GMMP+30

NATIONAL REPORT
**Aotearoa
New Zealand**

GMMP+30

Global Media
Monitoring
Project

2025

In Partnership with

Acknowledgements

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Global Context

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. 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.

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.

National Context

Aotearoa New Zealand prides itself on its egalitarianism, ranking as the fifth most gender equal country in 2025's Global Gender Gap report (down one place from 2024). Although the nation has much to be proud of, systematic social inequalities remain, including in our media, which require ongoing scrutiny.

Indeed, New Zealand's performance against key indicators in the GMMP has been far from consistent, moving from a top spot globally for proportions of female political sources in 2000 to regression in overall proportions of female news subjects in 2015. For a time, international social movements such as #MeToo and #BlackLivesMatter appeared to help focus local attention on the news media's track record in reporting gender and race. There were subsequently important acknowledgements and shifts in journalism practice, such as Stuff's apology for its historic reporting of Māori and investment in reporting on sexual misconduct and harassment. Perhaps benefiting from these societal shifts, our 2020 results showed women's representation in key measures of women as sources and reporters of the news at an all-time high, though still short of parity. But in 2025, gender equality again proved elusive. Female political news sources dropped, as did the representation of female

MPs in Parliament following the 2023 General Election (falling from 51% in 2020 to 44% in 2023). Similar to the global study, we found scant reporting of gender-based violence in our local media, despite New Zealand recently adopting a National Strategy and Action plan to Eliminate Family Violence and Sexual Violence (Te Aorerekura).

EXECUTIVE SUMMARY

Aotearoa New Zealand's progress towards gender equality in the news media continues to plateau. In 2025, our news was dominated by Crime & Violence, Economy, and Social & Legal topics, crowding out the Political & Government stories where New Zealand women have traditionally fared better as subjects and sources. Women comprised just 32% of news subjects in New Zealand's legacy media and 35% in online news, which was slightly down from 2020 results though still above the global average of 26% and 29% respectively.

Similarly, 2025 brought no notable progress towards gender equality among New Zealand news workers. Instead, there was a sizeable decline in the percentage of women print reporters (from 59% in 2020 to 42% in 2025) though an increase (from 55% to 60%) in the proportion of women reporting for online outlets. The latter finding is consistent with global data showing online news is generally more gender equal in terms of both reporters and news subjects.

For the first time, GMMP 2025 captured more granular data on gender-based violence and sports reporting in the news. Less than 2% of the world's stories were about gender-based violence on monitoring day, with NZ performing better at 4%. Globally, women comprised just 15% of subjects in sports news and 17% of sports reporters, with NZ figures of 18% subjects and 0% reporters on monitoring day.

A DAY IN THE NEWS IN AOTEAROA NEW ZEALAND

The news agenda. In many respects, the 2025 coding day had an unremarkable news agenda in Aotearoa New Zealand. Parliament was sitting so there was a fair amount of political content, which had some gender implications due to the slight decline in female MPs following the previous General Election and the male-heavy composition of government and opposition party leadership: Prime Minister and National Party leader Christopher Luxon, Deputy Prime Minister and Act Party Leader David Seymour, Foreign Minister and New Zealand First Party Leader Winston Peters, and Labour leader Chris Hipkins. This contrasts with 2020, when New Zealand had a female Prime Minister and leader of the opposition. Interestingly, the female politicians who did appear on monitoring day 2025 were primarily in the news for reactive and/or negative reasons, such as leaking emails or using personal email accounts (Hon. Erica Stanford) and failing to represent the rights of women during controversial changes to pay equity legislation (Hon. Nicola Griggs, Hon. Nicola Willis, Hon. Brooke van Velden).

There was a surprise government announcement about pay equity in the middle of monitoring day, which was covered prominently on the evening's television news, and several stories about proposed government legislation seeking to ban social media for under 16-year-olds. Interestingly, there were a number of other stories about the risks of technology especially for children (e.g. two *NZ Herald* stories, online and in print, about sextortion and global links to organized crime) on monitoring day.

In terms of international news, the Met Gala was widely covered, partly linked to the presence there of New Zealand pop star Lorde, and there were several news stories about the high-profile Erin Patterson murder trial in Australia. Many of the international political stories of the day featured male leaders including US President Donald Trump, Prime Minister Anthony Albanese of Australia, President Volodymyr Zelenskyy of Ukraine, and President Vladimir Putin of Russia.

Overall, there was a good variety of stories across our chosen media outlets, likely linked to the absence of one dominant "story of the day". A sample of local stories can be found in the case studies section, with examples including news stories that challenge and promote gender stereotypes.

THE CONTEXT

New Zealand's 2025 sample was very similar to those used in previous GMMP studies, though changes in the media landscape over time have diminished the range of mainstream outlets available for study, bringing slight variations. There was notably more content sharing between and across platforms and providers in this GMMP round, including among those outlets not formally linked through ownership. For example, the print version of the *New Zealand Herald* newspaper included a story bylined to a Radio NZ reporter, suggesting traditional classifications of media type are becoming less relevant. We also observed an increase in long-form current affairs and podcasts etc. which sit outside the traditional "news story" focus of GMMP but are increasingly part of New Zealand's broader news landscape and Māori news offerings.

Print publications: NZ Herald (one of the largest readerships, based in Auckland which is the nation's biggest city); *The Post* (the Stuff chain's flagship newspaper, its Wellington region circulation connects it strongly to the seat of government and it's traditionally regarded as an influential newspaper), *Manawatu Standard* (another Stuff chain publication which circulates in a provincial region), *Otago Daily Times* (the only daily newspaper in New Zealand not owned by the two dominant chains). These newspapers have consistently been represented in GMMP studies for the past 25 years, with the number of newspapers we sample slowly decreasing in line with the shrinking newsprint sector.

Television: For the 2025 monitoring day, the television results come solely from the 6pm news show, Three News. Three News is locally produced and free-to-air. The other main 6pm television news broadcast, *One News*, was included in our sample and coded on the day (see Annex 3) but subsequently was not included in the official GMMP data. Therefore, the *One News* material is not incorporated into the statistics presented in this national report but has been included as an appendix to this report, and some examples are used in the case study section. Not having *One News* in the official data set represents a notable departure from previous GMMP results for television in New Zealand and may limit the value of historical comparison.

Radio: We chose a selection of commercial and public service radio news bulletins. The New Zealand radio market is highly fragmented, but our sample includes the two most influential news providers, with significant audiences (RNZ and Newstalk ZB), supplemented by a representative example (taken from The Edge) of the commercial news hour bulletin carried by many music and entertainment brands.

Online: The online news providers with the strongest reputation and largest audiences in New Zealand tend to be the online platforms of established broadcast and newspaper news brands, so we chose a range of these (Stuff, NZ Herald, One News, RNZ), again consistent with previous GMMP submissions. To address diversity criteria in the 2025 sample we also coded several stories from an indigenous Māori online news and current affairs platform, though there were not sufficient suitable stories to reach the guideline number as set by the Global Media Monitoring Project standards.

The overall proportions can be seen in graph 1, with print media accounting for almost half of the stories coded on monitoring day.

Graph 1: Proportion of total number of stories coded by medium

- Print — 48%
- Radio — 15%
- Television — 11%
- Internet — 26%
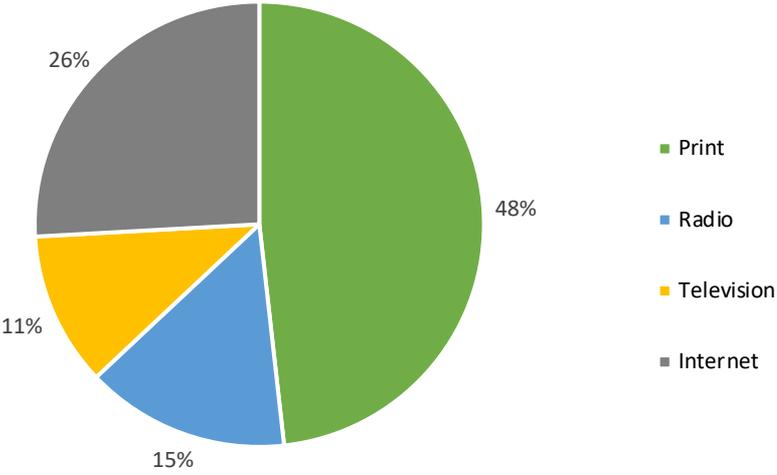
TOPICS IN THE NEWS

There were 170 Aotearoa New Zealand news stories captured on the Global Media Monitoring day. As seen in Graph 2, the most frequent story topics were Crime & Violence (excluding gender-based violence) (21%), Economy (18%) and Social & Legal (18%).

