



# NATIONAL REPORT: NEPAL



**GMMP+30**



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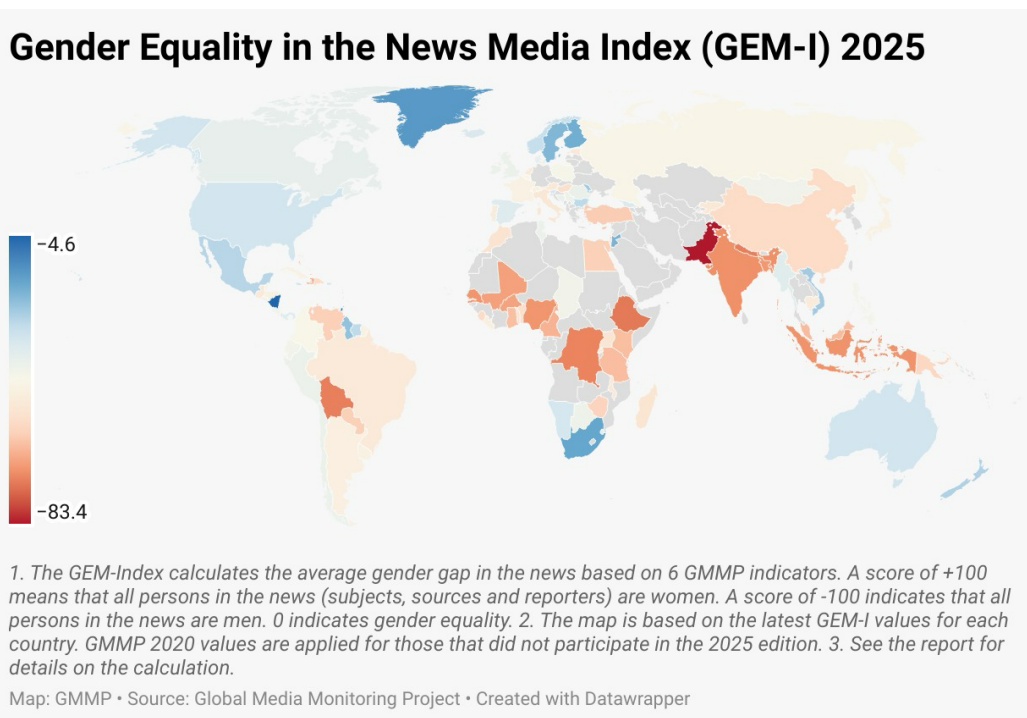


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## PREFACE

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 non-stereotyped 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.<sup>1</sup> 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. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

<sup>1</sup> 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 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

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7<sup>th</sup> 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 remains 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 remains 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

### 1. Constitutional Guarantees

The Constitution of Nepal (2015) guarantees the rights to equality and, prohibits discrimination based on sex, religion, race, caste, ethnicity, gender, disability, health, economic status, language, region or similar grounds. It also allows special provisions (positive discrimination) for women, Dalits, indigenous groups, Madhesis, Tharus, Muslims, marginalized communities, person with disabilities, sexual and gender minorities, senior citizens, farmers, laborers, youth children and economically deprived groups. The constitution also ensures equal pay and social security for equal work and provides equal rights to ancestral property for sons and daughters without gender discrimination. <https://daobhaktapur.moha.gov.np/en/post/constitution-of-nepal-2072>

### 2. Political representation

Nepal has made notable progress in legal reform and political representation of women over the past decades due to the provision of at least 33% women's representation through a gender quota. Because of this provision women's representation reached one-third at both federal and provincial level elections in 2017 & 2022. Similarly, women's representation at the local level reached 41% in 2017 and 41.2% 2022.

### 3. Gender Inequality Index (GII)

Despite these constitutional and political achievements, significant challenges remain on the ground due to the deep-rooted patriarchal social structure and socio-cultural norms in our society.

As per the latest data available in **UNDP's Human Development Report 2025**, Nepal's **Gender Inequality Index (GII)** score is 0.487 placing Nepal at rank 125 out of 172 countries. This is higher than the global average of 0.455 indicating substantial gender disparities in health, Economic and empowerment. Despite holding around one-third of parliamentary seats, women still lag behind males in secondary education completion and labor force participation, and maternal mortality (174 per 100,000) and adolescent birth rates (67.2 per 1,000) remain high. These figures point to ongoing structural obstacles to women's health, education, and economic participation as well as advancements in political representation. **UNDP HDR 2025/2023 Data)**

Gender-based violence (GBV) is the major problem of our society. High rates of violence against women that includes domestic violence, child marriage and dowry related violence and online violence persist.

The GII score confirms that gaps persist across health, education, economic empowerment. Therefore, to achieve gender equality and end violence against women the focus must shift to the effective implementation of existing laws and investment in economic empowerment and access to finance for women. A lot of intervention is required to change social behaviour and attitudes towards women and the justice system must be strengthened to effectively address gender-based violence.

4. Nepal Government's national action plan on Section J "women and the media" of the Beijing Platform for Action.

<https://www.un.org/womenwatch/daw/country/national/natplans.htm>

[https://www.unwomen.org/sites/default/files/2025-02/cso-beijing30-report-national-national-network-for-beijing-review-nepal-en\\_0.pdf](https://www.unwomen.org/sites/default/files/2025-02/cso-beijing30-report-national-national-network-for-beijing-review-nepal-en_0.pdf)

5. History of the country's participation in the GMMP (if unaware, the global secretariat can help)

Nepal has been participating in this largest and longest running global research on gender, since 1995. Asmita Women's Publishing House, Media & Resource Organization (ASMITA) as the national coordinating organization has been playing an important role and contributing to make this global initiative a grand success.

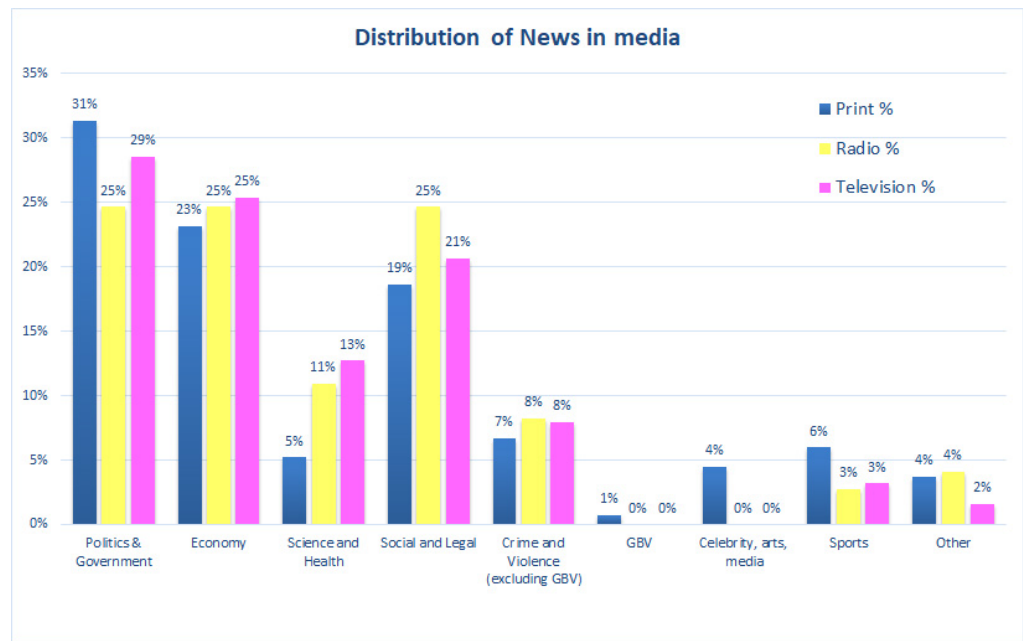
Every five years since 1995, GMMP research has taken the pulse of selected indicators of gender in the news media, including women's presence in relation to men, gender bias and stereotypes in news stories and other content. GMMP is a common effort to examine the media from a gender perspective around the world. ASMITA has participated in five GMMP in 1995, 2005, 2010, 2015 and 2020. ASMITA has been monitoring Nepalese mainstream media from gender perspective at the national level since 1995. Therefore, ASMITA considers being able to represent Nepal in a global campaign like GMMP as a National coordinating organization, is a great achievement and opportunity. ASMITA had also published the National report of GMMP 2005, 2010, 2015 and 2020.



