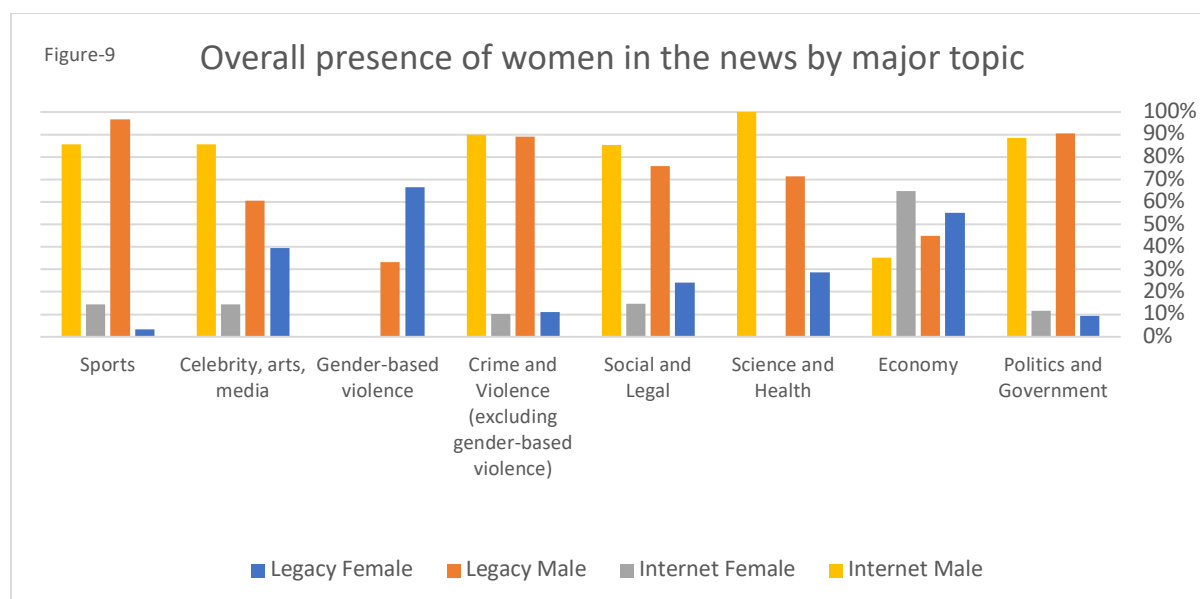
Presence of women in the news by topics

In legacy media, the topic with the highest female representation was *gender-based violence* (67%). However, this category included only 5 items, just 2% of all news that day, and all were broadcast exclusively on television. The story was part of a broader political narrative about a prominent protest activist who allegedly harassed a policewoman during a demonstration against the government's war policy. It appeared only on television because the formal accusation was filmed later in the day, and it was not covered by the media outlets we monitored in the morning (Internet, radio, print).

On the internet, women appeared most often in stories about the *economy* (65%). In legacy media, women accounted for a substantial share of economic news coverage (55%), primarily due to extensive reporting on a teachers' strike in response to government budget cuts to fund the *Israel-Hamas* war effort. As most teachers are women, and the head of the Teachers' Union, Ms. Yaffa Ben-David, featured prominently in the coverage, female voices and perspectives dominated these economic stories.

The *celebrity, arts, and media* category also featured notable female representation, particularly in legacy media (40%), with coverage highlighting Yuval Rephael, a survivor of the *Nova* festival on October 7th attacks, as she prepared for her performance in the 2025 Eurovision contest, (Figure-9).

A special note should be made regarding news about *War in the Middle East, including Gaza*, which dominated coverage, comprising 49% of all news items while women represented only 11% of subjects and sources. Given that news about the war occupies the forefront of public discourse, this minimal female presence renders women nearly invisible in one of the most prominent topics of Israeli public discourse.



Presence of women in the news by scope

There is a substantial difference in the representation of women as sources and subjects in local and national news compared with regional and international news. *The War in the Middle East, including Gaza*, categorized as regional news, had the lowest representation of women subject and sources at only 5%, compared with 21% in local news, 26% in national news, and 9% in foreign or international news (Table-4). Compared with the 2020 sample, where women accounted for 13–14% of local, national, and international news and were entirely absent from regional news, the 2025 sample shows that women are now seen primarily in local and national stories, with a much smaller presence in regional or international coverage. The figures represent only legacy media and exclude the internet.

Table-4

Story scope	women	men
Local	21%	79%
National	26%	74%
Sub-Regional and Regional	5%	95%
Foreign/International	9%	91%

Position or occupation of women news subjects and sources

Table-5 below shows the share of female subjects and sources across different positions and occupations in the news. The figures represent only legacy media and exclude the internet. Women were most frequently represented in 'feminized' roles: *health, social work, and childcare* (71%); *homemakers and parents* (68%); and *academics or teachers* (60%). Even when combining these categories, however, they accounted for only 73 out of 1,024 subjects and sources (7%) in the monitored media.

By contrast, nearly half of all subjects and sources came from just two categories: *politicians and members of parliament*, and *security forces* (police, military, paramilitary, militia, and fire

officers). Together, these groups accounted for 494 of the 1,024 sources (48%), with women making up only 5% and 2% of those categories, respectively.

These findings reveal a striking imbalance in the representation of women. Israeli media remains heavily dependent on male politicians and military figures, who dominate nearly half of all news stories subjects and sources. This constitutes a virtual 'no-women zone,' placing political and security voices at the forefront of the news agenda. The pattern mirrors broader gender disparities in public life: there are currently very few women in senior military or police leadership, and none in the war cabinet. More broadly, only 5 of 33 ministers (15%) in the current government are women, and just 25% of the Knesset (Israel's parliament) is female.

Table-5

Position or Occupation of news subject and sources	%	n
Health worker, social worker, childcare worker	71%	14
Homemaker, parent	68%	19
Academic expert, lecturer, teacher	60%	40
Child, young person, no other occupation given	55%	22
Office or service worker, non-management worker	50%	8
Celebrity, artist, actor, writer, singer, TV personality	46%	24
Activist or worker in civil society org., NGO, trade union	44%	18
Lawyer, judge, magistrate, legal advocate, etc.	37%	41
Businessperson, exec, manager, stockbroker...	36%	25
Science/ technology professional, engineer, etc.	29%	7
Not stated	26%	164
Media professional, journalist, filmmaker, etc.	19%	32
Villager or resident no other occupation given	18%	11
Government employees public servant, spokesperson, etc.	13%	30
Doctor, dentist, health specialist	11%	9
Politician/ member of parliament, ...	5%	274
Police, military, paramilitary, militia, fire officer	2%	220
Religious figure, priest, monk, rabbi, mullah, nun	0%	25
Sportsperson, athlete, player, coach, referee	0%	22
Student, pupil, schoolchild	0%	8
Tradesperson, artisan, laborer, truck driver, etc.	0%	4
Criminal, suspect no other occupation given	0%	3
Agriculture, mining, fishing, forestry	0%	2
Royalty, monarch, deposed monarch, etc.	0%	1
Other	0%	1
Retired person, pensioner, no other occupation given	0%	0

Function of news sources

As seen in Table-6 Women, like men, are most frequently featured as *subjects* of the news story rather than in other functional roles, 56% in Legacy media. This contrasts with the global sample, in which men were represented primarily in roles reflecting *popular opinion* or *personal experience*.

Table-6a shows the share of female subjects and sources across different story roles.

Overall, women made up 16–20 % of news subjects, averaging 18%, with slight variation across media. The *subject* function was the largest function across all media.