Graph 2: Topics in the news, all media types combined

Legend:
- Politics and Government
- Economy
- Science and Health
- Social and Legal
- Crime and Violence (excl. GBV)
- Gender-based violence
- Celebrity, arts, media
- Sports
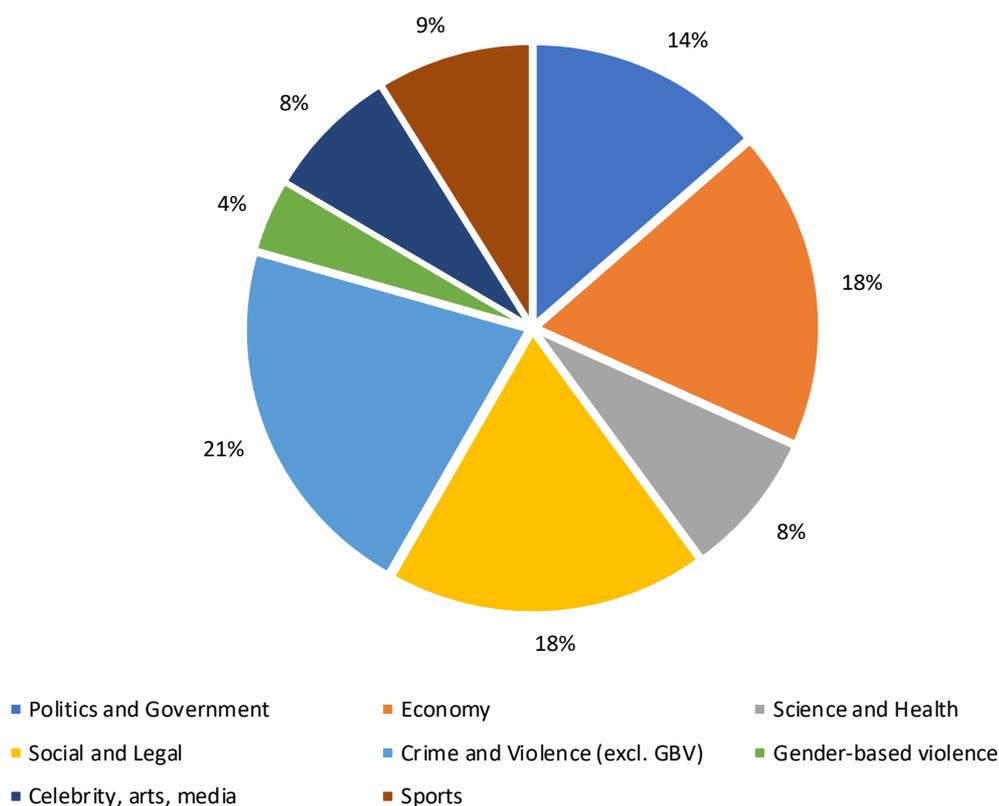
Gender-based violence was the primary topic of seven stories, making up only 4% of the total sample. Although this was the least frequently reported topic overall, it was evident on radio, print and internet-based news platforms.

It should be noted that the 2025 GMMP is the first time gender-based violence stories have been coded as separate to Crime & Violence generally. Therefore, to meaningfully compare the 2025 topic findings with 2020 and previous years, Crime & Violence is combined with gender-based violence stories to make a total of 25% of such stories in 2025. This is a notable increase from 2020 where only 12% of stories related to Crime & Violence. A range of factors are likely to have contributed to this difference, including changes in official crime and violent crime rates and shifting government priorities and rhetoric around law and order.

The relative prevalence of stories on the Economy in 2025 (18%) is unsurprising given widespread societal attention to a "cost of living" crisis, inflation and mortgage rates. In 2020, Politics & Government was the most prominent news topic accounting for 22% of all

major news topics compared to only 13.5% in 2025 (see infographic 1). This difference is likely connected to the 2020 monitoring day falling during a general election campaign.

A breakdown of news topics by media type (Graph 3) shows that science and health focused stories were not present in the television broadcast but were observed predominantly in print media. Sports stories were the most reported topic on radio and television news, but no sports stories made it into the main news pages of any newspapers on monitoring day.

Graph 3: Break down of major news topics by source

Infographic 1
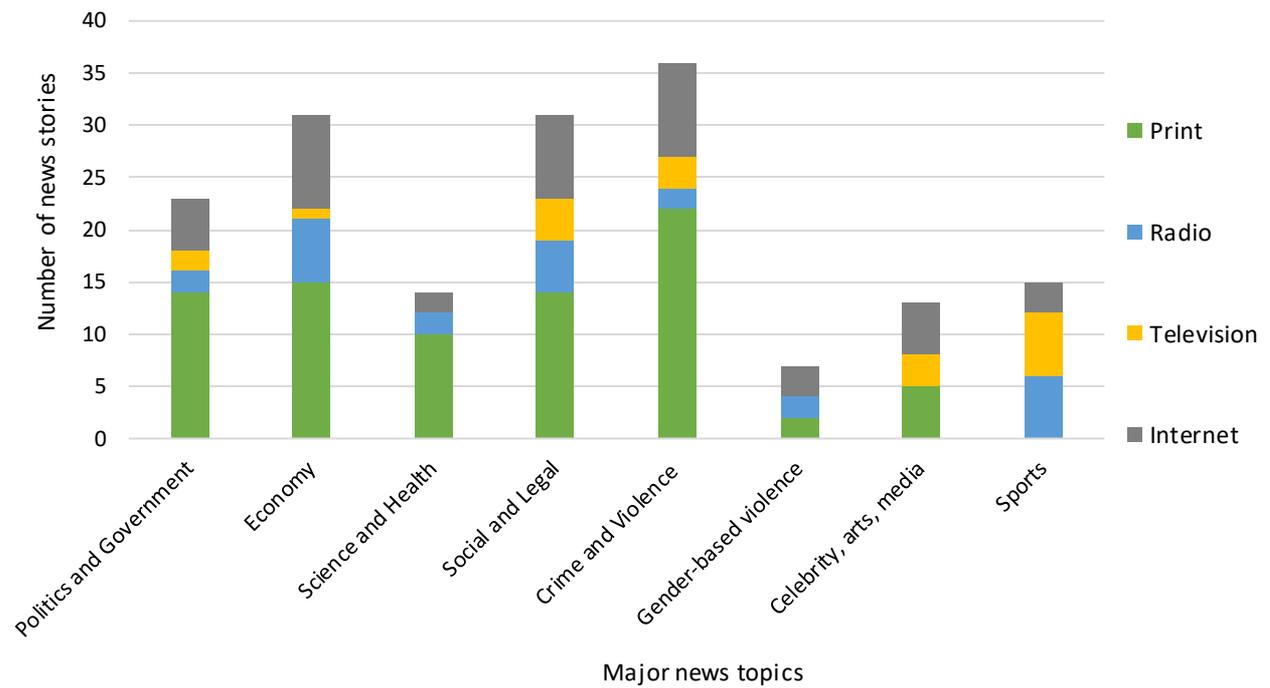
Major news topic reported 2020 vs 2025

Crime and Violence News Increased

Increased from 12% in 2020 to 25% in 2025.

+13%

Politics and Government News Decreased

Decreased from 22% in 2020 to 13.5% in 2025.

-8.5%
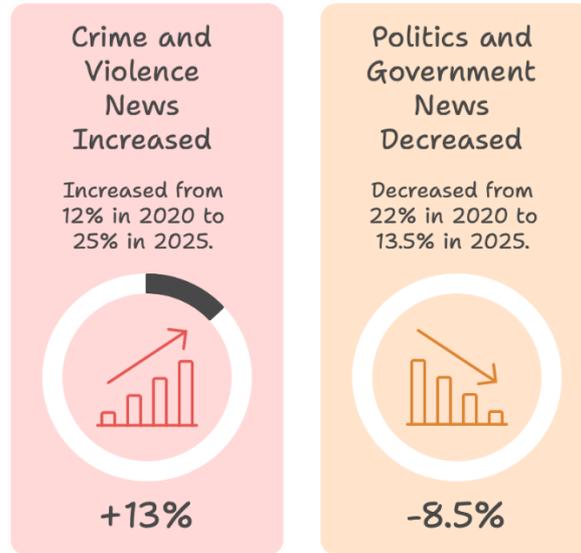
Crime and violence news increased, while politics and government news decreased.