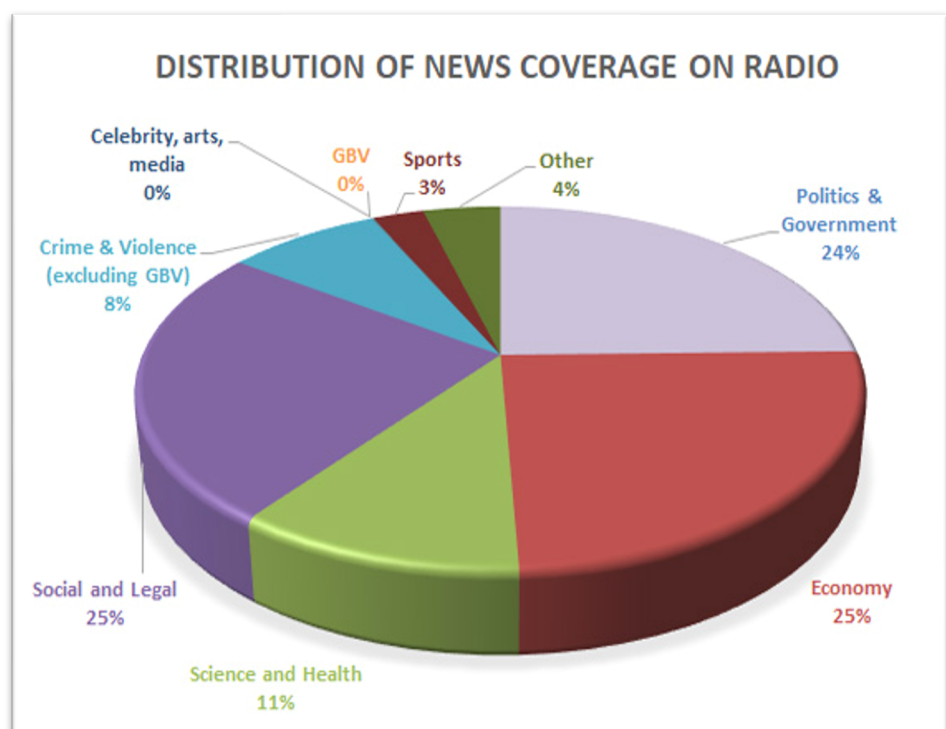
# A DAY IN THE NEWS IN NEPAL

## TOPICS IN THE NEWS

Nepal's 2025 media landscape remained dominated by political coverage-33% in print and 46% online-pushing social, gender, and development topics to the margins. Economic news stayed around 20-25%, but rarely examined how policies affect women or marginalized groups. Science and health reporting fell below 10%, showing declining priority despite public importance.



Social and Legal topics (including GBV) dropped to 12-15% across media, as shown in the tables, reducing space for justice, inclusion, and women's rights. GBV reporting remained incident-driven and surface-level, appearing mainly after high-profile cases. Even when women were quoted, they appeared mostly as



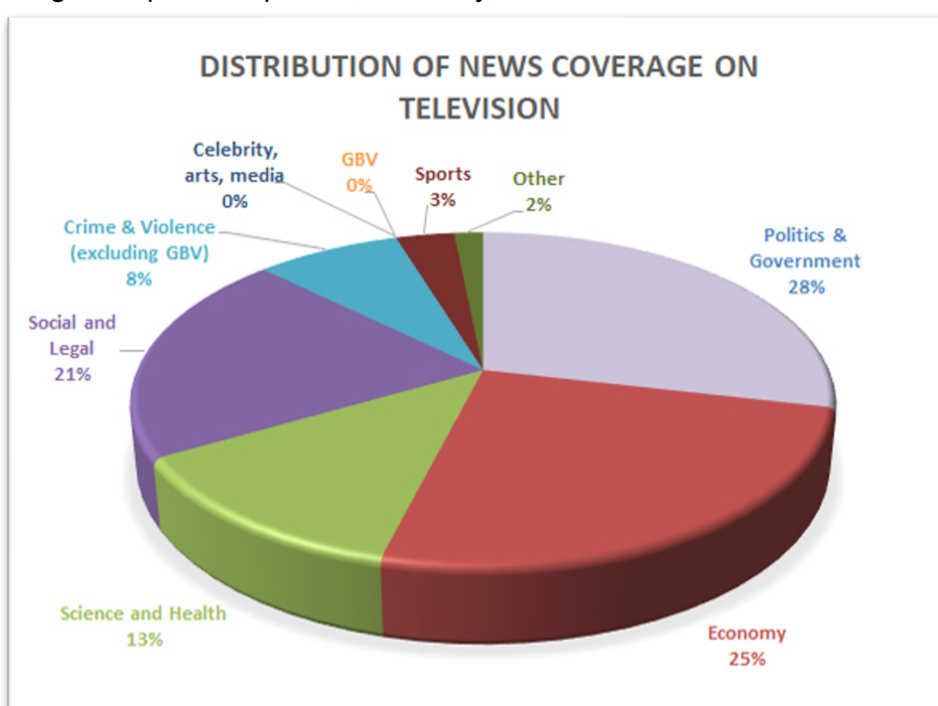
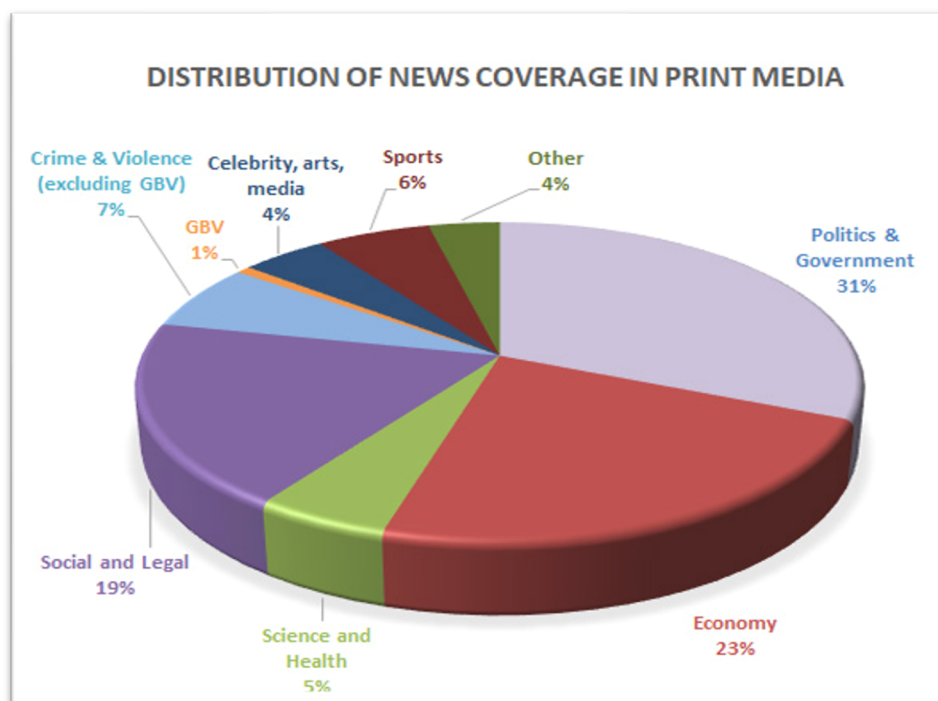
victims, not as experts or leaders. The Gender category itself stayed extremely low-only 2-4% in most media-clearly indicating that women's issues, especially GBV, are not treated as ongoing social concerns.

This creates an **unbalanced gender approach:**

political elites dominate the news agenda, while women's voices appear in only about 14% of traditional media and 7% of online content. The charts and tables clearly show that gender and GBV receive far less consistent coverage compared to politics, economy, or even crime. Weak newsroom policies, commercial pressure, and the tendency to follow political narratives all contribute to sidelining structural gender issues.

Overall, the 2025 data show that Nepali media still fail to meaningfully cover women's

concerns-particularly GBV-and remain far from balanced in representing gender perspectives.



## Type of Medium & space allocated (Print)

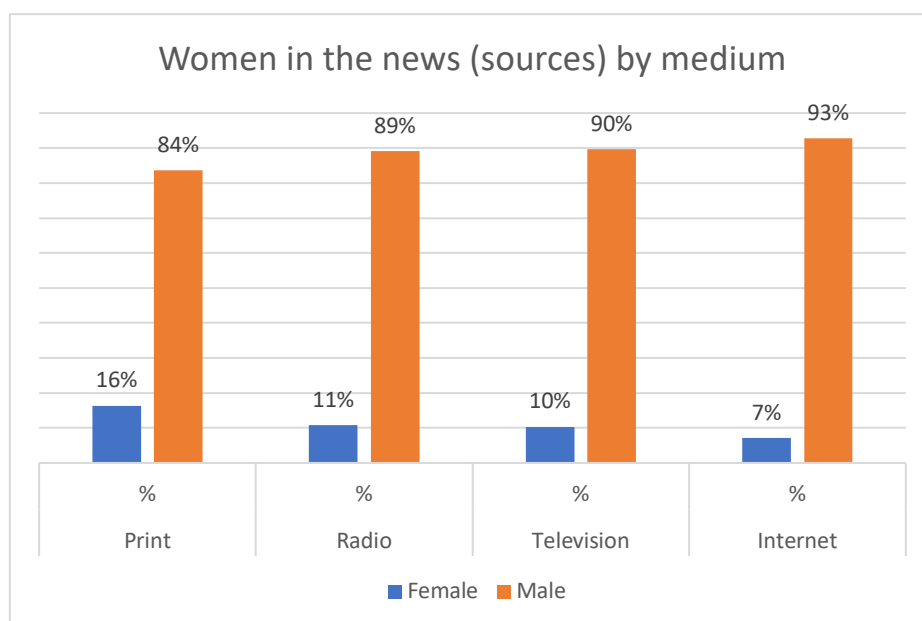
The analysis of space allocation across print media reveals a stark editorial imbalance in Nepal. Political and Government related news dominate the coverage occupying 80% of full page, 64% of half page, and 28% one third page news space, leaving limited space for other diverse issues. Economy related news receive some secondary attention, critical issues like Health, Social and Science are consistently marginalized. Most concerning is the complete absence of coverage on Gender-Based Violence (GBV) which got 0% space in the GMMP day, highlighting a severe editorial blind spot and the media's failure to prioritize urgent social issues that directly impact women and public wellbeing.