Representation as *experts* or *commentators* varied widely: 8% on television, 4% on radio, 30% in print, and 36 %online (average 12%). As *spokespersons*, women accounted for 19%–23% in print, television, and online, but only 2% on radio (average 16%).

Women were most often shown providing *personal experience* in legacy media 34% in print, 37% on television, and 38% on radio, but only 14% online (average 37%). These findings match the global report, indicating women are typically portrayed in legacy media under *popular opinion* or *personal experience* categories.

Radio was the most conservative medium, with women representing just 14% of all subjects and sources and having limited presence in key roles. Print and internet outlets showed greater diversity and higher female representation.

Table-6

Function of subjects and sources in news stories – Legacy media		
	%	n
Do not know	1%	6
Subject	56%	574
Spokesperson	17%	175
Expert or commentator	14%	144
Personal Experience	8%	87
Eyewitness	1%	8
Popular Opinion	2%	21
Other	1%	9
		1024

Table-6a

Women subjects and sources by function in the story					
	Print	Television	Radio	Internet	All Media
Subject	20%	17%	16%	19%	18%
Personal experience	34%	37%	40%	14%	37%
Expert or commentator	20%	9%	4%	36%	12%
Spokesperson	23%	19%	2%	19%	16%
Eyewitness	20%	0%	0%	0%	13%
Popular opinion	15%	0%	0%	0%	14%

Function of news subjects and sources by occupation

When examining the intersection of *function* and *occupation*, it is not surprising that the largest share of subjects and sources of women were individuals providing *personal experience* whose occupation was *not stated*, representing 47%. Another notable group was subjects and sources who appeared as *subjects* but whose occupation was *not stated*, at 25%, followed by *homemakers* or *parents* appearing as *personal experience*, at 19%.

On a more positive note, women politicians serving as *experts* or *commentators* accounted for 24% of the sources in that category. *Academics* and *teachers* appearing as *subjects* made up 17%, largely due to coverage of the teachers' strike that concluded that day. In

addition, women from the judiciary appeared as *spokespersons* in 25% of cases and as *experts* in 18%.

Age of news subjects and sources

When examining the ages of news subjects and sources in print and television, it becomes clear that in print, where age is not visually apparent, there are far more individuals whose age cannot be identified: 171 compared to 55 in television, (Table-7). For women, *middle age* is the second most represented category in both print and television. However, while *older adults* and *elderly* men make up 30% of those appearing on television, only 9% of women belong to these age groups. In fact, among men on television, the most represented age category is *older adulthood*, whereas for women it is *middle age*.

Television, as a medium in which appearance plays a significant role, reflects society's broader attitudes toward age and gender. While older men aged 65 to 79 remain at the center of public attention, women reach their peak visibility between ages 30 and 51, after which they fade and are rarely seen on screen.

Table-7

Age of news subjects and sources (print vs television)				
Age	Print (n)		Television (n)	
	women	Men	women	Men
Do not know	43	128	5	50
Child (12 and under)	3	4	1	3
Teenager (13-19)	0	9	3	2
Young adult (20-30)	0	12	8	17
Middle age (31-50)	21	52	27	77
Young old (51-64)	9	57	14	79
Older adult (65-79)	14	67	8	86
Elderly (80+)	0	9	0	11
Total	90	338	66	325

Internet: The highest age category in terms of n for female subjects and sources on the internet, as in print, was *Do not know* (Table-7a). The second most prevalent category across all three media platforms for women was *middle age*. Consistent with the patterns observed in television, where older men were prominently represented, this was likewise the largest age group among men featured on the internet. Men aged 51 and above constituted 35% (n=96) of all subjects and sources, whereas women in the same age groups accounted for only 18% (n=10). Nevertheless, the internet exhibited representation of at least 10% in every age group, with the notable exception of elderly women aged 80 and above, who were entirely absent from the sample.

Table-7a

Age of news subjects and sources (internet)		
Age	Internet	
	Women	Men
Do not know	27	123
Child (12 and under)	2	6
Teenager (13-19)	1	2

Young adult (20-30)	2	9
Middle age (31-50)	14	45
Young old (51-64)	5	45
Older adult (65-79)	5	47
Elderly (80+)	0	4
Total	56	281

Women subjects and sources by function and age

When examining function within news items in relation to age, it is interesting to observe which figures with the greatest media influence set the tone and provide commentary on the story. A comparison was therefore made between men and women serving as *experts* and *spokespersons* across the *middle-aged*, *young-old*, and *older-adult* categories. The findings indicate that female and male presence is similar in percentage terms but differs markedly in absolute numbers. Table-8 presents the percentages of female and male *spokespersons* and *experts* across the different age categories, showing similar proportions, while Table-8a displays the same distribution which differ greatly in terms of actual numbers (n).

Table-8

	Middle Age		Young old		Older Adult	
Function	Women	Men	Women	Men	Women	Men
Spokesperson	27%	16%	13%	23%	23%	16%
Expert	10%	20%	22%	21%	18%	16%

Table-8a

	Middle Age		Young old		Older Adult	
Function	Women	Men	Women	Men	Women	Men
Spokesperson	13	21	3	31	5	24
Expert	5	26	5	29	4	24

News sources identified by family status

Among all news sources and subjects whose family status (mother, wife, husband, brother, etc.) was mentioned, 33% were female and only 8% male. This continues a long-standing global and Israeli pattern in which women are disproportionately defined by their family roles.

Print was close to the average at 30%, while internet and television mentioned family status less often. Radio, however, stood out as a throwback to mid-twentieth-century gender norms, with 64% of its references highlighting family status (Table-9). Radio also recorded the lowest overall female participation across media with only 28 out of 204 sources, and in 18 of those cases the women were explicitly identified through family role. This points to a double exclusion. Women were not only underrepresented as subjects and sources on radio, but when they did appear they were more often reduced to family identity rather than recognized for their expertise or individuality.

Table-9

Family status mentioned?	Print		Internet		Television		Radio	
	M	F	M	F	M	F	M	F

Yes	12%	30%	9%	25%	3%	23%	11%	64%
No	88%	70%	91%	75%	97%	77%	89%	36%

Family Status mentioned by sex of the reporter

The tendency of reporters to identify women by family status was similar regardless of the reporter's sex: 35% for female reporters and 39% for male reporters. References to men's family status were far less frequent, at 8% and 9% respectively. This minimal gap may be explained by the fact that the results do not account for editorial considerations that are not visible in the final content (Table-10).

Table-10

Sex of reporter	Female		Male	
Sex of news subject	Female	Male	Female	Male
Yes	35%	8%	39%	9%
No	65%	92%	61%	91%

News subjects and sources photographed and quoted

As seen in Table-11, female subjects and sources were cited in roughly half of the items (51% vs. 49%), whereas male subjects and sources were quoted less frequently (34% vs. 66%). Female subjects and sources were also photographed more often than male subjects and sources (23% vs. 12%). Given that male subjects and sources were far more numerous, the media's attention to women tended to provide them with greater visibility and a stronger voice when they did appear in the news. These results differ from past sample results in 2020, where women were more photographed but less quoted.

Table-11

News subjects and sources photographed and quoted				
	Quoted		Photographed	
	women	Men	women	men
Yes	51%	34%	23%	12%
No	49%	66%	77%	88%

News subjects and sources portrayed as victims or survivors

In a country preoccupied with war, only 7% of all subjects and sources, (n=114) were either survivors or direct victims of violence (Table-12). The majority of these, 72%, were survivors and 28% were victims. Women accounted for just 13% of all victims and survivors (n=15).