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NEWS SUBJECTS AND SOURCES

A key measure for GMMP is the overall presence of women in the news. Here we turn our attention to the findings for the presence of women as news subjects in the New Zealand sample. A news subject is defined as "any person whom the story is about, even if they are not interviewed or quoted".

Overall, the presence of women constituted only 32% of the total subjects in news stories across all print, radio and television broadcasts, with men taking up the remaining 68% (see Infographic 2). As in previous iterations, online content had a higher presence of women (35%). These findings are slightly down but broadly consistent with the results from 2020 which reported the proportion of women as subjects in NZ print, radio and television broadcasts as 33%, and online media 38% (see Table 1).

Infographic 2

Overall presence of women as subjects in the news

Internet

35%

Proportion of women as subjects in online news stories

Print, Radio, TV

32%

Proportion of women as subjects in traditional print, radio and television news broadcasts
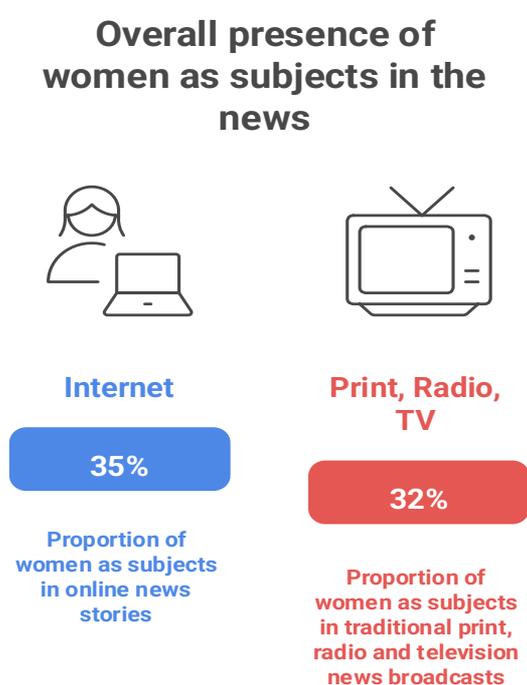
Table 1: Proportion of women as news subjects, across media, 2025 and 2020

	2025	2020
Proportion of women as news subjects in print, radio and television broadcasts	32%	33%
Proportion of women as news subjects in online news	35%	38%

The presence of men as subjects was greater in all main news topics across print, radio and television, with the greatest discrepency observed in science and health stories where men accounted for 81% of reported subjects and women only 19%. Similarly, in sports stories men accounted for 82% of reported subjects and women only 18% (see Infographic 3).

Infographic 3

Greatest unequal representation of men and women in main news topics across print, radio and television broadcasts.

81%

19%

82%

18%

Science and Health (Women)

Science and Health (Men)

Men dominate science and health news

Women are underrepresented in science and health

Sports (Men)

Men heavily feature in sports news

Sports (Women)

Women are scarce in sports coverage
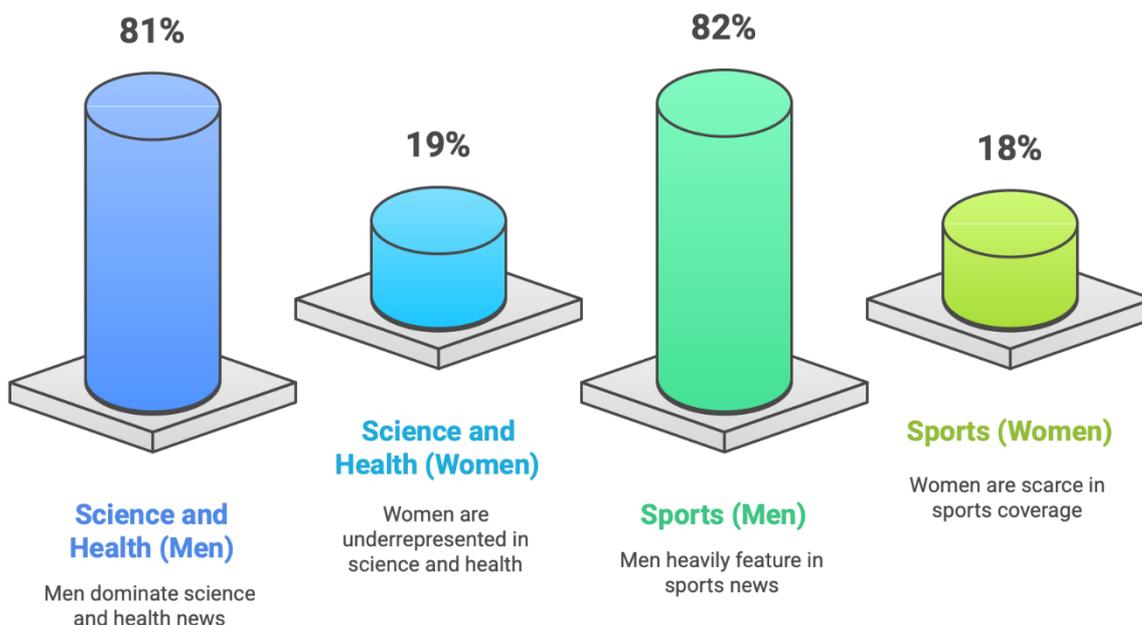
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Similar trends are evidenced in online news stories; however, greater balance is noted in sports stories where 47% of subjects were female in online news media compared to only 18% in print, radio and television. Social & Legal stories were the only category where there was a greater presence of women than men as subjects in online media (53% and 47% respectively). This aligns with global findings that consistently suggest online news provides better representation of female news subjects than legacy media outlets.

Family status of news subjects. It is also notable that female subjects are more likely to be identified by family status in news stories. Whilst only 3% of male news subjects were identified by family status, 16% of female news subjects were reported alongside their family status, showing that positioning women within the context of the family is more common than men.

Photographs of news subjects. Although they're generally under-represented in the news, female subjects in New Zealand newspapers were more likely to be photographed (27%) than male subjects (15%) (See Infographic 4).

Proportion of male and female subjects photographed in print news media

27%

Female

More likely to be photographed in print

15%

Male

Less likely to be photographed in print
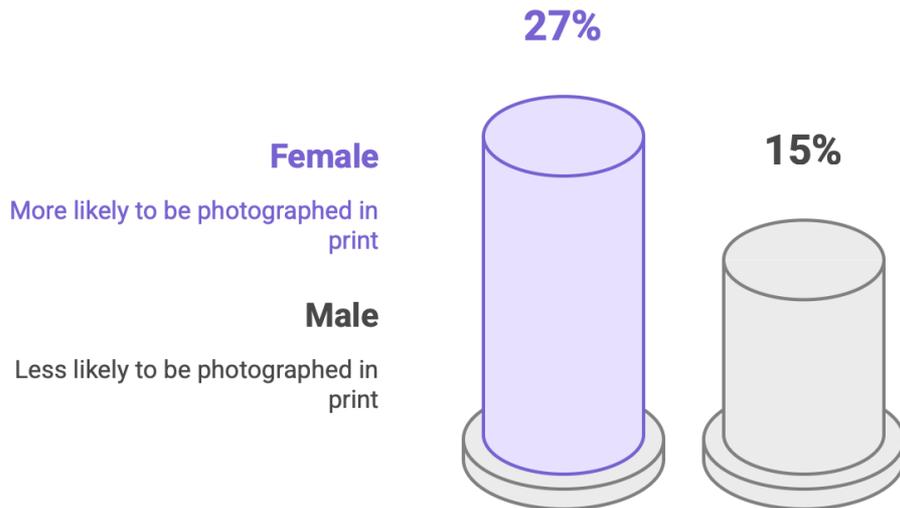
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Women as news sources. Results show that not only are men more likely to feature in stories and be spoken about, but they are also more likely to be used as news sources. Infographic 5 shows that women are under-represented as news sources in three of the four news formats, with radio being the least inclusive of women as sources (23%) and television performing best (55% women sources). On monitoring day, Three News reported on significant legislation changes to the Equal Pay Act in Aotearoa New Zealand, capturing the live protests and interviewing affected female workers. As this legislative change was announced in the afternoon, it was not reported by morning radio broadcasts or print media which may in part explain the greater visibility of female sources in television on monitoring day. This proposition is supported by the concurrent finding that 26% of television stories had women as a central focus (compared to just 15% of print and 16% of radio items) on monitoring day.