## NEWS SUBJECTS AND SOURCES

In GMMP 2025, women comprise only 25-26% of people featured in the news, a negligible increase from 24% in 2020. While the proportion of female reporters has risen to approximately 40%, women remain marginalized as experts, analysts, and authoritative voices in major headlines.

### Women as Sources by Medium and Scope:

- By Medium: Women appear as sources in only 16% of print stories and just 7% online - the lowest among all platforms,
- By Geography: Female visibility peaks in local news but drops sharply to 9% in sub-regional coverage.



**Topic-Specific Disparities:**

- **Lowest Representation:** Women feature in only 5% of Science and Health stories and 13% of Politics and Government stories in traditional media. Still, in the broader category of domestic politics and government, women make up only 12% of news subjects, underscoring their continued marginalization in mainstream political reporting.
- **Online Exclusion:** On the Internet, women are entirely absent (0%) from stories on the Economy, Science and Health, Social and Legal issues, and Sports.
- **Notable Exception:** Women constitute 100% of sources in stories on gender-based violence (GBV).

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

## Journalistic Practice: On Women's Centrality, Gender Stereotypes and Rights-Based Reporting

This section analyses the extent to which the monitored media-print, radio, and television-integrated references to gender equality, gender inequality, legislation, and policy within news stories across major thematic categories. Such references serve as a key indicator of rights-based reporting, demonstrating whether journalism contextualizes events within broader structural, legal, and gendered power dynamics. The percentage of stories making such references reflects newsroom priorities, editorial awareness, and journalists' capacity to adopt a gender-sensitive, rights-oriented lens.

### Stories making reference to issues of gender equality/inequality, legislation, policy by major topic, by medium

**Table-1: Breakdown by major topic by reference to gender equality/human rights/policy**

	Print			Radio			Television		
	Yes	No		Yes	No		Yes	No	
	%	%	N	%	%	N	%	%	N
Politics and Government	39%	61%	36	13%	87%	15	47%	53%	15
Economy	8%	92%	25	18%	82%	17	38%	62%	13
Science and Health	17%	83%	6	13%	88%	8	0%	100%	7
Social and Legal	44%	56%	18	31%	69%	13	31%	69%	13
Crime and Violence (excluding gender-based violence)	0%	100%	8	0%	100%	5	0%	100%	5
Gender-based violence	100%	0%	1	0%	0%	0	0%	0%	0
Celebrity, arts, media	25%	75%	4	0%	0%	0	0%	0%	0
Sports	0%	100%	5	0%	100%	2	0%	100%	2
Other	0%	100%	5	0%	100%	3	0%	100%	1
Overall	20%			14%			25%		

The data mentioned in the table 1 illustrates significant variation across media platforms in the extent to which news stories reference gender equality, inequality, legislation, and rights-based issues. Overall, television demonstrates the highest level of gender-sensitive reporting (25%), followed by print (20%) and radio (14%). Print media shows relatively more engagement with gender equality within topics such as *politics and government* (39%) and *social and legal affairs* (44%), indicating a moderate level of attention to rights-based discourse in areas traditionally associated with public decision-making and social justice. Similarly, television exhibits particularly strong performance in the *economy* (38%) and *politics and government* (47%), suggesting that visual media may be more inclined to integrate gender perspectives within broader governance and economic narratives. In contrast, radio coverage remains the least responsive across all topics, with minimal incorporation of gender equality references even in issues where such perspectives are highly relevant.

Across sub-themes, the patterns highlight both progress and persistent gaps in journalistic practices. *Gender-based violence* receives full attention within print (100%), yet it is entirely absent in radio and television, revealing inconsistencies in prioritising critical rights-based issues across platforms. Topics like *crime and violence (excluding GBV)*, *sports*, and *other* categories show no gender-related references in any medium, suggesting that these fields remain largely gender-neutral in reporting. Meanwhile, coverage of *economy* and *science and health* includes only marginal references to gender equality across all media, reflecting a missed opportunity to address systemic disparities in sectors where gender dimensions are well-documented. Overall, the data indicates that while certain topics attract gender-sensitive reporting, coverage remains selective and fragmented, highlighting the need for more consistent, rights-based journalistic practices across all media platforms.

**Table 2: Stories Making Reference to Gender Equality Legislation/Policy, by Sex of Reporter and Major Topic (2025)**

Major Topic	Female Reporters Yes (%)	Female Reporters No (%)	N	Male Reporters Yes (%)	Male Reporters No (%)	N
Politics and Government	33%	67%	21	43%	57%	35
Economy	25%	75%	20	12%	88%	25
Science and Health	13%	88%	8	11%	89%	9
Social and Legal	33%	67%	12	42%	58%	24
Crime and Violence (excl. GBV)	0%	100%	15	0%	100%	7
Gender-based Violence	0%	0%	0	0%	0%	0
Celebrity, Arts, Media	0%	0%	0	33%	67%	3
Sports	0%	100%	1	0%	100%	3
Other	0%	100%	3	0%	100%	2
<b>Overall</b>	<b>20%</b>	—	—	<b>23%</b>	—	—

The data mentioned in table 2 shows that both female and male reporters make relatively limited references to gender equality, legislation, and policy across major news topics, though men show a slightly higher overall proportion (23%) compared to women (20%). Male reporters demonstrate comparatively higher inclusion of gender-related content in *politics and government* (43%) and *social and legal topics* (42%), whereas female reporters show their highest engagement within *politics and government* (33%) and *social and legal* reporting (33%). In areas such as *economy*, female reporters are more likely than males to reference gender equality (25% versus 12%), suggesting that women journalists may be somewhat more attentive to the gender dimensions of economic issues. However, in *science and health*, both genders display similarly low levels of gender-focused reporting.

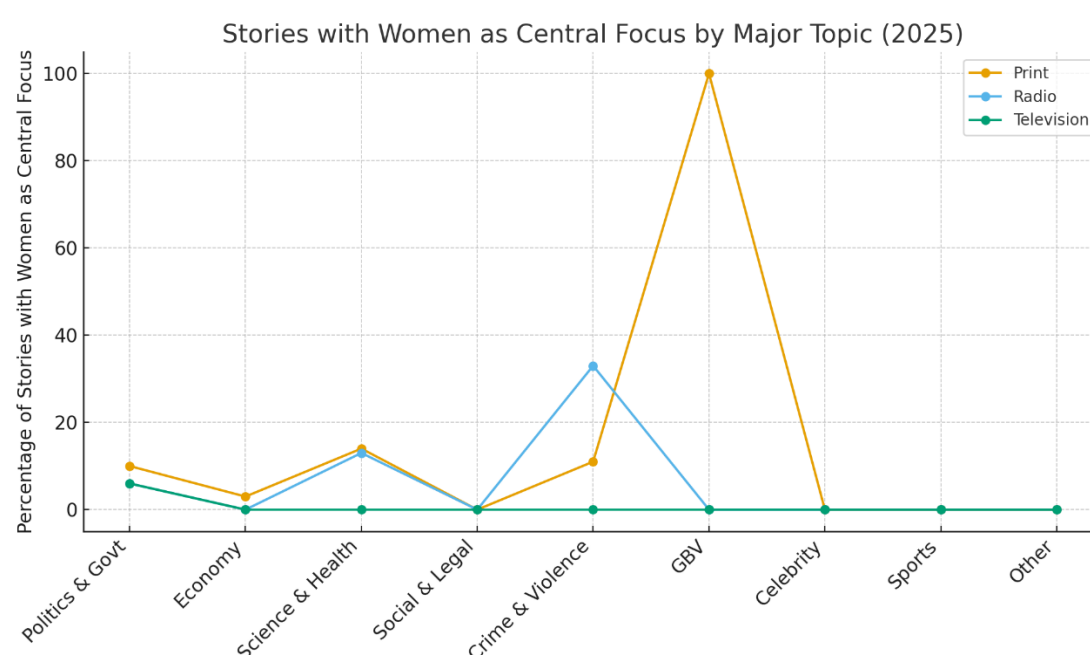
Across sub-themes, the absence of gender-relevant reporting is particularly notable. Both female and male reporters make no references to gender equality within *crime and violence*, *sports*, *other*, and *gender-based violence*, despite the clear relevance of rights-based



perspectives in these areas. Male reporters show some engagement in *celebrity, arts, and media* (33%), while female reporters report none. The lack of any reporting on gender-based violence by either group is especially concerning, as GBV is a critical human rights and gender equality issue. Overall, the findings indicate that gender-sensitive reporting remains inconsistent and limited, with both male and female reporters underutilizing opportunities to integrate gender equality and rights-based perspectives into news coverage across most topics.