Table-12

News subjects and sources portrayed as victims or survivors							
	Victims			Survivors			Total
	women	men	n	women	men	n	
Victim/survivor of an accident, natural disaster, poverty	2	3	5	0	2	2	7
Victim/survivor of domestic violence, rape, murder, etc.	0	1	1	0	0	0	1
Victim/survivor of other non-domestic crime,	0	2	2	1	0	1	3

robbery, etc.							
Victim/survivor of war, terrorism, vigilantism, state violence...	2	20	22	9	70	79	101
Other victim/survivor (specify in 'comments')	1	1	2	0	0	0	2
Total	5	27	32 (28%)	10	72	82 (72%)	114
% by sex	19%	81%		12%		88%	

The largest share of survivor and victim sources and subjects belonged to the category *Victim/survivor of war, terrorism, vigilantism, or state violence* (n=101), representing 89% of all cases. These individuals were featured as subjects or sources in news stories about hostages and the families of hostages from the October 7 Hamas attack, survivors of the Hudaydah port attack in Yemen, victims of violence in the Arab community and eulogies for fallen IDF soldiers. There were no references to victims or survivors from Gaza, except for a single mention on Arabic radio.

Who are the victims that are missing from the news?

While largely absent from the news, violence in Israel is rising sharply, yet government response remains minimal, particularly in the Arab community. By September 2025, 176 murders had been reported in the Arab community. Violence against women is also escalating: 31 women were murdered by September 2025, 17 of them Palestinian-Israelis. Media coverage has also largely overlooked the Palestinian casualties in the *Israel-Hamas* war that claimed the lives of 67,682 Gazans, of whom approximately 23,000 were members of Hamas or other militant factions, according to Israel Defense Forces (IDF). In addition, more than 170,000 people have been injured. (Casualty figures from Gaza are based on data reported by Hamas) ([INSS](#)).

News subjects and sources from Minority Groups

According to the Israeli Central Bureau of Statistics ([CBS](#)), Israel's population is approximately 10 million. Palestinian Arabs constitute 21% of this population, excluding Palestinian residents of occupied West Bank (Judea and Samaria) and East Jerusalem and Gaza. *Hardi* Jews account for 13.9% of the population (Israel Democracy Institute, [IDI](#)). In this sample, both groups were classified as minority populations.

Of the 1,361 subjects and sources analyzed, only 136 (10%) were identified as members of minority group, a proportion that is notably lower than their share in the Israeli population. For a breakdown of minority representation across different media, see Table-13.

Table-13

Subjects and sources of minority groups			
Medium	Female	Male	N
Print	12%	88%	49
Radio	11%	89%	19
Television	0%	100%	27
Internet	17%	83%	41

The representation of women from minority groups stands at 11% across all media (N=15), with most appearances in Internet and print outlets. This figure is lower than the overall presence of women in the Israeli news media which is 17.6% across all platforms. This indicates that minority women are largely neither heard nor seen in television and radio news.

One of the specific questions examined in this study concerned the representation of Palestinian Israeli women in Israeli media. The findings indicate that their presence is almost entirely absent. Only 5 out of 402 Internet subject and sources, all from Arabic-language sites, were identified as Palestinian Israeli women. None appeared in print or television, and only 1 out of 237 radio subjects and sources originated from an Arabic-language station.

A closer examination of the data reveals that roughly half of all minority subjects and sources were *Haredi* Jews. This pattern reflects the prominence of a major news event during the study period, the public debate over the refusal of *Haredi* youth to enlist in the Israel defence Forces and the broader discussion on the equitable distribution of national defence responsibilities. Notably, none of the *Haredi* subjects or sources were female.

JOURNALISTS AND REPORTERS

Journalists by medium and sex

Table-14 below presents the proportion of male and female journalists including all types such as *reporters*, *anchors*, *presenters*, and *commentators*. Overall, 42% of journalists of legacy media were female, representing a 7% incline compared to the 2020 sample. This figure matches the global average of 41%. The highest female representation was found in television. This aligns with previous findings, where women held a favorable majority of 53% in television, although in the current sample, the trend has reversed.

Table-14

Reports by medium and sex across Legacy media											
Print journalists				Radio journalists				Television journalists			
Female		Male		Female		Male		Female		Male	
%	n	%	n	%	n	%	N	%	n	%	n
39%	38	61%	60	32%	22	68%	47	47%	89	53%	102

These findings correspond closely with the data from 2015, indicating a decline in the proportion of female radio journalists (from 52% to 32%) and an increase in both print and television journalism (from 30% to 39% and from 44% to 47%, respectively).

In contrast, online journalism exhibits a wider gender gap, with 33% women and 67% men. Although these figures are below the global average of 43%, they remain considerably higher than the regional Middle East average of 21%.

Anchors and other journalists

When examining *anchors* and *other journalists*, women's representation in television anchoring is notably high at 64%, as shown in Table-15 below, while their share in radio news anchoring remains low at 24%. These findings are consistent with the 2020 sample, which showed nearly identical results, reflecting a minor decline of about 1% to 2%.

Table-15

Anchors and other journalists by sex			
Radio anchors and panel journalists		Television anchors and panel journalists	
Female	Male	Female	Male
24%	76%	64%	36%

When focusing exclusively on *anchors*, women constitute 83% of the total *anchors* in television. The pattern differs substantially when considering panel participants. Of the 27 individuals classified as panel members (or *other journalists*), only one was female. These findings suggest that although women are highly visible in presenting roles, they remain significantly underrepresented among those who express opinions or provide analytical commentary on television.

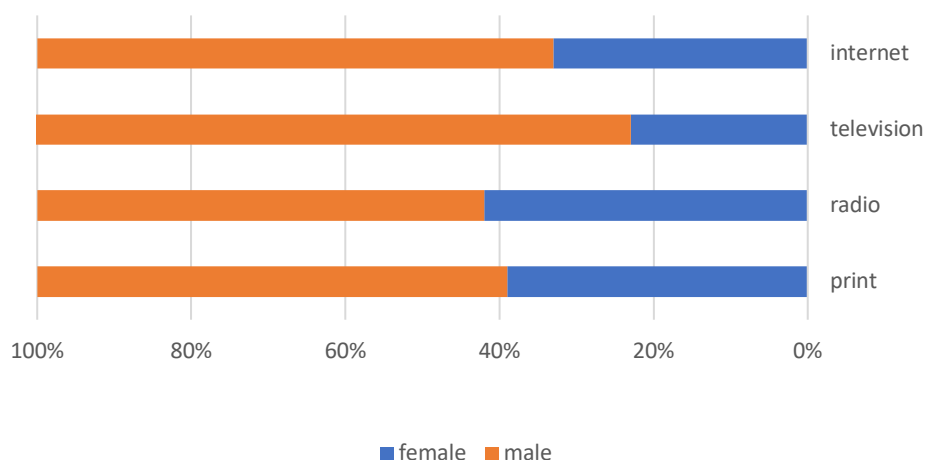
A comparison with the 2015 data reveals a marked shift: the proportion of female radio *anchors* has declined sharply from 68% to 24%, while the share of women in television *anchors* has increased from 33% to 64%.

Reporters

Across all media, 33% of *reporter* journalists were women (39% in print, 42% in radio, 23% in television and 33% in internet). It is noteworthy that the pattern is reversed when examining *reporters* in radio and television compared to *anchors*. While television anchors are predominantly female and radio anchors are mainly male, radio exhibits the highest proportion of female *reporters*, whereas television shows the lowest, 42% in radio compared to 23% in television. This pattern aligns with women's roles in television, where they are visible as *anchors* but less frequently occupy positions that involve substantive journalistic input. Figure-10 show *reporters* by medium.