Infographic 5

Representation of women as sources across all news media platforms

27%	**23%**	**55%**	**35%**
Women as sources: Print	Women as sources: Radio	Women as sources: Television	Women as sources: Internet
Men account for 73% of sources	Men account for 77% of sources	Men account for 45% of sources	Men account for 65% of sources
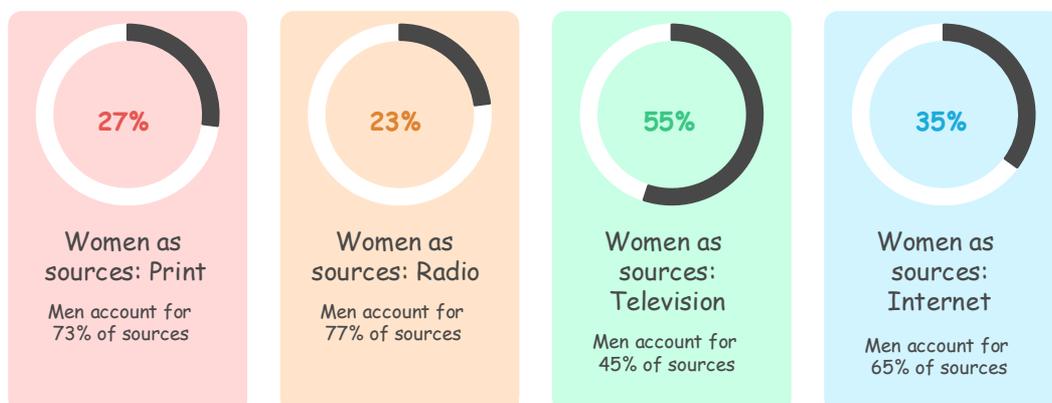
Men are overrepresented as sources in print, radio, and internet news, while television shows a more balanced representation.

The roles of news sources. The New Zealand data show women are less likely than men to be news subjects and sources. Further, as Graph 4 indicates, women sources tend to play different roles in news stories, more likely to represent "popular opinion" or "personal experience" whereas male sources are more likely to be consulted as "experts/commentators", "spokespersons" or "eyewitnesses".

On monitoring day in NZ, women were 25% of spokespeople and 34% of experts, yet 88% of those sharing "popular opinion".

Graph 4: Representation of male and female sources based on roles in the news media across all platforms (print, radio, television and online)

Graph 4 should be read alongside Table 2, however, which shows that some categories of source type were very small. For example, although 100% of eyewitnesses were male, there were only three eyewitnesses coded across the total sample of New Zealand news stories.

Table 2: Representation of male and female source types, across all media platforms

Function	Female		Male		Total
	Percentage	N=	Percentage	N=	
Subject	29%	22	71%	55	77
Spokesperson	25%	33	71%	97	130
Expert or commentator	34%	10	66%	19	29
Personal experience	56%	14	44%	11	25
Eyewitness	0%	0	100%	3	3
Popular opinion	88%	7	13%	1	8
Total	Female	87	Male	186	273

Occupation of sources. When assessing the reported occupation of news sources (Table 3), the only instances where someone was reported as a 'homemaker' were related to female sources (n=5). The largest numbers of women sources were in the categories of politician/MP (n=72) followed by businessperson (n=26) and government employee (n=15). Interestingly females accounted for only 22% of all politicians and 20% of all government employees in 2025, down from 2020. The reduction from 54% of politicians being female on

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the 2020 monitoring day likely reflects the shift towards male leadership in national politics and slight drop in female representation in Parliament. It should be noted that 2020 was an election year, with Jacinda Ardern holding the role of Prime Minister, and Judith Collins holding the primary leadership role in the opposition party, whilst 2025 was not an election year and the Prime Minister, deputy Prime Minister, and primary opposition leader were male. Interestingly though, female sources increased as a proportion of businessperson (from 24% in 2020 to 31% in 2025).

Table 3: Female sources as proportion of main occupational groups in NZ sample. 2025 compared to 2020

Occupation	Sources: 2025		Sources: 2020	
	Percentage of female	Overall number of sources	**Percentage of female**	Overall number of sources
Science/technology professional	25%	4	56%	9
Politician/MP	22%	72	54%	56
Activist/civil society member	44%	9	50%	4
Academic expert, teacher	43%	14	45%	11
Not stated	42%	33	41%	22
Lawyer, judge, magistrate	17%	12	33%	6
Health worker, social worker	100%	4	29%	7
Government employee	20%	15	24%	17
Businessperson	31%	26	24%	17
Sportsperson, athlete, coach	17%	12	17%	18
Villager or resident	43%	7	17%	6
Agriculture, mining, fishing	0%	2	14%	7
Police, military	0%	14	6%	16
Child or young person	0%	0	4%	4
Tradesperson	25%	4	0%	6
Media professional, journalist, filmmaker, etc.	60%	10	Not reported	Not reported
Celebrity, artist, actor, writer, singer, TV personality	50%	10	Not reported	Not reported
Homemaker, parent (male or female), only if no other occupation is given	100%	5	Not reported	Not reported

News subjects as victims and survivors. In stories that identified a subject as a victim, there was an almost even split between males (n=7) and females (n=8). Similarly, the data reporting on male (n=7) and female (n=8) survivors shows an almost even split. The generally small number of victims and survivors limits meaningful analysis of gender patterns.

JOURNALISTS AND REPORTERS

The 2025 findings point to the continued feminisation of newswork in Aotearoa New Zealand, particularly in the broadcast sector where at least 70% of the sampled radio and television presenters were women on monitoring day. There is a more mixed picture when focusing on newspapers and online news: 42% of print and 60% of online news reporters were women in 2025, down from 59% (print) but up from 55% (online) in 2020. There were no discernible differences in the geographic scope of news stories written by male and female reporters.

Where the gender of reporter was identified, female reporters (across print and television) were most likely to report on the Economy and Crime & Violence, whereas male reporters were most likely to report on Social & Legal topics, Politics & Government, and the Economy. Just one identified male and one identified female journalist reported on gender-based violence stories. No women reported on sports topics on monitoring day.

Infographic 6

Gender Representation in News Reporting

60%

42%

Online News

Female reporters dominate online news stories

Print Media

Female reporters slightly less represented in print
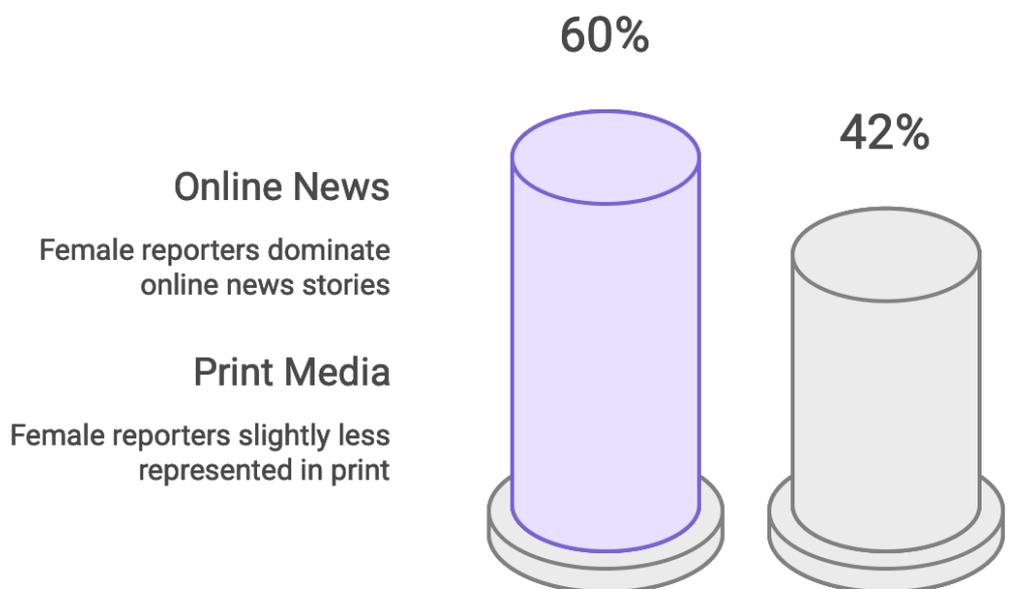
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JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

Women were most likely to be a central focus in Politics & Government stories (25%, compared to between 4% and 14% in all other topic categories). This finding is likely connected to the clear gender focus of reporting on changes to pay equity legislation but also reflects the relatively widespread reporting of government minister Erica Stanford breaking Cabinet rules about private email use.