## Stories with Women as a central Focus by major topic

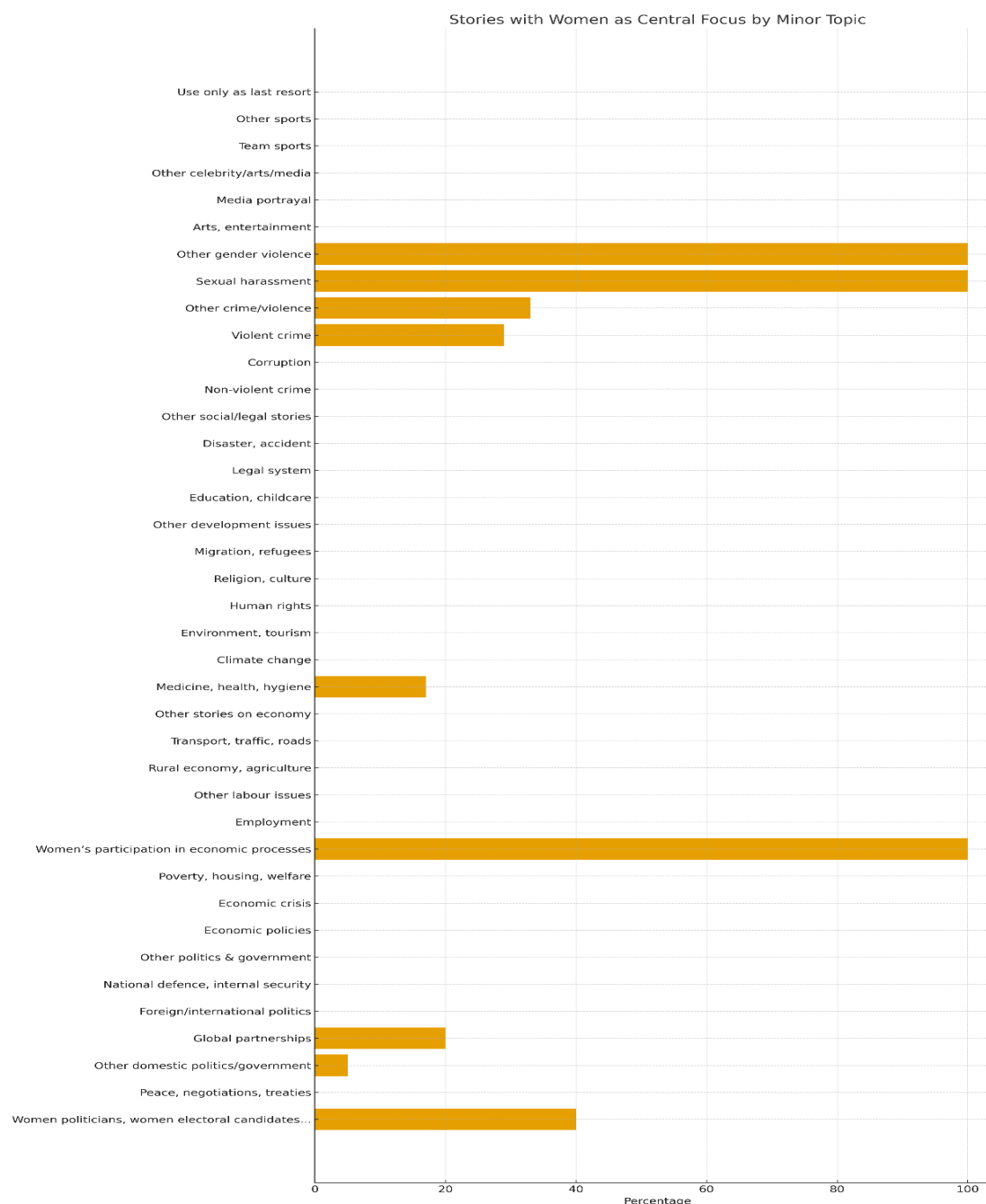
**Figure-1 Breakdown of Stories with Women as a central Focus by topic**



The above mentioned figure reflects that women rarely appear as the central focus of news stories across all media platforms, with overall proportions remaining extremely low—6% in print, 5% in radio, and only 2% in television. Coverage is uneven across topics, revealing a persistent marginalisation of women in public-interest journalism. Print media shows limited attention to women in politics and government (10%), science and health (14%), and crime and violence (11%), while radio highlights women slightly more in crime and violence (33%) but not at all in most other areas. Television reporting shows almost no topic in which women are centrally featured. Notably, only one print story on gender-based violence (GBV) placed women at the centre, while radio and television reported no such stories, indicating a significant gap in rights-based and survivor-centred reporting. Topics such as social and legal affairs, economy, sports, celebrity news, and “other” categories show virtually no stories across any medium that foreground women. The consistently low figures across platforms reflect entrenched gender biases in news selection and prioritisation, signalling that women’s voices, perspectives, and leadership remain largely invisible in mainstream reporting.

## Stories with Women as a central Focus by minor topic

Figure-2: Breakdown of Stories with Women as a central Focus by minor topic



The chart shared in figure 2 clearly reflects the distribution of news stories featuring women as a central focus reveals a highly uneven pattern across thematic areas. Women are prominently covered only in a few selective domains, most notably in stories related to women politicians and electoral candidates (40%), women's participation in economic processes (100%), sexual harassment and other gender-based violence (100%), and select crime-related categories such as violent crime (29%) and "other crime/violence" (33%). This pattern indicates that women tend to appear in the news when the narrative is either political and symbolic, or when it is framed around vulnerability, violence, or conflict. Issues such as peace negotiations, defence, economic governance, environmental concerns, labour, science and

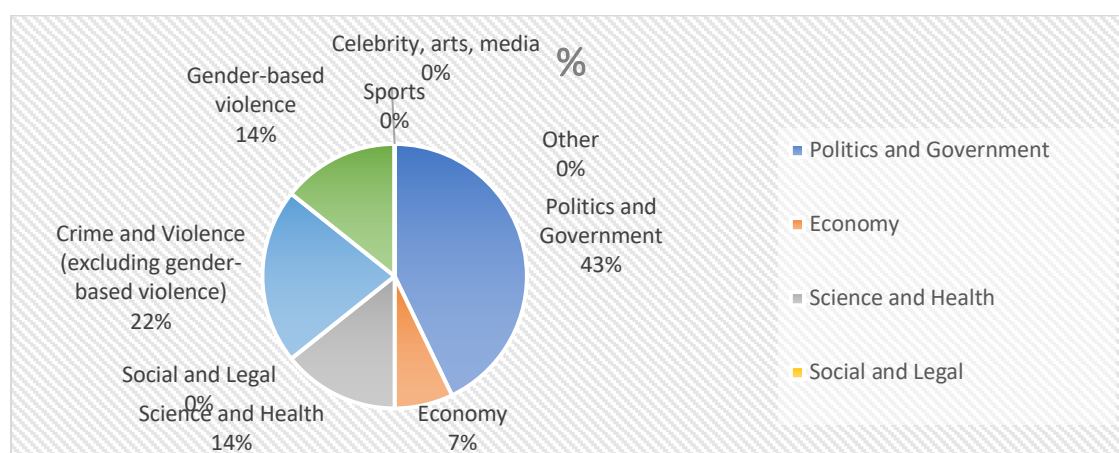
technology, and global partnerships show negligible or no representation of women, underscoring a persistent gender gap in media attention across critical policy and development sectors.

Furthermore, the data highlights that women-centered reporting is overwhelmingly concentrated in topics traditionally associated with gender issues, sexual violence, gendered economic participation, and select political roles, while broader structural areas remain male-dominated in media narratives. For instance, major economic topics such as fiscal policy, poverty, employment, and the rural economy show 0% women-focused stories despite their significant implications for women's lives. Similarly, sectors like climate change, health epidemics, migration, legal systems, and education, which deeply affect women's social and economic wellbeing, also reflect minimal attention to women's perspectives or experiences. This thematic imbalance reflects both the limitations of newsroom priorities and the broader socio-political tendency to marginalize women's voices in national discourse.