Figure-10

Reports by medium



Journalists' age

While male television *anchors* were mostly middle-aged, women *anchors* were predominantly young adults, representing 93% and 57% respectively (Table-16). *Reporters* showed a different pattern according to sex. *Reporters* typically appear outside the studio, including some who do not appear on screen but whose voices are heard, making it impossible to determine the age of all *reporters*. Female *reporters* tended to be younger than their male counterparts: 28% of female *reporters* were ages 19-34, compared to 15% of male *reporters*. No female *reporters* were over 50, while 16% of male *reporters* were.

These figures differ significantly from the 2020 sample, where 97% of female *anchors* were middle-aged and 40% of *reporters* were young adult women. A notable trend is that female *anchors* are increasingly younger, reflecting a global and local pattern in which women are more often featured for their visual presence rather than their role in interpreting the news for viewers.

Table-16

Anchors and Reporters by sex and age								
	Anchor/announcer				Reporter			
Age	Female		Male		Female		Male	
	%	n	%	n	%	N	%	n
Do not know	0%	0	0%	0	6%	1	10%	6
Young adult (20-30)	57%	40	7%	1	28%	5	15%	9
Middle age (31-50)	43%	30	93%	13	67%	12	60%	37
Young old (51-64)	0%	0	0%	0	0%	0	16%	10
Total		70		14		18		62

Reporters in domestic & foreign stories

Table-17 shows that 61% of female *reporters* covered *national news*, the category with the highest number of *reports*. In most other news categories, the women-to-men ratio is similar, with women representing only 2% less. *Sub-regional* and *regional* news show the largest gender gap, largely due to coverage of the minor topic – *war in the Middle East, including Gaza*. Men report on war and conflict-related news more frequently than women.

Table-17

Reporters by scope and sex			
Scope	Female	Male	N
Local	13%	15%	30
National	61%	48%	109
Sub-Regional and Regional	17%	29%	53
Foreign/International	6%	8%	17
Total	100%	100%	209

Journalists by sex and major story topics

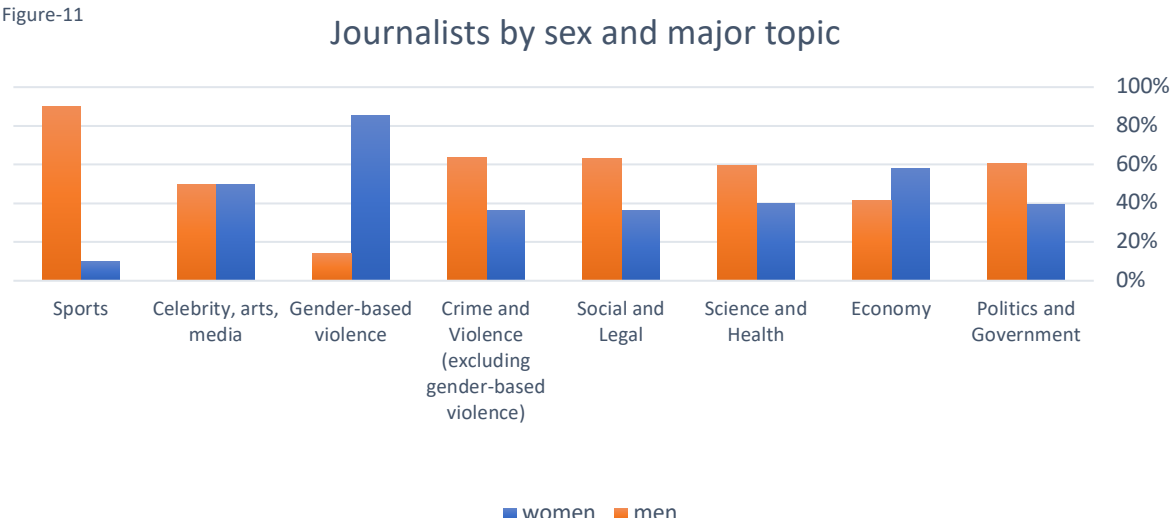
Figure-11 shows that female journalists were most represented in *gender-based violence* stories, accounting for 86%, although the total number of these reports was low, with only 6 items in total. More notable is *economic* news, where women made up 58% of the coverage, mainly because the key topic that day was the teachers' strike. Other topics such as *politics and government*, *science and health*, and *social and legal issues* maintained a similar level

of female representation, between 37% and 39%. *Celebrity, arts, and media* stories had 50% female representation, while *sports* recorded the lowest at only 10%.

Economic news on television was reported largely by women, at 82%. Since each television story includes an *anchor* who is also counted as a journalist, removing anchors from the data changes the results considerably. Without *anchors*, women covered 64% of *economic* news, while other categories dropped sharply: *politics and government* fell from 38% to 5%, and *crime and violence* excluding *gender-based violence* decreased from 40% to 13%.

Print media showed the most varied results, with female journalists accounting for 43% of coverage in *politics and government*, 43% in *economic* news, 33% in *crime and violence* excluding *gender-based violence*, and 63% in *social and legal* news.

Figure-11



Journalists by sex and minor topic

An analysis of minor topics reveals that the issue receiving the greatest journalistic attention was the *war in the Middle East, including Gaza*, with 119 journalistic references out of a total of 264, comprising 45% of all news coverage. This topic also ranked highest among female journalists, accounting for 50% of print references, 62% of radio, 28% of television, and 35% of internet coverage.

The second most covered minor topic concerned *other labour issues*, particularly the teachers' strike, representing 11% of print, 17% of television, and 28% of internet coverage. Additional notable findings include female radio coverage of *arts, entertainment, leisure, and cinema* at 23%, *transportation* coverage on television at 22%, and *national defence, military spending, and internal security* coverage in print and internet at 11% and 17% respectively.

Table-18 presents the distribution of the highest minor topic coverage by female journalists across different media. Television emerges as the most diverse medium; however, women remain largely excluded from 'serious topics such as *war* and *national defence*, areas most covered by male journalists, which constitute the main course of Israel's daily news diet. Women *reporters* played a more prominent role than men in radio coverage of *the war in the Middle East*, a level of visibility for female *reporters* that was not matched on television.

Table-18

Highest minor topic female coverage				
Minor topic	Print	Radio	television	Internet
National defence, military spending, internal security	11%			17%
Other labour issue (strikes, trade unions, etc)	11%		17%	28%
Transport, traffic, roads			22%	
Non-violent crime, bribery, theft, drugs, corruption			11%	
War in the Middle East including Gaza	50%	62%	28%	28%
Arts, entertainment, leisure, cinema, books, dance		23%		

Journalists and story subjects and sources

Female and male journalists were almost equally likely to report on female *subjects and sources*, at 51% and 49% respectively. However, a noticeable difference appeared in reporting on *male subjects and sources*, which were covered more frequently by male journalists than by female journalists (42% compared to 58%), as shown in Table-19 below.

