

**WHO
MAKES THE
NEWS?**



Australia

Global Media Monitoring Project 2010 National Report



Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was, however, a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'¹
- Seventy countries participated in the second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²
- The third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The first GMMP, and as will be seen, the fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

National Context

- Australian women enjoy considerable benefits that have arisen from a relatively supportive legal and social structure. Australian laws prohibit sex discrimination and promote gender equality. In 2009, women made up 45.5% of Australia's labour force, including 45.5% of management and professional jobs. In 2009, 30 per cent of members and senators in the Federal Parliament were women, and a woman held the position of Deputy Prime Minister for the first time in Australian history. More than half of the Australian public service workforce was female, with women holding more than one-third of senior executive positions. However,

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

² Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

clear gaps also exist between male and female participation in political and economic circles. In the private sector, however, women held only around 12 per cent of management jobs. Furthermore, Australian women made just 68 cents for every dollar made by men employed in similar occupations. The Australian Human Rights Commission states that it is 'clear that our progress on achieving substantive gender equality in Australia has stalled'.³

- Studies over the decades have consistently shown that women tend to be overlooked and under-utilised as the sources of information or topics for stories. Many studies of mainstream journalism suggest that a major part of the problem arises because journalists to gather most their information from the leading political and economic institutions. This has disadvantaged women and a range of ethnic and other minorities, who are less likely to be the heads or spokespeople of such organisations.⁴

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. The GMMP research is significant, because across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

³ Australian Human Rights Commission, 'Laws to address sex discrimination and promote gender equality', at http://www.hreoc.gov.au/sex_discrimination/programs/laws.html

⁴ Romano, A. & De Ponte, M. 'Changing representations of women: *The Courier-Mail* over four decades', *Australian Journalism Review*, 24(2), 2002, p. 152.

Executive Summary

The Australian GMMP team studied 374 stories that were sampled from 26 Australian newspapers, radio and television stations, and internet news services on 10 November 2009. The analysis of these stories suggests that women are under-represented in the Australian news media as both the sources and creators of news.

Females made up only 24% of the 1012 news sources who were heard, read about or seen. Neglect of female sources was particularly noticeable in sports news. Women made up only 1% of the 142 sources who were talked about or quoted in sports stories.

Female sources of news were disproportionately portrayed as celebrities and victims. Although women made up only 24 per cent of sources overall, they comprised 44 per cent of victims of crimes, accidents, war, health problems, or discrimination. Unsurprisingly, women made up 32 per cent of sources in stories about violent crimes and 29 per cent in stories about disasters, accidents or emergencies – usually in the role of victim.

Females were commonly defined in terms of their status as a mother, daughter, wife, sister or other family relationship. Family status was mentioned for 33 per cent of women quoted or discussed in the news stories compared to only 13 per cent of male sources. Women also made up 75 per cent of sources described as homemakers or parents.

The Australian GMMP study also indicates a gender division among the journalists who wrote or presented the news. Only 32% of the stories were written or presented by female reporters and newsreaders. The gender inequality was again most evident in sports journalism.

Fast Facts

<i>Most Frequently Presented Story Topics</i>	<i>Female Sources</i>	<i>Male Sources</i>
Sport	1%	99%
Celebrities, famous people & royalty	36%	64%
Violent crime & drug-related violence	32%	68%
Non-violent crime and drugs	22%	78%
Disasters, accidents & emergencies	29%	71%
Domestic politics & government	22%	78%
Migration, ethnic conflict & racism	16%	84%
All stories	24%	76%

<i>Most Frequently Quoted Positions/Occupations</i>	<i>Female Sources</i>	<i>Male Sources</i>
Sportsperson, coach or referee	2%	98%
Govt official, politician or spokesperson	21%	79%
Celebrity, artist or media personality	40%	60%
Businessperson or related activity	14%	86%
Lawyer or other legal professional	3%	97%
Police, military or emergency services	7%	93%
Criminal or suspect	15%	85%