Overall, the findings suggest that women continue to be positioned within narrow and stereotypical frames, rather than being portrayed as active agents across diverse public spheres. The absence of women-centered stories in key developmental, economic, and governance-related domains indicates a critical need for more gender-sensitive editorial policies and inclusive journalistic practices. Strengthening the visibility of women in a wider range of news topics would contribute to more equitable media representation and support broader efforts toward gender equality in public discourse.

## Stories with Women as a central Focus by medium, by major topic in Nepal

**Figure-3: Breakdown of Stories with Women as a central Focus by topic**



The above shared chart reflects that, In 2025, media coverage in Nepal featuring women as the central focus was predominantly concentrated on politics and government, which accounted for 43% of the stories (6 stories). Other notable areas included crime and violence excluding gender-based violence at 21% (3 stories), science and health at 14% (2 stories), and gender-based violence also at 14% (2 stories). Coverage of the economy was limited to 7% (1 story), while there were no stories focusing on social and legal issues, celebrity, arts, media, sports, or other topics. Overall, this distribution indicates that women's visibility in Nepali media remains largely tied to political engagement and issues of safety and health, with minimal representation in other sectors.

## Stories Raising Issues of Gender Equality/Inequality by Major Topic in Nepal (2025)

**Table-2**

Major Topic	Stories Raising Gender Equality/Inequality (%)	N (Yes)	Stories Not Raising Gender Equality/Inequality (%)	N (No)
Politics and Government	42%	24	28%	57
Economy	19%	11	25%	51
Science and Health	4%	2	10%	21
Social and Legal	32%	18	15%	30
Crime and Violence (excluding gender-based violence)	0%	0	10%	20
Gender-based violence	2%	1	0%	1
Celebrity, arts, media	2%	1	1%	3
Sports	0%	0	5%	10
Other	0%	0	4%	9
<b>Overall</b>	<b>19%</b>	-	-	-

The data mentioned in above shared table reflects that, in 2025, only 19% of stories in Nepal addressed issues of gender equality or inequality. The highest proportion of such coverage appeared in politics and government (42%), followed by social and legal topics (32%), indicating that discussions about gender are most prominent in governance and legal frameworks. Economy-related stories accounted for 19%, while science, health, and gender-based violence received minimal attention (4% and 2%, respectively). Notably, areas such as crime (excluding gender-based violence), sports, celebrity, arts, media, and other topics rarely highlighted gender issues. This pattern suggests that gender equality remains a peripheral concern in most media coverage, with emphasis concentrated in politics and legal domains.

#### Stories Raising Issues of Gender Equality/Inequality by Sex of Reporter in Nepal (2025)

Table-4

Major Topic	Female Reporter: Yes (%)	Female Reporter: No (%)	Female Reporter: N/A (%)	N (Female)	Male Reporter: Yes (%)	Male Reporter: No (%)	Male Reporter: N/A (%)	N (Male)
Politics and Government	33%	67%	0%	6	50%	42%	8%	24
Economy	0%	83%	17%	6	6%	69%	25%	16
Science and Health	0%	100%	0%	4	25%	75%	0%	4
Social and Legal	25%	75%	0%	4	42%	50%	8%	12
Crime and Violence (excluding gender-based violence)	0%	100%	0%	1	0%	100%	0%	4
Gender-based violence	0%	0%	0%	0	0%	0%	0%	0
Celebrity, arts, media	0%	0%	0%	0	33%	67%	0%	3
Sports	0%	0%	0%	0	0%	0%	0%	0
Other	0%	0%	0%	0	0%	100%	0%	1

The shared data reveal that in 2025, stories addressing gender equality or inequality in Nepal were more frequently produced by male reporters than female reporters across most topics. For politics and government, 50% of male-reported stories raised gender issues compared to 33% of female-reported stories. Male reporters also contributed more gender-focused stories in social and legal topics (42% vs. 25%) and science and health (25% vs. 0%). Female reporters had little or no coverage in economy, crime, science, or other categories. Overall, the data suggests that male journalists carried a greater share of reporting on gender equality/inequality, while female reporters were underrepresented in producing such content across most sectors.

**Stories Where Stereotypes Are Challenged or Supported by News Topic in Nepal (2025)**  
**Table-5**

Major Topic	Stereotypes Challenged (Agree %)	Stereotypes Supported (Disagree %)	N
Politics and Government	2%	98%	66
Economy	4%	96%	54
Science and Health	5%	95%	21
Social and Legal	3%	97%	39
Crime and Violence (excluding gender-based violence)	6%	94%	17
Gender-based violence	0%	100%	2
Celebrity, arts, media	0%	100%	4
Sports	0%	100%	8
Other	0%	100%	9

The data shared in the above shared table shows that in 2025, media coverage in Nepal overwhelmingly supported traditional gender stereotypes, with very few stories actively challenging them. The proportion of stories challenging stereotypes ranged from 0% in gender-based violence, celebrity, arts, media, sports, and other topics, to a maximum of 6% in crime and violence (excluding gender-based violence). Politics and government, economy, science and health, and social/legal topics saw minimal challenge to stereotypes, with 2–5% of stories questioning norms. This suggests that despite occasional coverage highlighting progressive perspectives, Nepali media largely reinforced existing gender stereotypes across most sectors.

#### **Internet Reference to Gender Equality/HR Policies by Major Topic, 2025**

GMMP 2025, Internet coverage in Nepal shows limited references to gender equality and human rights (HR) policies across major topics. The analysis indicates that only a small proportion of stories in Politics and Government (7%) and Economy (14%) included such references, while Social and Legal topics had the highest representation at 50%. All other sectors, including Science and Health, Crime and Violence (excluding gender-based violence), Gender-based Violence, Celebrity/Arts/Media, Sports, and other topics, showed no coverage related to gender equality or HR policies. This pattern suggests that while legal and social discussions occasionally incorporate gender and human rights perspectives, these issues remain largely absent in most other areas of Internet reporting, highlighting a significant gap in integrating gender equality and HR considerations into broader online discourse.



### **Internet – Stories Where Issues of Gender Equality/Inequality Are Raised by Major Topic, 2025**

GMMP 2025, Internet coverage in Nepal shows that issues of gender equality or inequality were rarely highlighted across major topics. Among the categories analyzed, Social and Legal topics had the highest attention, with 50% of stories (2 out of 4) addressing gender issues. Minimal coverage was observed in Politics and Government (7%) and Economy (14%), while all other sectors—including Science and Health, Crime and Violence (excluding gender-based violence), Gender-based Violence, Celebrity/Arts/Media, Sports, and other topics—showed no stories raising gender equality or inequality. This indicates that while legal and social contexts occasionally incorporate gender perspectives, most Internet reporting in Nepal largely overlooks gender issues, pointing to a significant gap in raising awareness and integrating gender considerations in broader public discourse.

### **Internet – Stories Where Stereotypes Are Clearly Challenged, by Major Topic, 2025**

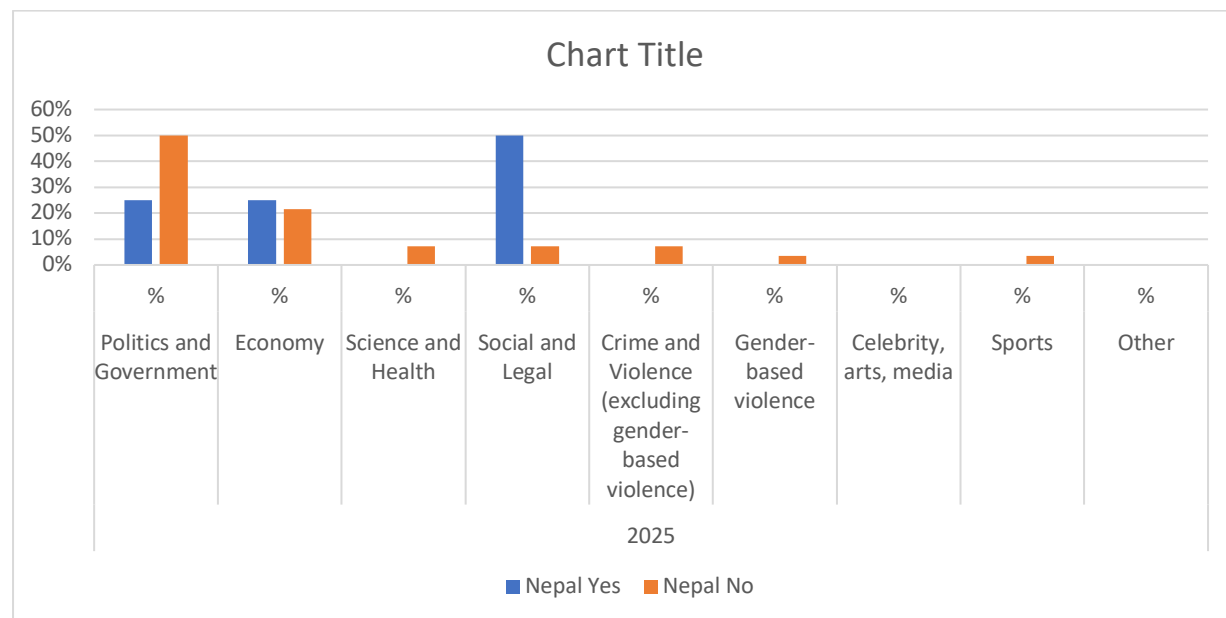
GMMP 2025, Internet coverage in Nepal shows that stories explicitly challenging stereotypes were extremely rare across major topics. Most sectors, including Politics and Government, Economy, Science and Health, Social and Legal, Gender-based Violence, Celebrity/Arts/Media, Sports, and Other topics, had 0% of stories challenging stereotypes. The only exception was Crime and Violence (excluding gender-based violence), where 33% of stories (1 out of 3) challenged stereotypes. Across all other categories, the majority of stories either reinforced or did not question existing stereotypes. This pattern indicates that online reporting largely fails to confront societal stereotypes, highlighting a significant gap in promoting inclusive narratives and challenging discriminatory norms in public discourse.