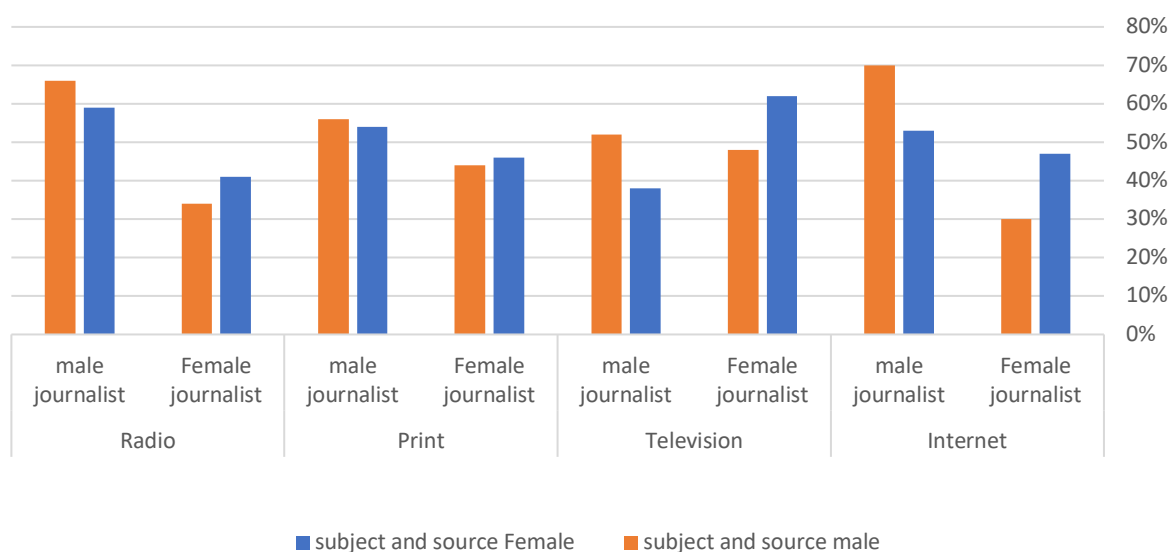
Table-19

	Female journalist	Male Journalist
Sex of source		
Female	51%	49%
Male	42%	58%

The most balanced medium is print, where the smallest difference appears between female and male journalists in reporting on female and male *subjects and sources*. The most notable gap is found in internet coverage, where female *reporters* covered only 30% of male *subjects and sources*.

Television was relatively balanced in reporting on male *subjects and sources*, in contrast to other media, but showed significant variation regarding female *subjects and sources*. Female journalists were much more likely to report on female *subjects and sources*, accounting for 62%, compared with 38% among their male counterparts, see Figure-12.

Figure-12 Journalists' sex and subjects and sources sex across media



Reporters' sex and subjects and sources' sex in major topics

Table-20 presents the coverage by female and male *reporters* of *subjects and sources* across major topics. The table highlights the three topics with the highest number of items. *Crime and violence* show a significant difference in coverage by female reporters, who tend to report more on male *subjects and sources*. This can be explained by the fact that women represented only 10% to 11% of the *subjects and sources* within this topic, which accounted for nearly half of the news items in the sample. *Economic* news displays a different pattern. While the coverage of female *subjects and sources* is relatively similar, female *reporters* show much higher coverage of male *subjects and sources*, likely influenced by the teachers' strike that was covered mainly by female reporters. *Politics* show yet another pattern, as female reporters as female reporters are almost excluded from covering this topic, regardless of whether the *subjects and sources* are male or female.

Table-20

Reporters' sex and subjects and sources' sex by major topic			
Major topic	Sex of reporter		
		Female	Male
Crime and Violence (excluding gender-based violence)	Female	44%	56%
	Male	36%	64%
Politics and Government	Female	22%	78%
	Male	37%	63%
Economy	Female	56%	44%
	Male	68%	32%

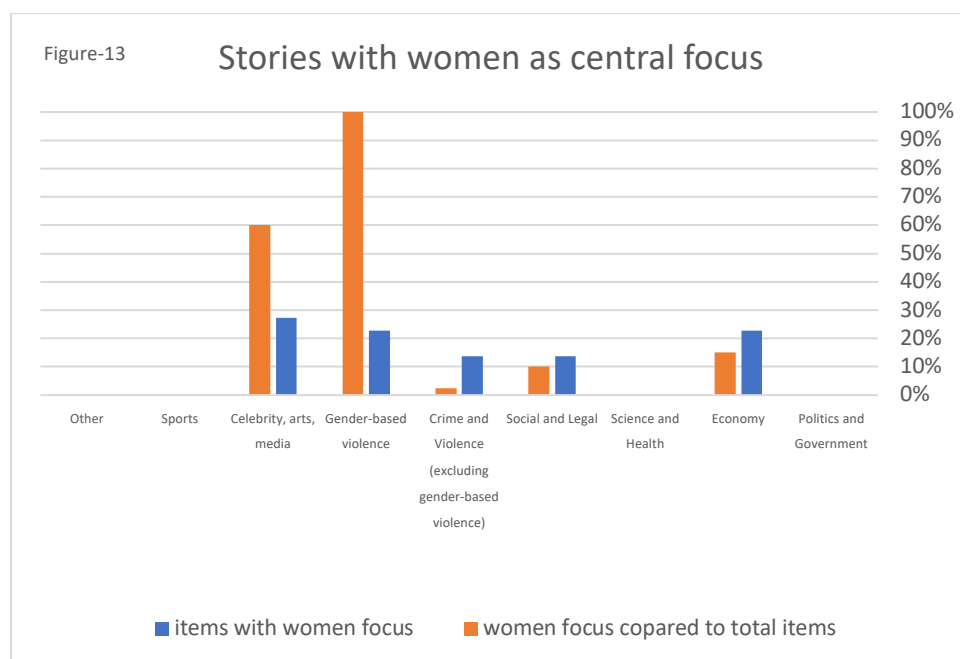
JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

News items with women as Central focus

When examining stories featuring women as the central figure (Figure-13), it becomes evident that very few focus on women. Only 22 out of 252 items, representing 9% of all news stories, centred on women. The highest proportion appeared in *celebrity news* (27%), followed by *economic* news and *gender-based violence items* (23% each). Some categories had no women-focused stories, such as *politics and government*, *science and health*, and *sports*.

In terms of the proportion of women-focused news within each category, all items in *gender-based violence* were focused on women (100%), 60% of *celebrity* news items focused on women, and 15% of *economic* news did. In contrast, in *crime and violence*, the largest news category, stories about women accounted for only 2% of all items.

Most stories about women appeared in *celebrity* news, such as coverage of Yuval Rephaeli representing Israel in the Eurovision contest, or in *gender-based violence* stories, including reports of the sexual harassment of a policewoman by a protester and an interview with Daphna Eliyakim, a released hostage, about sexual harassment during captivity. Both stories appeared exclusively on television.



Stories referring to issues of gender equality

Overall, 2% of all items (6 out of 252) referred to *gender equality*, this marks a troubling decline from the 2020 sample, in which 4% of items addressed these issues. As shown in Table-21. Only 0.8% (2 out of 252) of the stories specifically referenced issues of *gender equality or inequality*, such as *legislation or policy*, while 1 item, (0.4%) challenged *gender stereotypes*. In relation to gender inequality, the coverage of the teachers' strike on the sample day failed to include the perspective of women's wages compared to men's, which could have offered a valuable framing for the story.

Television has proven to be the medium most focused on women; however, most of its coverage did not fall within 'hard' news areas such as *war, politics, social, or legal* affairs. Instead, it primarily centered on traditionally feminine domains, including *celebrity* news and stories about *gender-based violence*.