Women reporters in New Zealand were more likely than their male counterparts to include references to gender equality legislation and/or human rights in their 2025 stories: 18% of stories with women reporters did so, compared to 6% of stories written by men. Such references were most common in women reporters' stories about Celebrity, Arts & Media, Crime & Violence, and Politics & Government topics.

FOCUS ON GENDER-BASED VIOLENCE

For the 2025 monitoring day, gender-based violence was for the first time coded separately to general crime and violence. In Aotearoa New Zealand, the sample of stories reporting on gender-based violence was very small (4%), with only two stories in print media, two stories in the radio broadcasts, and three internet stories from the overall 170 news stories included in the total sample.

Given this small number of stories covering gender-based violence, we cannot draw meaningful conclusions around the role of women reporters in covering this topic. It is interesting to note however that Three News' first news story on monitoring day was an emotional story about a Christchurch coroner's hearing in relation to the murder of a woman by her male neighbour. While this item did not meet the GMMP's definition of gender-based violence (which is concerned with rape, sexual harassment and intimate partner violence), it did include a clear gender lens in its reporting, for example including a video clip of the coroner's comments to the victim's family, in which she said "the burden should never be on women to protect themselves from men". All sources and the story's reporter were also female.

CASE STUDIES

This section offers case studies from the monitoring day, adding qualitative data to illustrate some of the stories across print media, online news, and television to offer insights to examples of reporting that presented stories that were blatantly stereotyped or conveyed subtle stereotypes, were gender blind or were explicitly gender aware.

Special questions. It should be noted that the 2025 monitoring day for Aotearoa New Zealand included two special questions.

- Special question 1: Is the story referring to a natural disaster or climate related event?
- Special question 2: Does the story make explicit reference to Te Tiriti o Waitangi, the Treaty of Waitangi and/or the Treaty Principles Bill.

These were story level questions designed to engage with two prominent and relevant aspects of the Aotearoa New Zealand news environment in 2025 but they did not yield any meaningful results on monitoring day, with both topics nearly completely absent from the sample.

Case Study 1. A story that is blatantly stereotyped

Example 1: NZ lacks ambition to lead in tech, from *The Post* (Newspaper)

This story reports on the release of the Telecommunications Users Association of NZ (TUANZ) Digital Priorities 2025 report, which calls for "urgent action to address patchy internet access, a growing tech talent shortage, rising cybersecurity threats and a lack of coordinated leadership". The report apparently surveyed "digital leaders" from across NZ but this story quotes five male sources (one of whom is also photographed) and no female sources (though it does note that the relevant government minister, Judith Collins, was overseas and not available for comment). Presumably some digital leaders surveyed in the report are women but with none of them quoted or referenced in the story, the stereotype of technology as male dominated is clearly evidenced. The story is also written by a male journalist. There is further, more subtle stereotyping in play with the concurrent lack of any gendered perspectives on the issues raised by the report, even as cybersecurity threats and patchy internet access may impact women differently from men. In terms of the industry's stated concerns around NZ's "talent shortage", it is especially surprising that the gender imbalance of the technology workforce (most recently estimated as just 27% female; see https://itbrief.co.nz/story/breaking-barriers-paving-the-way-for-women-in-tech) is not addressed by the news story about this report or any of the quoted sources, despite likely implications for the recruitment and retention of (female) talent. In other words, this story combines blatant gender stereotyping with gender-blind reporting.

Example 2: 3D printing of firearms. From *One News* (6pm television broadcast)

This is provided as an example of blatant gender stereotyping of men. Quality of 3D printers are improving, challenges of regulating 3D printed and noting the need to review gang law. The story opens by showing an American man being removed from a police car by two male police officers. The arrested man is accused of murder after allegedly using a 3D printed gun. The story progresses to capturing a public press release by the police speaking to the crime and shows a full male police team before the broadcast cuts to security camera footage of the shooting. 1% of all firearms secede by police are 3D printed, but police warn this is rising. A New Zealand male police office speaks on the issue to male interviewer. Al Gillespie, from the University of Waikato speaks to the issue as an expert on 3D manufacturing of firearms. Printing expert Olaf Diegel from the University of Auckland is consulted, shown as operating a 3D printer. The only female voice is Associate Justice Minister Nicole McKee who expressed concern of the rise and need to stamp out criminal misuse of 3D printed guns whilst supporting innovation. The story leans into blatant stereotyping by showing men as those who are using 3D firearms, as having the expert knowledge on the technology to develop them and only including male police officers. The article does, however, offer a partially balanced perspective on the topic by including the example of legal production of 3D firearms through a local registered business where serial numbers for gun registration are included.

Example 3: Dairy owner's fear after gun pointed at his wife, from *Manawatu Standard* (Newspaper)

A *Manawatu Standard* newspaper story about small retailers' fears for personal safety after a spate of aggravated robberies in the area was headlined "Dairy owner's fear after gun pointed at his wife". The story cites the couple's experience of being robbed and names and quotes the male owner expressing his fears ("we're still scared") but not his wife, meaning the headline is subtly emphasising gendered tropes of masculinity - that men do not experience fear themselves but through threats to their families – with an additional gender stereotype in the story itself where the woman is not named and nor does she speak for herself.

Example 4: MSD doesn't know if benefit sanctions leading people into work, says aim is compliance. From *RNZ online* https://www.rnz.co.nz/news/national/560012/msd-doesn-t-know-if-benefit-sanctions-leading-people-into-work-says-aim-is-compliance

The article speaks about the rise in sanctions for people receiving social welfare payments, and highlights that the aim of the sanctions is to ensure compliance with benefit obligations. The data, however, is not disaggregated by sex or gender. In Aotearoa New Zealand one of the main social welfare payments is the Sole Parent Payment which has sanctions associated with the sole parent's obligation to find or prepare for work as well as health and education obligations for the dependent children. With continued gendered roles in society positioning women as the predominant caregivers, women continue to make up the largest cohort of recipients of the Sole Parent Support payment. Furthermore, statistics from September 2024 show women make up 54% recipients across all main benefit types (Ministry of Social Development, 2024; see https://www.msd.govt.nz/documents/about-msd-and-our-work/publications-resources/statistics/monthly-reporting/2024/sep/a3-monthly-benefits-update-september-2024.pdf). Despite MSD claiming obligations are to "maximise their own opportunity to get a job" the article does not speak to the gender pay gap or occupational segregation in employment which can contribute to barriers faced entering work for women. The push for greater adherence to obligations and increase in sanctions has the potential to result in gendered outcomes, yet the article ultimately does not address this. The article does attempt to provide a range of perspectives on the role of sanctions, quoting the general manager of client services, representation from the Child Poverty Action group, and an economist. Additionally, the article refers to a report in 2018 Commissioned by the previous Government which found systems with harsh sanctions "could have adverse effects that drove people away from employment." No women, however, are quoted or consulted in the article, and the voices of recipients of social welfare are also missing. The only image included is a stock image of envelopes with the Ministry of Social Development branding and a community services card which is administered by the Ministry, with an image caption of "New data reveals the number of benefit sanctions for missed MSD appointments rose to 9042 in the March quarter – more than twice the 4356 in the same quarter last year."

There were also two education stories, covered by radio (RNZ) and the New Zealand Herald newspaper, which failed to engage with gender perspectives (and in one instance, reinforced female stereotypes). This pattern is of special concern given education is an area where we might reasonably expect women's voices to be strongly heard given their dominance in the teaching profession and in university training (the subtopics of our chosen examples).

Example 5: NZ's brightest are heading overseas for university. From *NZ Herald* (Newspaper).

This article was concerned with an Education Ministry report showing record numbers of high achieving school leavers are choosing to complete their tertiary education overseas, though the report authors were not clear why, and the male reporter explored this question with two male spokespeople (Universities NZ chief executive and a school principal). Two parents were quoted about their children's decision to study overseas but both were women, talking about their sons, meaning the article had a narrow focus on female caregivers and male students, the latter being especially at odds with the dominance of female students in tertiary study. The article does not consider any possible gender differences in this data meaning it is unclear whether male and female students are making different choices about their tertiary studies, and it is thus "gender blind" and a lost opportunity to be more inclusive (in its identification of both parents and students).

Example 6: Leaked documents say kahui ako school programme set to be disestablished. From *Radio New Zealand* (aired on RNZ and RNZ online). https://www.rnz.co.nz/news/national/560019/**leaked-documents-say-kahui-ako-school-programme-set-to-be-disestablished**)

In another education story, we noted a similar absence of gendered consideration, this time with respect to the unequal impacts of a proposed policy change to discontinue funding for a professional development programme for school teachers.   Although the story does not explicitly highlight gender inequality, there is a gendered outcome for the cuts proposed as these would disproportionately affect the professional development (and therefore potential earning and promotion potential) of educators and teachers, a female dominated profession in NZ.