### **Internet – Stories with Women as a Central Focus, by Major Topic, 2025**

In 2025, Internet coverage in Nepal shows that very few stories featured women as a central focus. Across most sectors—including Politics and Government, Economy, Science and Health, Social and Legal, Crime and Violence (excluding gender-based violence), Sports, and other topics—0% of stories focused on women. The only exception was Gender-based Violence, where 100% of stories (1 story) centered on women. This suggests that women remain largely invisible in online news coverage except in contexts directly related to gender-based violence, highlighting a persistent gender gap in representation across other areas of public discourse.

## Internet – Stories Where Issues of Gender Equality/Inequality Are Raised by Topic, 2025

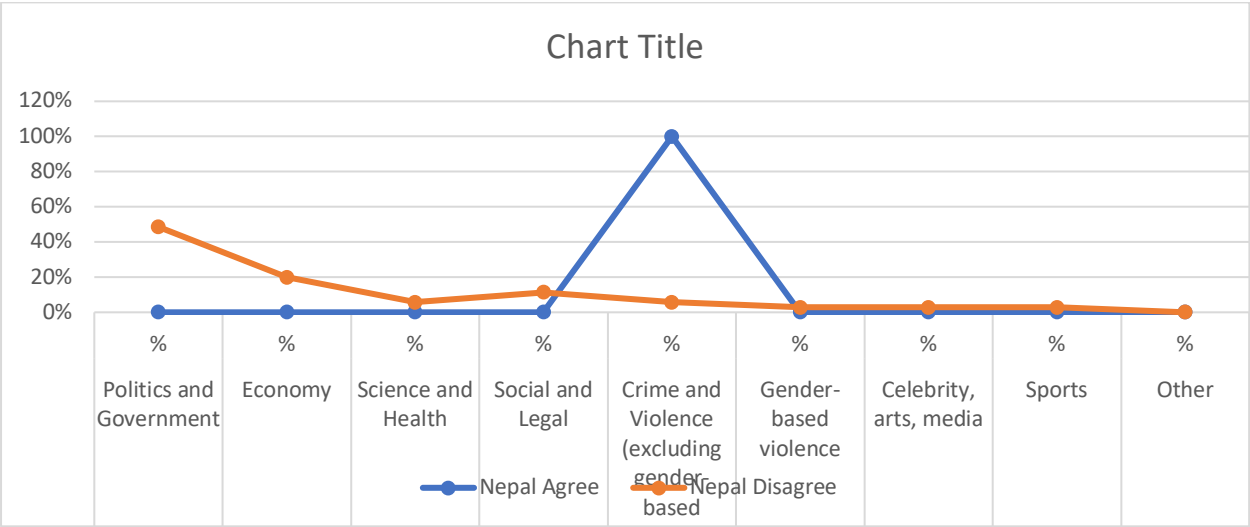
Figure-4



The above shared table reflects that in 2025, the Internet coverage in Nepal shows that issues of gender equality or inequality were addressed in a minority of stories across major topics. Social and Legal topics had the highest attention, with 50% of stories raising gender issues. Moderate coverage was observed in Politics and Government and Economy, each with 25% of stories mentioning gender equality or inequality. Other sectors—including Science and Health, Crime and Violence (excluding gender-based violence), Gender-based Violence, Celebrity/Arts/Media, Sports, and Other topics—showed little to no coverage. Overall, the data indicates that while some attention is given to gender issues in legal, social, and political contexts, the majority of Internet reporting in Nepal does not address gender equality or inequality, reflecting a persistent gap in integrating gender perspectives in public discourse.

Internet – Stories Where Stereotypes Are Clearly Challenged, by Major Topic, 2025

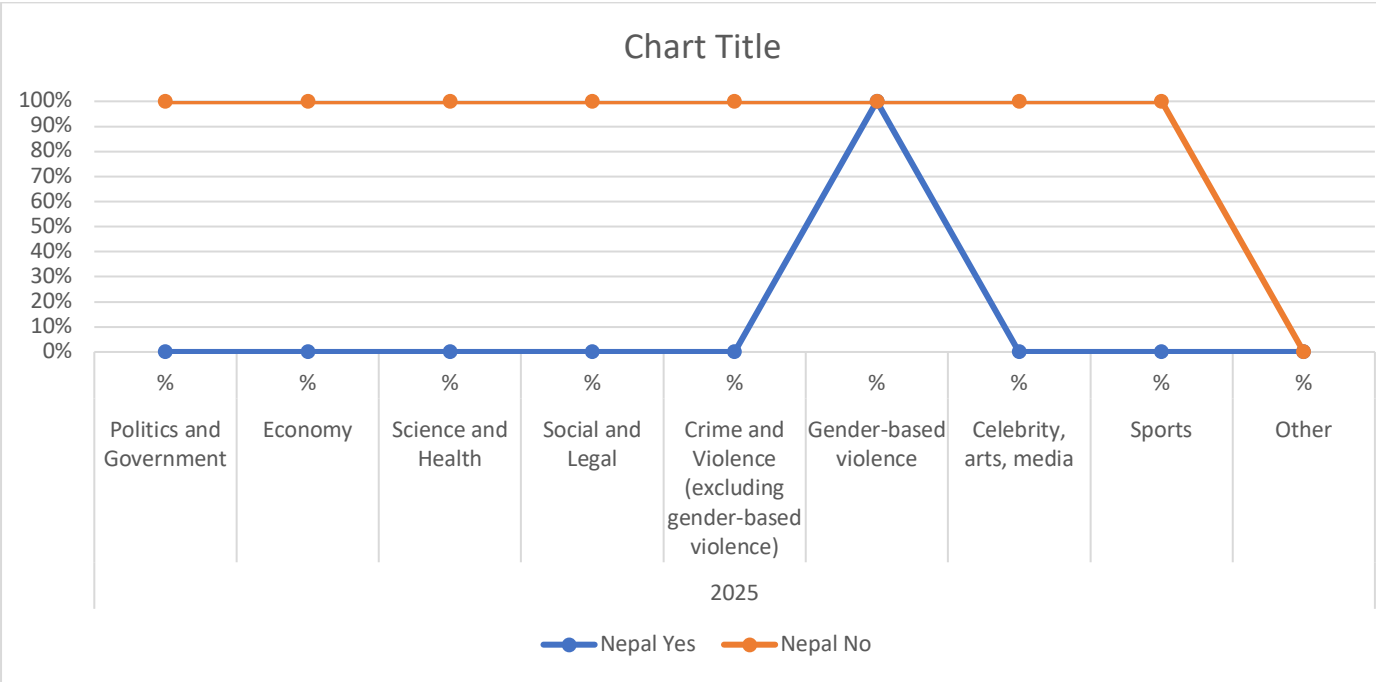
Figure-5



In 2025, Internet coverage in Nepal shows that stories explicitly challenging stereotypes were extremely limited across major topics. The only sector where stereotypes were clearly challenged was Crime and Violence (excluding gender-based violence), with 100% of the single story addressing this issue. All other sectors—including Politics and Government, Economy, Science and Health, Social and Legal, Gender-based Violence, Celebrity/Arts/Media, Sports, and Other topics—had 0% of stories challenging stereotypes. This indicates that online reporting largely fails to confront societal stereotypes, highlighting a significant gap in promoting inclusive narratives and questioning discriminatory norms in most areas of public discourse.

Internet – Stories with Women as a Central Focus, by Major Topic, 2025

Figure-6



In 2025, Internet coverage in Nepal shows that women were rarely featured as a central focus across major topics. The only sector where women were prominently highlighted was Gender-based Violence, with 100% of the single story centering on women. All other sectors, including Politics and Government, Economy, Science and Health, Social and Legal, Crime and Violence (excluding gender-based violence), Celebrity/Arts/Media, Sports, and Other topics, had 0% of stories focusing on women. This indicates that online reporting largely overlooks women’s visibility in news coverage except in contexts directly related to gender-based violence, reflecting a persistent gender gap in media representation.