Table-21

Stories referring to issues of gender					
	Print	Television	Radio	Internet	Total
Analysis category					
Reference to equality/rights legislation/policy	0	2	0	0	2
This story clearly highlights issues of inequality	1	5	0	0	6
This story clearly challenges gender stereotypes	0	1	0	0	1

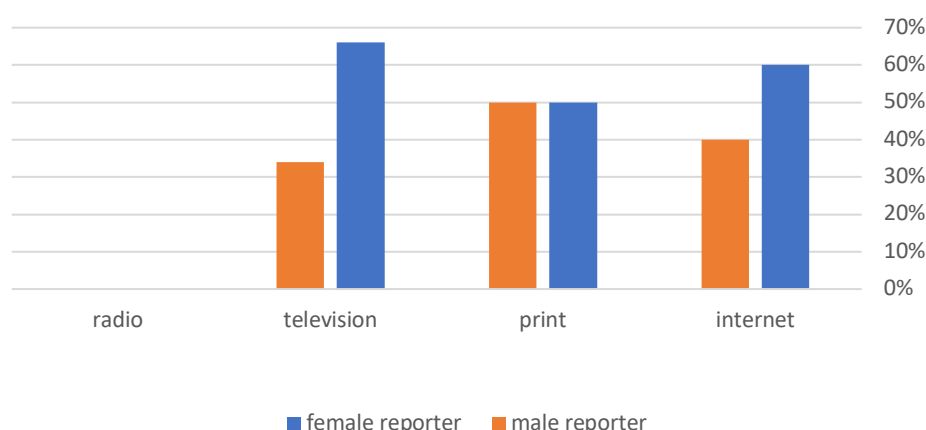
Journalists and stories referring to gender issues

Female journalists, including *anchors, reporters, and other journalists* (see Figure-14), were more likely than male journalists to author stories addressing gender issues, combining both *women-focused items* and those related to *equality and stereotypes*. This trend was most evident in television, where 66% of all *gender-related* stories were covered by female journalists. On the Internet, the ratio was 60% to 40% in favour of women journalists, and in print, the ratio was 50% each.

Although women make up only 42% of all journalists, they cover gender-related issues more frequently than men, even considering the relatively small number of such stories. Most of these stories *focused on women* as the central subject, while far fewer challenged *gender stereotypes* or discussed *gender equality and policy*. It is also noteworthy that radio featured 0 gender-related or *women-focused* stories, despite having the highest percentage of women reporters.

Figure-14

Journalists and stories referring to gender issues



FOCUS ON GENDER BASED VIOLENCE

A total of 5 out of 252 stories were categorized under *gender-based violence*, representing 2% of all stories. Out of 1361 *subjects and sources*, only 9 referred to *gender-based violence*, accounting for 0.7% of the total *subjects and sources*. All appeared exclusively on television and addressed cases of *sexual harassment, rape, or sexual assault* against women.

Two specific stories which were presented in various news broadcasts, focused on *gender-based violence*. The first reported the sexual harassment of a policewoman by an anti-government protester. The second was an interview with Daphna Eliyakim, a released hostage, who spoke about sexual harassment during captivity. Table-22 presents the differences in the *occupations* of the *subjects and sources*.

Table-22

Occupation of subjects and sources of gender-based violence items		
Occupation	Female (n)	Male (n)
Police, military, para-military, militia, fire officer	3	1
Activist or worker in civil society org., NGO, trade union	0	2
Child, young person no other occupation given	3	0

In terms of their function within the stories, the majority, 8 out of 9, were featured as *subjects*. Regarding the sex of the journalists covering the sexual harassment cases, the ratio was 3 to 1 in favor of women journalists, reflecting a persistent tendency to treat *gender-based violence* as a 'women's issue' rather than a broader societal concern.

CASE STUDIES

Table-23 below summarizes the number of case studies categorized by gender genre across various media platforms:

Table-23

Medium	Blatant stereotype	Subtle Stereotype	Missed opportunity/ Gender blind	Gender aware
Radio			XX	
TV		X	X	XX
Print				XXX
Internet		XX		

Case Study 1. A story that is gender aware

Title of article: "Bro, are you okay?": Pardes Hanna kiosk robbed in broad daylight, suspect arrested after 20 minutes."

Name of newspaper, television or radio channel or news website URL:

Television, [Channel 13 Airtime: 71:00](#)

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: 46

Skills: Language; Perspective

Genre: 4. Gender aware

The story: Challenges stereotypes

Your analysis: The newscast's closing item is an anecdotal piece about a bizarre kiosk robbery in a small Israeli town. The item spotlights the young female vendor's bold response, depicting her as confident, determined, and empathetic. During her interview, she expresses empathy for the robber, not based on emotion alone but rooted in what appears to be a social conception of justice. While the item challenges gender stereotypes by presenting a complex female subject, its placement as the final "human interest" story with escapist purpose marginalizes this counter-stereotypical representation.

Case Study 2. A story that conveys more subtle stereotypes

Title of article: "Captivity survivor Dafna Elyakim: 'The terrorist was touching me all the time'"

Name of newspaper, television or radio channel or news website URL:

Television: [Channel 12](#); Airtime: 40:00

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: 56

Skills: Events vs issues; Perspective.

Genre: Subtle stereotypes

Your analysis: A brief item (~1 minute) featuring captivity survivor Dafna Elyakim's testimony about sexual harassment while held by Hamas. The item focuses on a short recording of her testimony at a public event. It centers on the victim's words but provides no

contextual background about her, focusing on the incident rather than the broader phenomenon of sexual violence against captivity survivors. The news anchor introduces the item, followed by the recording, with no anchor response afterward. Only a few isolated sentences about the harassment are presented from her full testimony, omitting her overall captivity experiences, including how she coped with the harassment. Her facial expressions and body language reveal her discomfort: touching her hair, nervous leg movement, and uncomfortable giggling in response to the (male) moderator's questions.

Case Study 3. A story that is a missed opportunity or gender-blind

Title of article: "Partial strike ongoing: Teachers reporting 'sick' today describe frustration and hope for real change"

Name of newspaper, television or radio channel or news website URL:

Television, [Kan11](#) Airtime: 34:10

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: 37

Skills: Sources + Perspective

Genre: A story that is a missed opportunity or gender-blind

Your analysis: Item on a nationwide teachers' strike: The item presents apparent gender balance by interviewing two male and two female teachers, though women constitute the majority of education workers. However, the item ignores the gendered dimensions of both the strike and the profession, disregarding the connection between the profession's low status and the gender of its workforce. The item opens with two male teachers, filmed in their living rooms, discussing principled problems with the teachers' agreement. In contrast, the female teachers are framed through personal, gendered contexts: one on maternity leave emphasizing classroom discipline issues, another complaining she "doesn't make it through the month" and receives financial assistance from her parents—a presentation that diminishes their professional standing. The female teachers are also portrayed less respectfully: using colloquial language, with one making repeated grammatical errors. Most strikingly, while the senior national education figure—Teachers' Union Chair Ms. Yaffa Ben-David—appears in the item, she is never quoted. Despite a male teacher referring to questions he posed to her, the item provides no response from her perspective.

Case Study 4. A story that is gender aware

Title of article: No specific article item

Name of newspaper, television or radio channel or news website URL:

Television, [Kan11](#) Airtime: 7:50

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: yes

Date: 6.5.25

Country: ISRAEL

Theme: 66

Skills: Language

Genre: Gender aware

The story: Demonstrates a balance of sources

Your analysis: Hebrew is a gendered language where the masculine plural is the default even for mixed-gender audiences. Several times during the newscast, the female anchor and female reporter deliberately use feminine plural forms instead.

Case Study 5. A story that conveys more subtle stereotypes

Name of newspaper, television or radio channel or news website URL:

Internet website, Ynet: <https://www.ynet.co.il/news/article/s1gs00zslll#autoplay>

Headline: "How can I explain to the kids that Dad is leaving again?": The heavy burden on the families of reservists

Sub-headline: "The cabinet approved the expansion of the fighting and the call-up of tens of thousands of reservists, leaving families once again forced to "navigate" a reality imposed upon them.