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A DAY IN THE NEWS IN AUSTRALIA

- **10 November 2009:** In a country that has a well-known love of sports, it was predictable that sporting news featured heavily on 10 November 2009. American golfer Eldrick Tont ‘Tiger’ Woods made headline news for simply turning up to practice at Melbourne’s Kingston Heath Golf Club, in preparation for the Australian Masters. The front pages of the morning newspapers offered prominently placed stories about Wood’s rock-star-style arrival in Melbourne the previous day, and photographs of him carrying his clubs as he left his plane. Breakfast-time radio bulletins featured reports about the huge crowds that were already gathering at Kingston Heath in anticipation of his appearance. Throughout the day, the online media offered stories, audio-visual reports, photographs, and sometimes whole photo galleries of the superstar golfer in action. Prime-time evening television broadcasts also prominently positioned stories about Woods and the crowds. Cricket has occasionally been humorously dubbed as ‘Australia’s national religion’, so unsurprisingly many media organisations covered various domestic and international cricket matches. Football also featured extensively. Different media organisations reported a range of stories about the four major football codes that are popular in Australia – Australian Football League (AFL), rugby league, rugby union and soccer. The findings in this report indicate that the Australian media’s neglect of women as reporters and sources of news is most intense in this area of great love and pride – sports.

The news was also heavily dominated by stories of crime and violence. The media of each city and state mainly featured crimes occurring locally. The most prominent crime was the murder of cookbook writer Chloe Waterlow and her father, curator Nick Waterlow, in her Sydney home. Sydney radio stations and newspapers commenced the day with the news of the two deaths, announcing that the cause of death was unknown but was being treated as suspicious. Many media organisations around the nation picked up the story when the police later confirmed that the pair had been murdered. They announced that Ms Waterlow’s brother was missing, was wanted for questioning and was considered dangerous. The issue of bushfire danger also featured heavily in the Melbourne media.

Many stories discussed migration-related topics. Questions were asked about Australia’s handling of asylum seekers, particularly those from Sri Lanka. Other stories pointed to complications in Australia’s relations with the Indonesian government over the handling of asylum seekers attempting to reach Australia by boat via Indonesia. Concerns were also raised about the collapse of a range of Australian colleges that were attended primarily by international students, who had come to the country on study visas. Some media reported on the Australian Federal Police’s questioning of former immigration minister Amanda Vanstone about why she granted a visa to an alleged Italian crime figure.

The commemoration of the 20th anniversary of the fall of the Berlin Wall also featured prominently in the news. Journalists reported on ceremonies involving past and present European political and pro-democracy leaders. Stories highlighted the symbolic elements of the celebration, such as the toppling of 100,000 giant dominos.

THE CONTEXT

- **Media monitored:** The aim was to sample media organizations that together could broadly represent the overall trends across Australia. The media from the capital cities of four Australian states were selected as news organisations that provided broad coverage of national news, while also attempting to serve the specific needs of their cities and states. Sydney (New South Wales) and Melbourne (Victoria) were chosen as Australia's two largest cities and the capitals of the two largest states. Brisbane (Queensland) and Perth (Western Australia) were chosen to represent the capital cities of the small to medium sized states.

Newspapers:

Daily Telegraph (Sydney)
Sydney Morning Herald (Sydney)
The Age (Melbourne)
Herald Sun (Melbourne)
The Courier-Mail (Brisbane)
West Australian (Perth)

The six weekday newspapers of Sydney, Melbourne, Brisbane and Perth were studied. These newspapers are also Australia's six largest weekday newspapers in terms of circulations. Figures from the Audit Bureau of Circulation for October to December 2009 show that Australia's largest weekday newspaper is *The Herald Sun*, followed in order of circulation size by *The Daily Telegraph*, *Sydney Morning Herald*, *The Age*, *The Courier-Mail* and *The West Australian*.