FOCUS ON GENDER BASED VIOLENCE

FOCUS ON GENDER BASED VIOLENCE

The focus on gender-based violence (GBV) in this report examines how media in Nepal covers incidents of violence that disproportionately affect women and gender-diverse individuals. This section analyses the representation of survivors and victims, the presence of gender stereotypes, the inclusion of human rights and policy frameworks, and the role of journalists and sources in shaping coverage. By highlighting patterns across different media types—print, radio, television, and internet—this analysis provides insights into the extent, quality, and gender sensitivity of GBV reporting, identifying gaps and opportunities for more inclusive, survivor-centered, and responsible journalism.

### Sub-theme: News Subject's Function in GBV Stories by Sex

**Table1: Breakdown of News Subject's Function by Sex (2025)**

Function in News Story	Female (%)	Female (N)	Male (%)	Male (N)	Gender Diverse incl. Transgender (%)	Gender Diverse (N)	Do Not Know (%)	Do Not Know (N)	Total N
Do not know	0%	0	0%	0	0%	0	0%	0	0
Subject	67%	2	33%	1	0%	0	0%	0	3
Spokesperson	0%	0	0%	0	0%	0	0%	0	0
Expert or commentator	0%	0	0%	0	0%	0	0%	0	0
Personal Experience	0%	0	0%	0	0%	0	0%	0	0
Eye Witness	0%	0	0%	0	0%	0	0%	0	0
Popular Opinion	0%	0	0%	0	0%	0	0%	0	0
Other	0%	0	0%	0	0%	0	0%	0	0

The data shows that in GBV-related news stories in 2025, all subjects are directly involved as the “subject” of the story, with no individuals appearing as spokespersons, experts, commentators, witnesses, or contributors of popular opinion. Among the subjects, female individuals account for 67%, while male individuals account for 33%, and there are no cases involving gender-diverse individuals. This pattern highlights that GBV stories primarily focus on the affected individuals themselves, with a strong female representation, reflecting both the gendered nature of GBV reporting and the underrepresentation of male survivors or broader gender-diverse experiences in media coverage.

### Representation of People in GBV Stories by Medium and Sex of Subject (2025)

The data for 2025 indicates that media coverage of gender-based violence (GBV) stories remains extremely limited across all mediums, print, radio, television, and internet. Among the sub-topics, only sexual harassment, rape, and sexual assault appear in internet media, featuring one female and one male subject, while other gender violence (such as femicide or trafficking) is represented only in print, with a single female subject. No cases were reported in radio or television for any sub-topic, and there were no representations of gender-diverse individuals in any medium. This suggests a significant underreporting of GBV stories, particularly in broadcast media, and a dominant focus on female survivors, with almost no visibility for male or gender-diverse victims. The coverage also highlights the narrow range of sub-topics being reported, pointing to gaps in media attention to broader forms of GBV.

### Reporters Covering GBV Stories by Medium and Sex:

The data from 2025 GMM shows that reporting on gender-based violence (GBV) is extremely limited across all media types, with almost no reporters covering these stories. The only coverage recorded is in the internet medium for sexual harassment, rape, and sexual assault, where one story was reported by a female journalist and one by a male journalist. All other sub-topics, including intimate partner violence, technology-facilitated GBV, and other gender violence such as feminicide or trafficking, had no reporters across print, radio, television, or internet media. This indicates a critical gap in journalistic attention to GBV, as well as the need to strengthen both capacity and motivation for reporters across mediums to cover these issues, ensuring diverse voices and sustained reporting.

### **Source Selection in GBV Reporting by Sub-topic and Sex of Reporter:**

The 2025 data on source selection in GBV reporting reveals a near-total absence of diverse sourcing across all sub-topics. The only recorded instance is in sexual harassment, rape, and sexual assault, where a male reporter used a male source, with no female or gender-diverse sources cited. For all other sub-topics—including intimate partner violence (against women, men, or gender-diverse persons), technology-facilitated GBV, and other forms of gender violence such as feminicide or trafficking—no sources were reported by any journalists. This highlights a serious gap in GBV reporting, where stories either are not being covered or fail to include voices from affected individuals. It also underscores the need for gender-sensitive reporting practices, ensuring that both female and gender-diverse survivors and experts are actively included in media coverage.

### **Women's Centrality in GBV Stories by Sub-topic and Medium :**

The collected data indicates that women's centrality in GBV stories in Nepal is extremely limited and highly medium-specific. In print, radio, and television, only one story on other gender violence (such as feminicide, trafficking, or FGM) featured a woman as a central focus, while all other sub-topics had no coverage with women at the center. In contrast, on the internet, women were central in one story on sexual harassment, rape, and sexual assault, as well as one story on other gender violence, but there was no centrality in stories on intimate partner violence or technology-facilitated GBV.

This pattern demonstrates a narrow focus in GBV reporting, with women only occasionally positioned as central subjects, largely in cases of extreme or high-profile gender violence. The lack of centrality in other sub-topics, especially intimate partner violence and technology-facilitated GBV, suggests that media coverage fails to consistently highlight women's perspectives and experiences, potentially limiting public awareness and reinforcing the invisibility of many forms of gender-based violence.

### **Gender Stereotypes in GBV Stories by Sub-topic and Medium:**

The collected data for GMMP indicates that gender stereotypes continue to influence the framing of GBV stories, though their prevalence varies across sub-topics and media. In both print, radio, and television as well as internet media in Nepal and Asia, sexual harassment, rape, and sexual assault stories showed a small presence of gender stereotypes, with 7–9% of stories reflecting stereotypical portrayals, while the majority (64–67%) avoided stereotypes. Stories on intimate partner violence against women consistently avoided gender stereotyping,



with 100% of cases classified as “disagree,” suggesting careful or neutral reporting in this sub-topic. However, technology-facilitated GBV, including online harassment and misogyny, exhibited a higher prevalence of stereotypical framing, 27–43% of stories across mediums agreed with stereotypical assumptions, indicating that newer forms of GBV reporting may still carry biases.

For other forms of gender violence, such as feminicide, trafficking, and FGM, a small portion (17%) of stories reflected gender stereotypes, while the majority avoided them (83%). This demonstrates that although extreme or high-profile forms of GBV are largely reported without stereotypical framing, subtler forms of bias persist, particularly in emerging contexts like technology-facilitated GBV. Overall, the findings suggest that media coverage is uneven in addressing gender biases, with persistent stereotypes in certain sub-topics, highlighting the need for training and guidelines for reporters to consistently avoid gendered assumptions across all forms of GBV.

### **Inclusion of Gender Equality and Human Rights Policies in GBV Stories by Sub-topic and Medium:**

The collected data for GMM 2025 data reflects that references to gender equality or human rights policies in GBV reporting remain inconsistent across sub-topics and media. In print, radio, and television, coverage of technology-facilitated GBV had the highest inclusion of such references, with 67% of stories mentioning relevant policies or rights frameworks. Stories on sexual harassment, rape, and sexual assault included references in 30% of cases, while intimate partner violence against women appeared in only 25% of stories. Other sub-topics, including intimate partner violence against men or gender-diverse persons, showed no inclusion of policy references, highlighting significant gaps in comprehensive reporting.

Internet media showed a similar pattern, with technology-facilitated GBV stories again leading (71%) in policy inclusion, followed by sexual harassment, rape, and sexual assault (25%), and intimate partner violence against women (20%). Other forms of gender violence, such as feminicide, trafficking, or FGM, included references in only 36% of cases. Overall, the findings indicate that while some GBV stories engage with policy frameworks, the majority of coverage, especially on intimate partner violence and other gendered harms, fails to contextualize the issue within legal or human rights standards, limiting public awareness and accountability.

### **Portrayal of Individuals as Victims in GBV Reporting by Region, Sub-topic, Medium, and Sex of Source:**

The 2025 data highlights that GBV reporting in Nepal frequently portrays individuals as victims of domestic violence, sexual assault, or other forms of gender-based harm, but the patterns vary by sub-topic and medium. In print, radio, and television, the majority of stories on intimate partner violence against women (60%) and sexual harassment/rape/sexual assault (43%) framed women as victims of domestic or sexual violence. Stories on technology-facilitated GBV often depicted multiple victim roles, including discrimination (40%) and sexual violence (20%), while coverage of other gender violence such as feminicide or trafficking predominantly portrayed women as victims of domestic violence (69%) or as other victims (15%). Internet media shows a slightly different pattern, with sexual harassment and sexual assault stories

depicting victims primarily in terms of poverty or domestic/sexual violence, while technology-facilitated GBV stories highlight discrimination (40%) and other forms of victimhood (40%).

Overall, these findings suggest that GBV reporting in Nepal heavily emphasizes victimhood, particularly for women, with limited nuance in representing the broader experiences or agency of survivors. Male and gender-diverse individuals remain largely invisible across all sub-topics, and there is minimal coverage of non-domestic or systemic forms of GBV. This reinforces the need for media to expand narratives beyond individual victimhood, incorporate diverse survivor perspectives, and highlight structural factors contributing to GBV, thereby promoting more balanced and informative reporting.