"They threw all our plans in the trash," said Efrat, whose husband has served about 380 days.

Elinor described how "every escalation in the security situation sets us on edge."

Chen added: "They promised us 70 reserve days a year — we're already at 100, and it's only May."

Photos: Two photos of reservists in uniform, and four additional photos of interviewees with their children or with their husbands who are serving in the reserves.

Article Summary: Following the October 7 war and the government's decision to expand the fighting, tens of thousands of reservists have been called up for additional rounds of service. Alongside the heavy toll paid by the soldiers themselves, their families also suffer deep effects on their daily routines, emotional well-being, children, and family stability.

The article focuses on three women, wives of reservists, Efrat, Elinor, and Chen, who share the challenges, emotions, and struggles of living through a reality in which their husbands are repeatedly called to serve.

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (48) War in the Middle East including Gaza

Skills: Events vs issues+ Sources

Genre: 2. Subtle stereotypes

Your analysis: The article reflects a wartime reality in which men serve as soldiers on the front lines, while women remain on the home front with their children. The women in the piece are interviewed as *the wives of reservists*. They emphasize the difficulties they experience as mothers and the impact of the fighting on their children, yet they also express pride in their husbands and understanding of the necessity of war. They do not say that they wish to reject their role as "the soldiers' wives," nor do they call for an end to the war so that their partners can return home; rather, they highlight the heavy personal costs and call for a more equal sharing of the burden.

Case Study 6. A story that conveys more subtle stereotypes

Name of newspaper, television or radio channel or news website URL:

Internet website, Ynet: <https://www.ynet.co.il/news/article/yokra14358359>

Headline: "How will the hostages endure when they see that the government is choosing war over them?"

Sub-headline: "The announcement about the escalation of fighting and the plan to seize the Gaza Strip, and the statements by the Chief of Staff and Smotrich, have raised the level of anger and concern among the hostages' families, who have been coping for a year and seven months with unimaginable uncertainty. Herut Nimrodi, Tamir's mother: "These are second-class citizens — who will be abandoned in exchange for absolute victory."

Photo: Herut Nimrodi, hugging her son Tamir who is held captive by Hamas.

Article Summary: In this article, two representatives of the hostages' families — Yaakov Buhbut, brother of abductee Elkana Buhbut, and Herut Nimrodi, mother of abductee Tamir Nimrodi — respond to the cabinet's decision to capture the Gaza Strip, the Chief of Staff's warning about the hostages' situation in the event of an expanded ground operation, and Finance Minister Bezalel Smotrich's statement that Israel will not withdraw from areas in Gaza even in exchange for the hostages.

Yaakov Buhbut issues a call to bring his brother home following a video released by H "The war continues for political reasons — and we are paying with blood"

Herut Nimrodi said that "broadcasting to the nation that returning the hostages endangers security is horrific... You send your children to the reserves repeatedly, to fighting and to raids, and they go to die for what? We don't know why we are sending these children back into battle."

"The families must stand up and shout; it cannot be that for such and such political reasons the war continues. We are paying with blood, and the people must take to the streets. We don't know why we are sending the children to battle again...

"It's not only my child's future," she added, "it's your child's future. You bow your heads and accept another blow — until when? People are occupied with their four walls. I was that way too. Today I understand what a mistake it is not to stand up and fight for what we think is right. What state are we leaving our children? My daughter is about to be drafted — will I send another one if one doesn't return?"

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (48) War in the Middle East including Gaza

Skills: Events vs issues + Perspective

Genre: 2. Subtle stereotypes

Your analysis: In this article, the media highlights women's leadership in the context of the war- specifically the voice of a hostage mother. The focus is on maternal discourse- the emotion of a mother, expressions of exhaustion, and calls to end the war, articulating the pain of unnecessary sacrifice and questioning her own ability to continue sending her children to fight.

Through this framing, the coverage emphasizes **the moral and emotional authority of mothers**, who use their personal and familial experiences as a form of civic protest and ethical critique of the state's decisions in wartime.

Case Study 7. A story that is a missed opportunity or gender-blind

Title of article: "An independent strike in the education system — the teachers' protest continues, bringing uncertainty to many parents across the country."

Name of newspaper, television or radio channel or news website URL:

Radio, [Gali Tzahal](#)- "Good Morning Israel" news cast, Airtime: 7:20 AM

Item summary- Item on a nationwide teachers' strike: The article covers the third morning of

the protest by education system employees, commonly known as the teachers' protest, following cuts to their salaries. Many teachers across the country are on strike, and numerous educational institutions will remain closed today. The article also includes an interview with a male teacher who is participating in the strike.

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (14) Other Labor Issues, Strikes, Trade Unions, Negotiations, Other Employment and Unemployment

Skills: Language+ Perspective

Genre: 3. Missed opportunity/Gender-blind

Your analysis: This is a relatively short news report about the teachers' and kindergarten teachers' protest in the education system. The news anchor speaks in masculine language and refers to it as a protest of teachers, while the reality in Israel is that the education sector is part of the so-called "pink collar" workforce, with most employees in the education system being women.

Case Study 8. A story that is a missed opportunity or gender-blind

Title of article: sport section

Name of newspaper, television or radio channel or news website URL:

Radio, [Kan Reshet B](#) - news cast. Airtime: 7:51 AM

Item summary: This news segment reviews the sports games that took place in Israel and around the world on the day broadcast and prior to it. The sports reporter covers the results of a soccer match between Maccabi Tel Aviv and Hapoel Be'er Sheva in the national men's football league, and on an upcoming Champions League semifinal match between Inter and Barcelona. In basketball, he provides an overview of the current standings in the Israeli men basketball league and a report ahead of an upcoming NBA game.

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (63) Team sports (soccer, football, basketball, handball, hockey, etc): events, players, facilities, training, funding

Skills: Perspective + Use of data

Genre: 3. Missed opportunity/Gender-blind

A story that is a missed opportunity or gender-blind

Your analysis: This sports segment, intended to cover current events in sports in Israel and around the world, lacks any reference to women's sports, which exist both in Israel and internationally.

Case Study 9. A story that is gender aware

Name of newspaper, television or radio channel or news website URL:

Newspaper, [Maariv](#)

Headline: "Edelstein to Netanyahu and Katz: Explain to the reservists why they should show up again."

Picture: Photo of Yuli Edelstein, Chair of the Foreign Affairs and Defense Committee.

Item summary: Do to the backdrop of numerous reserve call-up orders and the intensifying fighting in Gaza, Yuli Edelstein Chair of the Foreign Affairs and Defense Committee is calling on Prime Minister Netanyahu and Defense Minister Israel Katz, to appear before the committee and provide explanations as to why the same individuals are being repeatedly required to report for reserve duty, while asking the government to provide backing in forming a majority for the Draft Law.

The article quotes a response from the Coalition of Serving Organizations to Edelstein's call, expressing their support and stating: "We, who repeatedly report for duty for the sake of the flag and the country, expect those who send us to the battlefield time and again to appear before the Foreign Affairs and Defense Committee and give us clear answers. Right now, our families, businesses, careers, minds, and bodies are collapsing — and you are dealing with political needs instead of security ones!"