Radio:

2GB (873AM, Sydney)
3AW (693AM, Melbourne)
4BC (1116AM, Brisbane)
6PR (882AM, Perth)
612 ABC (Brisbane)
774 ABC (Melbourne)

Radio news bulletins during the busy 'breakfast' period were recorded and later studied. The breakfast-time bulletins were chosen because they are among the longest of the day. They are also significant for reaching mass audiences as they prepare for or drive to work, school or other activities.

The study included the local bulletins of two commercial 'news talk' stations belonging to the Macquarie National News Network and two affiliated newsrooms in the Fairfax Radio Network. The 7am bulletins were recorded from 2GB in Sydney, 3AW in Melbourne, 4BC in Brisbane and 6PR in Perth. The bulletins are approximately five minutes in duration. The news bulletins that are broadcast on these four commercial stations are relayed to many others radio stations in their cities and states. Listeners in many Australian cities can therefore turn their radio dial from station to station at the time of the news broadcast, and they will hear the exact same news bulletin being played on several supposedly 'rival' stations.

The local bulletins of the state-funded Australian Broadcasting Service (ABC) in Brisbane and Melbourne were also studied. The ABC runs 15-minute bulletins at 7.45am, in the lead up to its high-profile current affairs program, 'AM'. These 15-minute bulletins were selected for recording because both their time duration and audience reach are substantial.

Television:

Seven (Brisbane, BTQ)
Nine (Brisbane, QTQ9)
Nine (Melbourne, GTV9)
ABC1 (Brisbane, ABQ)
ABC1 (Melbourne, ABV)
ABC1 (Sydney, ABN)

The flagship evening bulletins of Australia's free-to-air television and ABC networks were sampled. Major news services are offered each evening in Australia's largest cities by the commercial Seven, Ten and Nine Networks, as well as the government-funded ABC1 stations and Special Broadcasting Services (SBS). For the purposes of this study, 7pm bulletins of ABC1 in Sydney, Melbourne and Brisbane were recorded and examined. The 6pm Nine News bulletins from Brisbane and Melbourne, and 6pm Seven News bulletin in Brisbane were also recorded and analysed. All of the bulletins ran for 30 minutes.

'Nine News' was traditionally the most popular television news service in Australia. In the past decade, however, Seven has achieved higher ratings for its evening news service than Nine on a national basis. 'Seven News' is often the most-watched program in Australia. 'ABC News' bulletins provide a quality service, with a stronger focus on state, national and international news issues than the commercial broadcasters. 'ABC News' bulletins do not run advertisements. This means that they usually contain about eight minutes more of news than their commercial rivals, even though all the bulletins air over a 30-minute period.

Online:

ABC Online (www.abc.net.au)
Brisbane Times (www.brisbanetimes.com.au)
News.com.au (www.news.com.au)
Nine MSN (www.ninemsn.com.au)
Sky News (www.skynews.com.au)
Sydney Morning Herald Online (www.smh.com.au)
WA Today (www.watoday.com.au)
The Age Online (www.theage.com.au)

The online study included samples from national and state-based internet sites that focussed primarily on presenting news. The major national online news services that were monitored included ABC Online, news.com.au, Nine MSN and Sky News. The state-based services were the Sydney Morning Herald Online, The Age Online, Brisbane Times and WA Today.

- **The monitors:** The Australian GMMP report was written by the national coordinator, Angela Romano at the Queensland University of Technology. Ten people across Australia who assisted her in recording various radio and television bulletins, and a further six people helped with raw data analysis. Dr Romano analysed the figures and composed the Australian report, which was made public on 29 September 2010. This was the same day that the GMMP launched its global findings and national reports of other participating countries.

The Australian monitors studied 374 stories. This included 269 traditional media stories (i.e., newspaper, radio and television stories) and 105 online stories.