### **Use of Photographs in GBV Reporting:**

The 2025 data shows that photographs in GBV reporting in Nepal are used sparingly and unevenly across genders. Only 32% of stories featuring female subjects included photographs, while the majority (68%) did not. For male subjects, 25% of stories were accompanied by photographs, with 75% lacking visual representation. Gender-diverse individuals were almost entirely excluded from photographic coverage, with 100% of stories not featuring images. Additionally, for cases where the subject's sex was unknown, photographs were also rarely used. This indicates a significant underrepresentation of visual imagery in GBV reporting, particularly for male and gender-diverse survivors, which may limit the visibility and impact of these stories and reduce audience engagement with the human dimension of gender-based violence.

### **Portrayal of Individuals as Survivors in GBV Reporting by Sub-topic, Medium, and Sex of Source:**

The 2025 data shows that in print, radio, and television, GBV reporting largely identifies individuals as survivors rather than solely as victims, although the patterns vary across sub-topics. In cases of sexual harassment, rape, and sexual assault, 57% of stories used the “not applicable” category (identifying the person solely as a victim), while 43% framed the individual as a survivor of non-domestic sexual violence. For intimate partner violence against women, 80% of cases were presented in the “not applicable” category, with 20% identifying survivors of domestic violence. Reporting on technology-facilitated GBV combined both victim and survivor framing, with 60% of stories identifying survivors as victims and smaller percentages capturing experiences of discrimination or non-domestic violence. For other gender violence, including femicide and trafficking, reporting predominantly framed women as victims (100%), with little use of survivor-centered narratives.

In **internet media**, the framing shifts slightly, with sexual harassment and sexual assault stories positioning 67% of individuals as survivors of domestic violence or sexual assault, and 33% as survivors of non-domestic sexual violence. Intimate partner violence against women was entirely reported using the “not applicable” category for survivors, showing no differentiation between victimhood and survivorship. Technology-facilitated GBV online coverage included 40% survivors of discrimination, with 20% in “other survivor” categories, reflecting more nuanced portrayals in some stories.

In conclusion, the findings indicate that while GBV reporting increasingly acknowledges survivors, particularly for sexual harassment and assault, there is still a heavy reliance on framing women as victims, especially in broadcast media. Male and gender-diverse survivors remain largely invisible, and many stories fail to capture the complexity of survivorship, limiting opportunities to highlight resilience, recovery, and agency. This underscores the need for media to adopt survivor-centered approaches consistently across sub-topics and mediums, ensuring balanced and empowering narratives in GBV reporting.

## **SUMMARY AND CONCLUSIONS**

The analysis of Nepali media in GMMP 2025—spanning print, radio, television, and Internet platforms—reveals that women’s visibility, gender-sensitive reporting, and rights-based journalism remain limited and uneven across topics. Coverage of gender equality and women’s centrality is largely concentrated in politics, social and legal affairs, and gender-based violence, while sectors such as economy, science and health, sports, celebrity, and other public-interest areas remain largely gender-blind. Television shows the highest proportion of gender-sensitive reporting (25%), followed by print (20%) and radio (14%), yet even these figures reflect a selective and fragmented approach. Both male and female reporters demonstrate low engagement with gender issues, with men slightly more likely to integrate gender perspectives in politics and legal topics, while female reporters show higher attention in economic coverage. Across platforms, stories challenging stereotypes are rare, and Internet reporting shows minimal references to gender equality, human rights, or women as central subjects. Overall, the data indicate that Nepali media continues to reinforce traditional gender norms, marginalize women’s voices, and fail to adopt consistently rights-based and inclusive editorial practices.

The findings suggest systemic gaps in media practices that limit the promotion of gender equality and the dismantling of stereotypes. Women’s representation remains largely framed around vulnerability, political symbolism, or gendered violence, rather than portraying women as active agents across diverse public spheres. Similarly, Internet and traditional media alike demonstrate selective coverage, underutilizing opportunities to highlight gender issues in economy, science, governance, and other critical development sectors. The persistence of these gaps underscores the urgent need for capacity building among journalists, editorial reforms, and proactive policies to foster gender-inclusive news reporting that reflects structural, policy, and rights-based dimensions of society.

The 2025 GMMP data on gender-based violence (GBV) reporting in Nepal highlights significant gaps in media coverage, both in terms of quantity and quality. Overall, GBV stories remain extremely limited across print, radio, television, and internet, with a strong focus on a narrow set of sub-topics, primarily sexual harassment, rape, and sexual assault, and sporadic coverage of other gender violence such as femicide or trafficking. Reporting heavily emphasizes victimhood over survivorship, with women overwhelmingly represented as subjects, while male and gender-diverse individuals remain largely invisible. Sources and expert voices are rarely included, and photographs are underutilized, further limiting the visibility of GBV stories and their impact on public awareness.

Additionally, the analysis shows that while some reporting avoids gender stereotypes and occasionally references gender equality or human rights policies, these practices are

inconsistent and sub-topic-specific. Technology-facilitated GBV, in particular, shows a higher prevalence of stereotypical portrayals, while references to legal frameworks or policy protections are largely absent in intimate partner violence and other gendered harms. Media coverage rarely captures the complexity of survivorship, agency, or systemic factors contributing to GBV, indicating the need for more nuanced, survivor-centered, and gender-sensitive reporting to ensure comprehensive understanding and societal accountability.

## **RECOMMENDATIONS AND ACTION PLAN 2026-2030**

### **Recommendations**

- Develop and implement gender-sensitive editorial guidelines across all media platforms to ensure consistent coverage of gender equality and rights-based issues.
- Conduct regular training and capacity-building workshops for journalists—male and female—focused on integrating gender perspectives, challenging stereotypes, and promoting women-centered reporting.
- Encourage media outlets to increase coverage of women across a broader range of sectors, including economy, science, technology, environment, and governance.
- Promote investigative and feature stories that highlight structural inequalities and women's agency, moving beyond stereotypical or vulnerability-based narratives.
- Strengthen monitoring and evaluation mechanisms to track media performance on gender-sensitive reporting, providing feedback to newsrooms and journalists for improvement.
- Strengthen partnerships between media, civil society, and academic institutions to provide resources, research, and data that support rights-based and gender-responsive journalism.
- Encourage media outlets to expand coverage of all GBV sub-topics, including intimate partner violence, technology-facilitated abuse, and violence against gender-diverse individuals.
- Promote survivor-centered reporting, highlighting agency, resilience, and recovery rather than only victimhood.
- Ensure inclusion of diverse sources, including women, men, and gender-diverse survivors, experts, and advocates.
- Provide training for journalists on avoiding gender stereotypes and accurately contextualizing GBV within legal and human rights frameworks.
- Increase the use of photographs and visual storytelling to enhance visibility and audience engagement, while respecting survivor safety and consent.
- Develop editorial guidelines and policies that mandate consistent, gender-sensitive reporting across all media platforms.

## Annex 1. Methodology

### 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 the majority 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 neighbouring 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 particular 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 & contact details

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Asmita Women's Publishing House, Media &  
Resource Organization (ASMITA)

C/O RHESTHandigaun Marg, Kathmandu  
44600





Team Nepal

**Total Media Outlets= 24**

**Print  
Nepali**

1. Adarsha Samaj Daily- Pokhara based, private own
2. Annapurna Post- Private own
3. Dainik Nepalgunj- Karnali Province, private own
4. Gorkhapatra Daily- Government invested
5. Kantipur Daily- private invested
6. Nagarik- Private invested
7. Naya Patrika- Private own
8. Samachar Patra- Private

**English**

9. The Kathmandu Post- Private
10. The Rising Nepal- government invested

**A. Television News**

11. Nepal television (20:00 pm News)
12. Kantipur television (20:00 pm News)
13. Image Channel (19:30 pm News)

14. AP1 (19:00)

**B. FM/Radio News (Recommended number 5+)**

15. Radio Nepal (19:00 pm News) Prime news

16. Image FM (18:00 pm News)

17. Radio Kantipur (18:30 pm News)

18. Community Information Network (CIN) (19:30 pm News)

Sajha Khabar

19. Ujjalyo FM (18:00 pm News), Nepal Darpan

20. Sagarmatha FM (18:45 pm News)

**Online News:**

21. Online Khabar.com : Private Investment, popular among all the age. It delivers latest national news including business, political and sports news. High number of followers.

22. Ratopati.com : Private Investment, famous for delivering latest political news to its readers. High number of visitors.

23. Setopati.com : Private investment, famous among the Nepalese community worldwide for its good articles on social issues which delivers the news about 12 political issues and other social issues, literature, business and etc. Considered more popular among intellectual community

24. Barhakhari.com : Private investment, popular in the valley, high followers