Case Study 4. Stories that are gender-aware and challenge gender stereotypes

Example 7: Duck shooting opening weekend a constant, from *Otago Daily Times* (Newspaper).

TAPANUI
Duck-shooting opening weekend a constant

STEVE HEPBURN

COME the first weekend in May and it will be known where Linda and Warren Jamieson will be.

More than 50 years ago they were at the side of Kaye and Bruce Dickison, of Tapanui, and that bond has remained strong right through the next couple of generations.

Mrs Jamieson was matron of honour at the Dickisons' wedding, while Mr Jamieson was best man.

Ever since the Jamiesons have been duck-shooting every opening weekend with the Dickisons.

It happened again last weekend when the shooters went out near the Pomahaka River and other mai mais throughout the wider Tapanui area.

The Jamiesons lived in Tapanui when they were first married but shifted to Dunedin and then to Oamaru.

"Over the 52 years they have brought their children along as they were growing up and everyone joined in the shooting, plucking and preparing food," Mrs Dickison said.

On the Saturday night, family — which now included grownup grandchildren — and friends usually gathered for a big meal and lots of story-telling.

The crowd round the dinner table had got to more than 20 hungry mouths at times but it was at a more manageable 12 on Saturday, and there was plenty of food to go around.

Four shooters managed to get more than 130 ducks over the weekend, which Mr Dickison described as a good weekend — "the way it used to be."

Another morning in May . . . With all the spoils they gathered over the opening weekend of duck-shooting are (from left) Linda and Warren Jamieson and Kaye and Bruce Dickison, with dog Bella inspecting. PHOTO: SUPPLIED

This article challenges stereotypes by positioning women as active hunters in the open weekend for the duck-shooting season. The women are standing slightly forward of the men. The article reports on their long history duck hunting together as two families, and the wives are involved in the shooting. Traditionally hunting is associated with constructs of masculinity and understood as a long held male role for providing for the family, with the role of the woman limited to food preparation and cooking, however, this article challenges such stereotype. Picture: The article is accompanied by an image of two women and two men (heterosexual married couples) standing next to their ute (truck) with the ducks shot over the weekend. The image includes their dog, Bella.

Example 8: Film industry anxiously awaits details on Trump's 100% movie tariff. From *RNZ Online* https://www.rnz.co.nz/news/national/560015/film-industry-anxiously-awaits-details-on-trump-s-100-percent-movie-tariff

This article challenges stereotypes. It reports on the USA President Donald Trump's announcement of the introduction of 100% tariffs on movies made outside of the United States. In the film industry, women have traditionally been valued for their presence on the screen, beauty and celebrity status as actresses. This article, however, reports on the voices of women who are leaders in the film production and have roles of authority and influence behind the screen. This includes direct quotes from the Screen Production and Development Association (SPADA) president Irene Gardiner who is positioned as an expert in the field. Although paraphrased, the expertise of Film Commission Head Annie Murray is also incorporated in the article. The opinion of the finance minister (Hon. Nicola Willis) was quoted, speaking to the financial benefits to the country for international film production in Aotearoa New Zealand and rebates offered to overseas produces to encourage the development of the industry. Overall, the article challenges the gendered perceptions of gender roles and works to make visible the contributions of women in film production, promotion and finance. The article also offers a balanced perspective by ensuring a range of voices and images are captured. Images in order: Finance Minister Nicola Willis, full face. SPADA president Irene Gardiner, full face. Film Commission Head Annie Murray, full face.

Example 9: NZ Black Ferns, from *One News* (6pm television news broadcast)

This article challenges stereotypes. It reports on the Black Ferns preparing for their first test match of the year against Australia whilst being in New South Wales. The video shows the women's rugby team training as well as excerpts from one of their previous matches against the Australian team. The video demonstrates skill and physical fitness which was reinforced by the reporter stating their previous match they won 62-0. Amy Rule, a Black Ferns Prop, speaks about the experience off field (noting the weather, nature, and team beach walks). And on field noting the intensity and competitive energy. The story is just 43 second in total and comes fifth in the 7-story line-up, after a story discussing a male rugby league player's "controversial" hairdo, however it does highlight the opportunities for women to be involved in a male dominated sport which is often understood as a high impact, high intensity game. This is of particular interest as it was the only female sports story of the evening for this broadcast, and New Zealand has a very high profile all male rugby team, the All Blacks.

Example 10: New flavour sounds fishy. From *Otago Daily Times* (Newspaper).

New flavour sounds fishy

Southern surprise . . . Patti's & Cream owner Olive Tabor shows off the new clam and tomato flavoured ice cream's ingredients at her Mornington store yesterday.
PHOTO: STEPHEN JAQUERY

This article challenges stereotypes. It is the main feature story in the Otago Daily Times, appearing on the front page with a large image. The story speaks to business owner, Olive Tabor, and reports on her fresh ideas and innovation in ice cream flavour development. The article reports that Olive was part of a city delegation to the national tourism conference to share the culinary developments of her business. The article challenges gender stereotypes by positioning Olive as a leading woman in business and highlighting her collaborative approach with a local chef in developing ideas: "There's so much opportunity for collaboration". Additionally, although there are long held perspectives and assumptions of women taking on cooking and food preparation roles in the home, the professional culinary industry is male dominated. Picture: Olive Tabor photo-graphed holding an ice cream and a bowl of scallops, promoting the new flavour for her business, the Patti's and Cream Parlor. The image was taken of Olive in the store, with the main focus being showcasing the food and the culinary achievements. Picture caption: Southern surprise… Patti's & Cream owner Olive Tabor shows off the new clam and tomato flavored ice cream's ingredients at her Mornington store yesterday.

Example 11: Pay equity changes. From both *One News and Three News* (6pm television broadcast)

These stories are examples of gender specific reporting. The two main television networks in New Zealand both gave prominent coverage to a late-breaking political news story about government cuts to the scope of pay equity provisions, passing under Parliamentary urgency. Both networks centred women's voices – in support of and opposed to the change - by reporting on the government announcement and attending an impromptu protest outside Parliament, including soundbites from the women gathered there, many of whom came from directly affected professions (primarily care and support workers) and/or trade unions. TV1's five-minute lead story included quotes from five women sources (government ministers Brooke van Velden and Nicola Willis, a trade union leader, a teacher aid, and one unnamed protestor) as well as the two male leaders of the main political parties; this story was presented by a female reporter and featured a live interview between the male newsreader and the channel's female political editor, Maiki Sherman. Similarly, TV3's slightly longer story (just over six minutes) had eight women sources (four unnamed protestors, the same two government ministers, a trade union leader and a former trailblazing pay equity campaigner) and three male political leaders. This story was presented by TV3's female political correspondent, Jenna Lynch, who also appeared in a live cross with the female news anchor. While TV3's story contained slightly more information about current legislative settings and process, and explanation of what the changes would mean, both television networks made a solid effort to include the perspectives of a range of affected women workers, whose voices are not often heard in political news stories. Interestingly, the two government ministers (of workplace relations and finance) driving this change were also women, and both were quoted alongside supportive political commentary provided by their male political leaders. There was some subtext in both stories about women [politicians] not supporting women [workers], some of which was introduced by close up visuals of protestors' signs (e.g. TV3 featured a lingering shot in their opening of a sign showing Brooke van Velden and the words "you don't support other women") and protestors' comments ("shame on Brooke Van Velden"), and some from the female reporters and political correspondents covering the story (e.g. Jenna Lynch asking Finance Minister "do you speak for the lower paid women in society?"; Maiki Sherman noting it was unusual that the Finance Minister came to talk to media "flanked by other senior female ministers"). The main political voice in opposition to the changes was Labour leader Chris Hipkins, who appeared in both stories criticising the move.

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.