TOPICS IN THE NEWS

- **Traditional versus ‘new’ media**

This is the first year that the GMMP has included a study of the online news media. The Australian GMMP team conducted a study of eight online media organizations. So that the 2010 Australia results can be compared to figures from other countries that did not study online media organisations, this report will break the findings down into results for the ‘traditional media’ and ‘all media’. The traditional media are newspapers, radio and television. All media includes online media as well as newspapers, radio and television.

- **Topics in the news**

The GMMP study broke news stories into seven major topic areas: ‘Politics and Government’, ‘Economy’, ‘Science and Health’, ‘Crime and Violence’, ‘Celebrity, Arts, Media and Sports’, ‘the Girl-Child’ and ‘Other’ (see Table 1).

Table 1. Topics of News in the Australian Media by Category

Categories of News	Newspapers %	Radio %	Television %	Online Media %	Traditional Media %	All Media %
Politics and Government	18	14	7	8	12	11
Economy	16	13	18	9	16	14
Science and Health	4	1	6	4	4	4
Social and Legal	25	17	11	12	17	16
Crime and Violence	25	26	25	32	25	27
Celebrity, Arts, Media and Sports	12	22	26	30	21	23
The Girl-Child	0	0	1	0	0	0
Other	1	7	6	5	5	5
Total	100	100	100	100	100	100

In Australia, ‘Crime and Violence’ was the leading news category, making up 25% of the traditional media’s coverage (newspapers, radio and television) and 27% of all media (traditional plus online media). A wide range of crimes received local coverage, and the murders of Chloe and Nick Waterlow received national attention (see page 5).

‘Celebrity, Arts, Media and Sports’ was the second largest category, making up 21% of the traditional media’s coverage and 23% of all media. Much of this was driven by sport news, particularly the coverage of American golfer Tiger Woods’ preparations for the Australian Masters at Kingston Heath. Internet news providers provided a particularly heavy diet of celebrity news, leading the ‘Celebrity, Arts, Media and Sports’ figure to be particularly high for the online media.

At first glance, newspapers appear to cover ‘Celebrity, Arts, Media and Sports’ less than other media. This was not necessarily the case. The GMMP methodology involves a sampling of stories from the main news section at the front of newspapers, rather than a study of the whole newspaper. The figures may have been much higher if supplements and other sections of the newspaper had been sampled.

- **Women as Reporters and Presenters of Different News Topics**

Women were a minority in the ranks of reporters and presenters in the stories that were studied. Table 2 shows that women made up only 30% of reporters or news presenters in the traditional media, while they made up 32% of reporters or presenters in all media.

Table 2. Gender of Reporters and News Presenters by the Category of News Reported

Categories of News	Reporters and News Presenters in Traditional Media				Reporter and News Presenters in All Media			
	Female %	Female (N)	Male %	Male (N)	Female %	Female (N)	Male %	Male (N)
Politics and Government	33	(14)	67	(29)	35	(16)	65	(30)
Economy	27	(14)	73	(38)	27	(15)	73	(41)
Science and Health	41	(7)	59	(10)	40	(8)	60	(12)
Social and Legal	41	(22)	59	(32)	45	(28)	55	(34)
Crime and Violence	38	(29)	62	(48)	40	(38)	60	(58)
Celebrity, Arts, Media and Sports	13	(9)	87	(61)	16	(13)	84	(67)
The Girl-Child	0	(0)	100	(2)	0	(0)	100	(2)
Other	22	(4)	78	(14)	22	(4)	78	(14)
Total	30	(99)	70	(234)	32	(122)	68	(258)

The gender imbalance was highest in the ‘Celebrity, Arts, Media and Sports’ category. In the traditional media, only 13% of reporters or presenters for this category of news stories were female in this category. When the traditional and online media were considered together, 16% of reporters and presenters were female. This is unsurprising given that sport news dominates the ‘Celebrity, Arts, Media and Sports’ category. In Australia, sports journalism is almost exclusively the domain of male reporters.