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (6) National Defense, Military Spending, Military Training, Military Parades, Internal Security

Skills: Events vs issues+ Perspective

Language: Hebrew

Genre: Gender aware

The story: Challenges stereotypes

Your analysis: In this article, male reservists describe the hardships and heavy toll of the fighting, including the price their families pay, and the harm caused to their bodies and minds. In doing so, they challenge gender stereotypes of male soldiers as those who do not express vulnerability or discuss emotional costs. They also address the burdens borne by their families — particularly their wives and children.

Case Study 10. A story that is gender aware

Name of newspaper, television or radio channel or news website URL:

Newspaper, [Israel Today](#)

Headline: "For her contribution to security: the "Esteemed Member of the Druze Community" award to Dr. Miriam Adelson"

Sub headline: "The ceremony was held at the opening of the first Innovation Center for the Druze soldier, named after the late spiritual leader of the community, Amin Tarif.

Dr. Adelson said: "Something wonderful is being established here; it's moving to be a partner."

Picture: A photo of Dr. Miriam Adelson together with Sheikh Mowafaq Tarif, Kuptan Halabi, and Salaha Halabi.

Item summary: This article covers the opening event of the Innovation Center for the Druze Soldier, during which Dr. Miriam Adelson received the "Esteemed Member of the Druze Community" award for her contribution to the center. Former Prime Minister Naftali Bennett also attended the ceremony and addressed the massacre of Druze people in Syria carried out by al-Jolani. Representatives and spiritual leaders of the Druze community responded to his remarks and expressed their gratitude for the support of the Jewish people in contrast to the international silence on the matter.

The article details the establishment of the Innovation Center, whose main goal is to strengthen the status of Druze soldiers. Another objective of the center is to brand Usfiya (a Druze local council) as a hub for innovation and technology, and to provide professional training programs in collaboration with government ministries and academic institutions. In addition, the center aims to increase motivation for higher education among Druze youth, while encouraging Druze women to pursue studies in high-tech and the exact sciences.

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (11) Women's Participation in Economic Processes (Informal Work, Paid Employment, Unemployment, Unpaid labor)

Skills: Events vs issues+ Perspective

Language: Hebrew

Genre: Gender aware

The story: Demonstrates a balance of sources

Your analysis: The article refers to the Druze community, which constitutes a minority in Israel, and in particular to Druze women. It outlines the objectives behind the establishment of the Druze Innovation Center, among them the encouragement of Druze girls to pursue education and professional development. This goal reflects an effort to promote affirmative action and the advancement of Druze women through dedicated budgets and programs for women.

Case Study 11. A story that is gender aware

Name of newspaper, television or radio channel or news website URL:

Newspaper, [Israel Today](#)

Headline: "There's a huge gap between how we look and how we feel."

Sub headline: Music for the Masses: Jane Bordeaux has already secured a place of honor in the Israeli mainstream.

"If you have one goal, never compromise, and work really hard – you'll make it," reveals lead singer Doron Talmon ahead of the band's 10th anniversary show.

Picture: A photo of the band *Jane Bordeaux*

Picture caption: Band members

Text: The article is an interview by journalist Maya Cohen with Doron Talmon, the lead singer of the band Jane Bordeaux.

In the piece, Cohen asks Doron about the band's success, the secret behind its charm, the impact of being a woman among men in the band and in the music industry, her return from maternity leave, and how motherhood has influenced her music. She also discusses her new duet with the renowned Israeli singer Shlomo Artzi.

Talmon shares that it took the band time, persistence, and strong faith in their path to break through and succeed. She mentions that over the years, another woman joined the band—not because of her gender, but because of her talent. Talmon notes that there are now many more female musicians and singers in the industry than in the past. She reflects that she's not sure whether motherhood makes her a better songwriter, but it has a positive influence on her creative process. Finally, she speaks about the excitement of collaborating with Artzi and the emotional complexity of performing during such a challenging period in Israel.

If the story is one of those stories you coded in the quantitative part of the study?

Please tick yes or no: Yes

Date: 6.5.25

Country: ISRAEL

Theme: (58) Arts, entertainment, leisure, cinema, books, dance

Skills: Events vs issues+ Perspective

Language: Hebrew

Genre: Gender aware

The story: Is gender specific

Your analysis:

In this article, the presence of the interviewer as a female journalist interviewing a female lead singer is notable. Maya Cohen, the interviewer, not only addresses the success, talent, and musical aspects of Jane Bordeaux and its lead singer, but also engages with the dimension of gender- examining how Doron Talmon's identity as a woman influences her music, the band, and her creative process.

SUMMARY AND CONCLUSIONS

Since its independence in 1948, Israel has experienced persistent conflict, with the frequency and intensity of wars increasing in the 21st century. This ongoing state of crisis profoundly shapes Israeli society and its media landscape.

During periods of conflict, instead of opening new opportunities, Israeli women often encounter heightened barriers, particularly in the realm of public discourse. The media largely excludes women from discussions about war and its political, economic, and social consequences. This exclusion is even more pronounced for minority women, such as Israeli Palestinian and Haredi women, who face double marginalization as both women and members of minority groups.

Women remain significantly underrepresented in Israeli news media. In 2025, women appeared as subjects or sources in only 17.6% of news stories, well below the global average of 26% and a decline from the 24% peak in 2015. This is especially striking given that women constitute 51% of the population.

While the proportion of female journalists in Israel (42%) slightly exceeds the global average, their roles are often limited. Women are most visible as television anchors, representing 83% of anchors, but are far less present in other journalistic positions, where they account for slightly above 30% across all media. Since 2020, there has been a modest increase in the share of women journalists, yet this progress has not translated into greater visibility for women as subjects in the news.

Israeli media tends to fixate on a single dominant topic at any given time. In 2020 it was COVID 19, while in 2025 it was the Israel-Hamas war and the multiple frontiers it opened. Nearly half of all news coverage was related to war, which dominated every media platform.

In summary, the Israeli media continues to reflect and reinforce broader societal inequalities. Women, particularly those from minority backgrounds, remain on the margins of both news coverage and newsroom leadership.

RECOMMENDATIONS AND ACTION PLAN 2026-2030

Addressing gender inequality in new media requires a comprehensive strategy over the next five years—one that targets systemic barriers in media institutions, civil society, and research.

1. Media Organizations

- Provide comprehensive gender-sensitivity training for journalists, editors, and other media professionals to ensure equitable coverage of women's issues, eliminate gender bias, and actively highlight inequality.
- Develop and adopt **Gender Equality Action Plans** within media institutions, including measurable goals and accountability mechanisms.

2. Civil Society and Women Journalists

- Deepen the public discussion around the *gendered structure of the journalism profession*—acknowledging how feminization affects newsroom culture and professional practices.
- Encourage **women journalists in Israel** to take an active role in shaping change within their profession—by advocating for improved employment conditions and promoting more equitable representation of women in the media.

- Support the establishment and funding of **organized networks or associations of women journalists** that can participate directly in shaping media policy and reforms.
3. **Researchers and Academic Institutions**
- Conduct **long-term media monitoring** using the *Global Media Monitoring Project (GMMP)* methodology, in collaboration with interested civil society organizations.
 - **Break down** the category of local media into subcategories that distinguish not only between different media types, but also between outlets appealing to a broad audience and those serving minority groups, as well as between public and private ownership models.
 - Use findings to inform evidence-based advocacy, policy development, and public awareness campaigns aimed at reducing gender disparities in media representation and employment.

Annex 1. Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that most of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighboring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation,

describing the news agenda on the monitoring day, their reasons for selecting media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Conclusion

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

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Annex 2. List of Monitors

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Maisoon Zoabi – monitoring Arabic-speaking media

Liat Granot Dadon – monitoring Hebrew-speaking media



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