References
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Annex 2. List of Monitors

Katheryn Margaret Pascoe, Otago University (co national coordinator)
Jordan Dougherty, Otago University
Niamh McLean, Otago University
Susan Fountaine, Massey University (co national coordinator)

Annex 3. *One News* Television Data

Television coding sheet.	Basic Information	
	Country code	New Zealand
	Monitor code	KMP1
	Channel	TV 1 news
	Newscast start time	6pm
	Number of female anchors	0
	Number of male anchors	Simon Dallow

1 Item number	2 Topic	3 Scope	4 Reference to Equality /Rights legislation / policy?	5 Is the story about a particular woman or a group of women?	6 This story clearly highlights issues of inequality	7 This story clearly challenges gender stereotypes	8 Role	9 Sex	10 Age (the person appears)	11 Sex	12 Age (the person appears)	13 Occupation /position	14 Function in story	15 Family role given?	16 Does the story identify the person either as victim or survivor, or both?	17 Victim of...	18 Survivor of...	19 Minority group?	20 Special question 1	21 Special question 2	22 Special question 3	23 Does this story warrant further analysis?	Comments & Explanations
1	(18) Income inequality between women and men	(2) National	(1) Yes	(1) Yes	(1) Agree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(1) Female	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, ...	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No		(1) Yes	Brook Van Welden politician leading the removal of pay equity legislation which tackles gender pay gaps. Part of the preparation for budget announcements and is part of cost cutting

								(2) Reporter	(1) Female	(4) Middle age (31-50)	(1) Female	(4) Middle age (31-50)	(16) Activist Or Worker In Civil Society Organisation, Non-Governmental Organisation, Trade Union, Human Rights, Consumer Issues, Environment, Aid Agency, Peasant Leader, United Nations	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			Large panoramic images of protesters, predominantly women.
								(3) Other journalist	(1) Female	(4) Middle age (31-50)	(1) Female	(3) Young adult (20-30)	(16) Activist Or Worker In Civil Society Organisation, Non-Governmental Organisation, Trade Union, Human Rights, Consumer Issues, Environment, Aid Agency, Peasant Leader, United Nations	(4) Personal experience	(2) No	(2) No			(2) No	(2) No	(2) No			Being pushed under urgency so that there is no public consultation.
											(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Governmen	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			

#	Topic	Scope					Role	Sex	Age	Sex	Age	Occupation	Function										
												t Minister, Political Leader, Political Party Staff, …											
								(1) Female	(5) Young old (51-64)	(5) Academic Expert, Lecturer, Teacher	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
								(1) Female	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
								(2) Male	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
2	(1) Women politicians, women electoral candidates, …	(2) National	(2) No	(1) Yes	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(1) Female	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader,	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	

												Political Party Staff, …											
							(3) Other journalist	(1) Female	(4) Middle age (31-50)	(1) Female	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(1) Yes	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
										(1) Female	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff,	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			

										…										
									(2) Male	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No	
									(2) Male	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No	
									(1) Female	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(4) Personal experience	(2) No	(2) No			(2) No	(2) No	(2) No	
									(1) Female	(4) Middle age (31-50)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer,	(3) Expert or commentator	(1) Yes	(2) No			(1) Yes	(2) No	(2) No	

												Youtuber, Instagrammer …										
3	(59) Media, (including internet, social networks), portrayal of women/men	(2) National	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(2) Male	(2) Teenager (13-19)	(21) Child, young person no other occupation given	(4) Personal experience	(2) No	(2) No		(2) No	(2) No	(2) No		(2) No	**Restrict social media use for youth: National policy**
							(2) Reporter	(1) Female	(0) Do not know	(1) Female	(4) Middle age (31-50)	(20) Homemaker, parent (male or female) only if no other occupation is given e.g. doctor/mother=code 6	(4) Personal experience	(1) Yes	(2) No		(2) No	(2) No	(2) No			
										(1) Female	(4) Middle age (31-50)	(5) Academic Expert, Lecturer, Teacher	(3) Expert or commentator	(2) No	(2) No		(2) No	(2) No	(2) No			
										(1) Female	(4) Middle age (31-50)	(22) Villager or resident no other occupation given	(6) Popular opinion	(2) No	(2) No		(2) No	(2) No	(2) No			
										(2) Male	(5) Young old (51-64)	(22) Villager or resident no other occupation given	(6) Popular opinion	(2) No	(2) No		(2) No	(2) No	(2) No			
										(1) Female	(4) Middle age (31-50)	(22) Villager or resident no other occupation given	(6) Popular opinion	(2) No	(2) No		(2) No	(2) No	(2) No			

										Gender	Age	Occupation	Function							
										(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(1) Yes	(2) No			(2) No	(2) No	(2) No
										(2) Male	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No
										(1) Female	(3) Young adult (20-30)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(3) Expert or commentator	(2) No	(2) No			(2) No	(2) No	(2) No
										(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No

										(2) Male	(6) Older adult (65-79)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, ...	(2) Spokesperson	(2) No	(2) No			(1) Yes	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, ...	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
4	(46) Violent crime, murder, abduction, assault, etc. (NOT GENDER-RELATED)	(2) National	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(2) Male	(3) Young adult (20-30)	(24) Criminal, suspect no other occupation given	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	3d illegal printing of fire arms
							(2) Reporter	(2) Male	(5) Young old (51-64)	(2) Male	(4) Middle age (31-50)	(10) Lawyer, Judge, Magistrate, Legal Advocate, Legal Expert, Legal Clerk ...	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(4) Middle age (31-	(4) Police, Military, Para-Military Group,	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			

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											50)	Militia, Prison Officer, Security Officer, Fire Officer …											
									(1) Female	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(1) Yes	(2) No	(2) No			
									(2) Male	(5) Young old (51-64)	(5) Academic Expert, Lecturer, Teacher	(2) Spokesperson	(2) No	(2) No		(2) No	(2) No	(2) No				
									(2) Male	(4) Middle age (31-50)	(5) Academic Expert, Lecturer, Teacher	(2) Spokesperson	(2) No	(2) No		(2) No	(2) No	(2) No				
									(2) Male	(5) Young old (51-64)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(3) Expert or commentator	(2) No	(2) No		(2) No	(2) No	(2) No				
5	(43) Other Stories On Social Or Legal Issues	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old	(2) Male	(5) Young old (51-	(4) Police, Military, Para-Military	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	Police officer moving to

																							Comments
	(Specify The Topic In 'Comments' Section Of Coding Sheet)								(51-64)		64)	Group, Militia, Prison Officer, Security Officer, Fire Officer …											Australia to take on chief police commissioner role
6	(5) Foreign/International Politics, UN Peacekeeping	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(6) Older adult (65-79)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	International policy to bring in **tariffs** on film production. Although not coded, the background material was showing trailers for recent films and film producing scenes, covering a wide range of actors and actresses although these specific films were not discussed.

									(2) Male	(6) Older adult (65-79)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No	
									(2) Male	(5) Young old (51-64)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(2) Spokesperson	(2) No	(2) No			(1) Yes	(2) No	(2) No	
									(2) Male	(4) Middle age (31-50)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No	
									(2) Male	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No	

#	Topic	Scope						Sex	Age	Sex	Age	Occupation	Role										Notes
												Leader, Political Party Staff, …											
								(2) Male	(4) Middle age (31-50)			(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
7	(56) Other gender violence such as feminicide, trafficking of girls and women, FGM…	(2) National	(1) Yes	(1) Yes	(1) Agree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(1) Female	(4) Middle age (31-50)	(22) Villager or resident no other occupation given	(1) Subject	(2) No	(1) Yes	(0) Not Applicable (Person Is Identified Solely As A Victim)	(0) Not Applicable (Person Is Identified Solely As A Victim)	(1) Yes	(2) No	(2) No		(1) Yes	**Minority woman, Columbian** murdered by neighbour "the **burden should never be on women to keep themselves safe from men** (Cornor's report)"
										(2) Male	(4) Middle age (31-50)	(24) Criminal, suspect no other occupation given	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(1) Female	(4) Middle age (31-	(6) Doctor, Dentist, Health Specialist	(3) Expert or commentator	(2) No	(2) No			(2) No	(2) No	(2) No			**coroner**

											50)												
8	(8) Economic Policies, Strategies, Modules, Indicators, Stock Markets, Taxes,...	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(2) Male	(5) Young old (51-64)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	
							(2) Reporter	(1) Female	(0) Do not know	(2) Male	(6) Older adult (65-79)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(1) Female	(5) Young old (51-64)	(11) Business Person, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stock Broker	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(11) Business Person, Executive, Manager, Entrepreneur, Economist,	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			