The representation of female reporters and presenters was highest in the ‘Science and Health’, ‘Social and Legal’, and ‘Crime and Violence’ categories of news. In each of these categories, at least 40% of reporters were female.

It should be noted that in the 374 stories that were studied, 68 did not identify the reporter or reporters who were responsible for the stories at all. This included 10 newspaper stories and 58 online stories without bylines. The remaining 306 stories were written and/or presented by 380 reporters, comprising 333 traditional media and 47 online reporters/presenters.

THE NEWS

- **Overall presence of women and men in the news in Australia as news subjects**

Males dominated as the sources of news whose opinions were quoted. Only one-quarter of all people who were named, heard or visible as characters or speakers in the news stories were female (see Table 3). The lowest levels of female appearances were again in the ‘Celebrity, Arts, Media and Sport’ category. In addition to the dearth of female sports reporters, it has long been acknowledged that sportswomen and sports played predominantly by women receive far less coverage than sportsmen and male-dominated sports.

Table 3. Gender of Subjects Appearing in the News

Categories of News	News Subjects in Traditional Media				News Subjects in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
Politics and Government	23	(22)	77	(73)	22	(22)	78	(79)
Economy	26	(19)	74	(53)	26	(21)	74	(59)
Science and Health	22	(7)	78	(25)	21	(7)	79	(27)
Social and Legal	30	(42)	70	(96)	30	(46)	70	(105)
Crime and Violence	32	(55)	68	(116)	31	(63)	69	(139)
Celebrity, Arts, Media and Sports	8	(10)	92	(113)	14	(22)	86	(131)
The Girl-Child	67	(2)	33	(1)	67	(2)	33	(1)
Other	25	(1)	75	(3)	56	(5)	44	(4)
Total	25	(158)	75	(480)	26	(188)	74	(545)

- **Presence of female and male news subjects in Australia by medium (newspapers, radio, television and online media)**

Female sources appeared most often in newspaper stories, making up 28% of sources (see Table 4). Female sources appeared less frequently in radio bulletins (22% of sources), television (22%) and online media (23%).

Table 4. Gender of Sources of Appearing or Quoted in the News

Gender	Newspapers		Radio		Television		Online Media		Traditional Media*		All Media	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)
Female	28	(81)	22	(18)	22	(59)	23	(87)	25	(158)	24	(245)
Male	72	(208)	78	(64)	78	(208)	77	(287)	75	(480)	76	(767)
Total	100	(289)	100	(82)	100	(267)	100	(374)	100	(638)	100	(1012)

- **News Sources by Region**

There were no clear trends in whether female sources were more likely to appear in local, national or international news (see Table 5). Curiously, women were most likely to be absent from stories that had both a national and other dimension (e.g., they involved activities and issues both national and local level, or both national and international level). Such stories were often predominated by male politicians and policy makers.

Table 5. Gender of Sources Appearing in Local, National and International News

Scope of News by Region	Sources in Traditional Media				Sources in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
Local News	28	(62)	72	(162)	26	(68)	74	(191)
National News	32	(54)	68	(120)	28	(98)	72	(258)
National and Other News	13	(22)	87	(154)	15	(35)	85	(191)
International News	32	(20)	68	(44)	26	(44)	74	(127)
Total	25	(158)	75	(480)	24	(245)	76	(767)

- **Gender of Sources in Different Story Topics**

Table 6 compares how often male and female sources appeared in stories about different topics. Women were the major news sources in some topics of news, such as stories about child abuse, the media, and beauty contests, fashion, cosmetics and cosmetic surgery. However, those kinds of topics were only covered in a small number of news stories.

Female sources were a minority of sources for the subjects that are the key fodder of the news media, such as crime, sport, and politics. The most reported topics on news, in order of their frequency, were:

1. Crimes and emergencies, such as violent crime and drug-related violence, non-violent crime, and disasters and accidents
2. Sport
3. Domestic politics and government
4. Migration, ethnic conflict, integration and racism
5. Celebrity news, famous people and royalty

The clearest absence can be seen in sporting news. Women make up just 2% of sources in sports stories in the traditional media and 1% in all media.

Table 6. Gender of Sources Appearing in Different Story Categories

Topic of News	Sources in Traditional Media				Sources in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
Women in political power and decision-making	100	(1)	0	(0)	100	(1)	0	(0)
Women electoral candidates	0	(0)	0	(0)	0	(0)	0	(0)
Peace, negotiations, treaties	0	(0)	0	(0)	0	(0)	0	(0)
Other domestic politics and government	22	(16)	78	(55)	22	(17)	78	(61)
Global partnerships, trade and finance systems	0	(0)	100	(4)	0	(0)	100	(4)
Foreign/international politics and peacekeeping	18	(2)	82	(10)	9	(2)	91	(21)
National defence, military and security	0	(0)	0	(0)	0	(0)	0	(4)
Other stories on politics and government	43	(3)	57	(4)	43	(3)	57	(4)
Economic policies, strategies, models (national, international)	28	(2)	72	(5)	25	(2)	75	(6)
Economic indicators, statistics, business, trade, stock markets	21	(1)	79	(4)	17	(2)	79	(10)
Economic crisis, company bailouts, takeovers, mergers	0	(0)	100	(6)	0	(0)	100	(10)
Poverty, housing, welfare and aid	39	(5)	61	(8)	30	(6)	70	(14)
Women's participation in economic processes	0	(0)	0	(0)	0	(0)	0	(0)
Other labour issues	0	(0)	0	(0)	0	(0)	0	(0)
Rural economy and agriculture	57	(4)	43	(3)	57	(4)	43	(3)
Consumer issues	30	(5)	70	(11)	29	(5)	71	(12)
Transport, traffic, roads	17	(2)	83	(11)	17	(2)	83	(11)
Other stories on the economy	0	(0)	100	(5)	0	(0)	100	(5)
Science, technology, research, discoveries, developments	0	(0)	100	(3)	0	(0)	100	(9)
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)	40	(3)	60	(6)	40	(3)	60	(6)
HIV and AIDS, incidence, policy, treatment, people affected	0	(0)	0	(0)	0	(0)	0	(0)
Other epidemics, viruses, contagions, flu, BSE, SARS	0	(0)	0	(0)	0	(0)	0	(0)
Birth control and fertility	0	(0)	100	(5)	0	(0)	100	(5)
Environment, pollution, nature, ecology and tourism	27	(3)	73	(8)	20	(3)	80	(12)
Other stories on science or health	25	(1)	75	(3)	25	(1)	75	(3)
Development and sustainability	43	(8)	57	(10)	38	(8)	62	(13)
Education, child care, nurseries, university, literacy	46	(7)	54	(8)	50	(9)	50	(9)
Family relations and conflicts	53	(8)	47	(7)	53	(8)	47	(7)
Human rights	17	(1)	83	(5)	31	(4)	69	(9)
Religion, culture, tradition, controversies, teachings, celebrations, practices	36	(7)	64	(13)	32	(8)	68	(17)
Migration, ethnic conflict, integration and racism	17	(8)	83	(36)	16	(8)	84	(42)
Women's movement	0	(0)	0	(0)	0	(0)	0	(0)
Changing gender roles and relations	0	(0)	0	(0)	0	(0)	0	(0)
Family, property and inheritance laws, codes and rights	0	(0)	0	(0)	0	(0)	0	(0)
Legal system and judiciary (apart from family, property and inheritance law)	0	(0)	100	(9)	0	(0)	100	(10)
Other social or legal issues	29	(3)	71	(8)	28	(7)	72	(18)
Non-violent crime, bribery, theft, drugs, corruption	20	(7)	80	(27)	22	(13)	78	(45)
Violent crime and drug-related violence	35	(24)	65	(48)	32	(54)	68	(116)
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation	50	(3)	50	(3)	50	(4)	50	(4)
Child abuse, trafficking and neglect	67	(4)	33	(2)	67	(4)	33	(2)
War, civil war, terrorism, state-based violence	0	(0)	100	(5)	0	(0)	100	(11)
Riots, demonstrations, public disorder	50	(1)	50	(1)	17	(1)	83	(5)
Disaster, accidents, natural disasters, plane/car crashes	30	(12)	70	(27)	29	(12)	71	(29)
Other stories on crime and violence	58	(4)	42	(3)	44	(4)	56	(5)
Celebrity news, famous people and royalty	59	(6)	41	(5)	36	(18)	64	(32)
Arts, entertainment and leisure	20	(1)	80	(5)	32	(11)	68	(23)
Media, including new media (computers, internet), portrayal of women and/or men, pornography	33	(1)	67	(2)	60	(3)	40	(2)
Beauty contests, fashion, beauty aids, cosmetic surgery	0	(0)	0	(0)	53	(8)	47	(7)
Sports	2	(2)	98	(100)	1	(2)	99	(140)
Other stories on celebrities, arts, media	0	(0)	100	(1)	0	(0)	100	(1)
News about the girl child	67	(2)	33	(1)	67	(2)	33	(1)
Other	25	(1)	75	(3)	24	(6)	76	(19)
Total	25	(158)	75	(480)	24	(245)	76	(767)