										(2) Male	(5) Young old (51-64)	(11) Business Person, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stock Broker	(4) Personal experience	(2) No	(2) No			(2) No	(2) No	(2) No			
										(1) Female	(4) Middle age (31-50)	(11) Business Person, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stock Broker	(4) Personal experience	(2) No	(2) No			(2) No	(2) No	(2) No			
9	(48) War in the Middle East including Gaza	(4) Foreign/International		(2) No		(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(2) Male	(3) Young adult (20-30)	(22) Villager or resident no other occupation given	(5) Eye witness	(2) No	(1) Yes		(5) Survivor Of War, Terrorism, Vigilantism, State Violence…	(2) No	(2) No	(2) No		(2) No	**Panoramic photos of war-torn Gaza showing men, women and children in the images. This included a group of men praying for decease**

																								d (**approx. 40**), and a group of male soldiers marching over a section of land (**approx. 15**) and a smaller group of male soldiers (6) walking towards a camera as well as several shots of troops. The imagry also included aid workers and residents trying to access food.
							(2) Reporter	(1) Female	(0) Do not know	(2) Male	(6) Older adult (65-79)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokes person	(2) No	(2) No			(2) No	(2) No	(2) No			

										(2) Male	(4) Middle age (31-50)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(6) Older adult (65-79)	(2) Politician / Member Of Parliament, President, Government Minister, Political Leader, Political Party Staff, …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(22) Villager or resident no other occupation given	(4) Personal experience	(2) No	(1) Yes		(5) Survivor Of War, Terrorism, Vigilantism, State Violence…	(2) No	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(22) Villager or resident no other occupation given	(4) Personal experience	(2) No	(2) No			(2) No	(2) No	(2) No			
10	(56) Other gender violence such as feminicide, trafficking	(4) Foreign/International	(2) No	(1) Yes	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(2) Male	(5) Young old (51-64)	(17) Celebrity, Artist, Actor, Writer, Singer,	(1) Subject	(2) No	(2) No			(1) Yes	(2) No	(2) No		(1) Yes	Positioned as sex trafficking and forced prostitut

#	Topic	Scope										Occupation	Function									Notes
	of girls and women, FGM…											Radio Or Television Personality …										ion in this report.
11	(58) Arts, entertainment, leisure, cinema, books, dance	(2) National	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(4) Middle age (31-50)	(11) Business Person, Executive, Manager, Entrepreneur, Economist, Financial Expert, Stock Broker	(2) Spokesperson	(2) No	(2) No		(2) No	(2) No	(2) No		(2) No	
								(2) Male	(5) Young old (51-64)			(17) Celebrity, Artist, Actor, Writer, Singer, Radio Or Television Personality …	(1) Subject	(2) No	(2) No		(2) No	(2) No	(2) No			
12	(49) War, civil war, terrorism, other state-based violence EXCEPT IN THE MIDDLE EAST	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(7) Elderly (80+)	(4) Police, Military, Para-Military Group, Militia, Prison Officer, Security Officer, Fire Officer …	(1) Subject	(2) No	(2) No		(2) No	(2) No	(2) No		(2) No	coded as 49 for post WW2 V Day celebrations. Lots of historic images of celebrations and panoramic videography of street

																								parties, concerts and parades. First person coded is a 100 year old **veteran**. 1300 military personal march. **Male** **Ukrainian** soldier march included
							(2) Reporter	(1) Female	(0) Do not know	(2) Male	(6) Older adult (65-79)	(1) Royalty, Ruling Monarch, Deposed Monarch, etc	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(1) Child (12 and under)	(1) Royalty, Ruling Monarch, Deposed Monarch, etc	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(1) Child (12 and under)	(1) Royalty, Ruling Monarch, Deposed Monarch, etc	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(2) Male	(4) Middle age (31-50)	(1) Royalty, Ruling Monarch, Deposed Monarch, etc	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
13	(58) Arts, entertainment, leisure,	(4) Foreign/International		(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle	(1) Female	(3) Young	(17) Celebrity, Artist,	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	Reporting on the met

cinema, books, dance								age (31-50)	e	adult (20-30)	Actor, Writer, Singer, Radio Or Television Personality ...								gala. Many musicians, actors/actresses and singers, but the only ones coded are those that spoke or were spoken about by the reporter.
						(2) Reporter	(2) Male	(4) Middle age (31-50)	(1) Female	(6) Older adult (65-79)	(17) Celebrity, Artist, Actor, Writer, Singer, Radio Or Television Personality ...	(1) Subject	(2) No	(2) No		(1) Yes	(2) No	(2) No	
									(2) Male	(5) Young old (51-64)	(17) Celebrity, Artist, Actor, Writer, Singer, Radio Or Television Personality ...	(2) Spokes person	(2) No	(2) No		(1) Yes	(2) No	(2) No	
									(2) Male	(4) Middle age (31-50)	(17) Celebrity, Artist, Actor, Writer, Singer, Radio Or Television Personality	(2) Spokes person	(2) No	(2) No		(1) Yes	(2) No	(2) No	

										...										
										(2) Male	(6) Older adult (65-79)	(17) Celebrity, Artist, Actor, Writer, Singer, Radio Or Television Personality ...	(4) Personal experience	(2) No	(2) No			(1) Yes	(2) No	(2) No		
										(1) Female	(6) Older adult (65-79)	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer ...	(3) Expert or commentator	(2) No	(2) No			(2) No	(2) No	(2) No		Vogue editor in chief
										(2) Male	(5) Young old (51-64)	(16) Activist Or Worker In Civil Society Organisation, Non-Governmental Organisation, Trade Union, Human Rights, Consumer Issues, Environment, Aid Agency, Peasant Leader, United Nations	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No		protestor

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ID	Topic	Scope					Role	Sex	Age	Sex	Age	Occupation	Function										Notes
14	(64) Individual sports (boxing, cycling, golf, running, swimming, etc): events, players, facilities, training, funding	(2) National	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(5) Young old (51-64)	(2) Male	(3) Young adult (20-30)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(1) Subject	(2) No	(1) Yes		(1) Survivor Of An Accident, Natural Disaster, Poverty	(2) No	(2) No	(2) No		(2) No	**Bike crash**
							(2) Reporter	(2) Male	(4) Middle age (31-50)														
15	(64) Individual sports (boxing, cycling, golf, running, swimming, etc): events, players, facilities, training, funding	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(3) Young adult (20-30)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(1) Subject	(2) No	(1) Yes	(1) Survivor Of An Accident, Natural Disaster, Poverty	(0) Not Applicable (Person Is Identified Solely As A Victim)	(2) No	(2) No	(2) No		(2) No	**Death** of motor sport athlete in motor cycle racing accident.
								(2) Male	(5) Young old (51-64)			(18) Sportsperson, Athlete, Player, Coach, Referee …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			

#	Topic																						
16	(64) Individual sports (boxing, cycling, golf, running, swimming, etc): events, players, facilities, training, funding	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(3) Young adult (20-30)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	
										(2) Male	(4) Middle age (31-50)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No			
										(1) Female	(0) Do not know	(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
17	(63) Team sports (soccer, football, basketball, handball, hockey, etc): events, players, facilities, training, funding	(2) National	(2) No	(2) No	(2) Disagree	(2) Disagree	(2) Reporter	(2) Male	(0) Do not know	(2) Male	(3) Young adult (20-30)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(1) Subject	(2) No	(2) No			(1) Yes	(2) No	(2) No		(2) No	

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							(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(4) Middle age (31-50)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			Images are of all male rugby teams playing in the background
								(2) Male	(4) Middle age (31-50)			(18) Sportsperson, Athlete, Player, Coach, Referee …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No			
								(2) Male	(4) Middle age (31-50)			(9) Media Professional, Journalist, Video Or Film-Maker, Theatre Director. Social Media Influencer, Youtuber, Instagrammer …	(3) Expert or commentator	(2) No	(2) No			(2) No	(2) No	(2) No			
18	(63) Team sports (soccer, football, basketball, handball, hockey, etc): events, players, facilities, training, funding	(2) National	(2) No	(1) Yes	(3) Not applicable	(1) Agree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(1) Female	(3) Young adult (20-30)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(2) Spokesperson	(2) No	(2) No			(2) No	(2) No	(2) No		(1) Yes	Black ferns, female rugby. Interestingly only one person spoke about this team, unlike the Warriors story.

19	(63) Team sports (soccer, football, basketball, handball, hockey, etc): events, players, facilities, training, funding	(4) Foreign/International	(2) No	(2) No	(2) Disagree	(2) Disagree	(1) Anchor/announcer	(2) Male	(4) Middle age (31-50)	(2) Male	(6) Older adult (65-79)	(18) Sportsperson, Athlete, Player, Coach, Referee …	(1) Subject	(2) No	(2) No			(2) No	(2) No	(2) No		(2) No	