Women appeared more frequently in stories about violent crimes (32% of all media sources) and disasters and emergencies (29%) compared to their overall appearance in the news (24% of all media sources). However, they still formed a minority of sources compared to men.

Women were also a minority in stories about domestic politics and government, representing only 22% of sources mentioned or quoted. This is an issue of concern given that the issues discussed in domestic political and government stories commonly have a major impact on the ongoing well-being of Australians.

Furthermore, women were under-represented in stories about migration, ethnic relations, integration and sources, where women made up only 17% of all sources. Migration-related issues have been highly emotive in Australia, and again it is concerning that women do not appear to fully contribute to media debates on these topics.

Female sources were more prominent in the lighter news topics relating to celebrities, famous people and royalty. Women made up 59% of traditional media sources and 36% of all media sources. Many were popular celebrities, such as actor Nicole Kidman and singer Britney Spears. Others were women who had attained fame through their relationship with other high-profile people, such as Simone Callaghan, ex-wife of former Australian international cricketer, Shane Warne.

- **Who are the newsmakers?**

Table 7 presents the occupations or other positions of the sources who appear in the news.

Only two of the 26 positions/occupations were unequivocally dominated by women. These were the position of homemaker or parent (75% of traditional media and all media) and student (59% of traditional media, 64% of all media). However, neither of these categories could be considered leading news sources in the eyes of journalists.

The sources who are most frequently quoted or discussed by the news media are those who work or hold positions in government or politics, sports, police and military, business, the legal profession, criminal activity, or the arena of celebrities and entertainment. Women were under-represented in all of but one of these positions. It was only in this final category – of celebrity, artist, actor, writer, singer, radio or television personality – that women appeared prominently (making up 46% of sources for the traditional media, and 40% for all media).

Women's absence in sports is again particularly noteworthy. Women made up only 1% of traditional media sources and 2% of all media sources whose occupation was a sportsperson, athlete, player, coach or referee.

A disproportionately high number of female sources also had no occupation stated at all. Women with no stated occupation formed 18% of all female sources, compared to only 10% for men. Most commonly, sources are not identified if they are eye-witnesses or spectators to events, if they are victims of crimes or emergencies, or they are included as vox populi (i.e., people on the street interviews).

These types of sources are usually picked merely because they happened to be nearby when an event happened (eye-witnesses and victims) or close at hand when a journalist happened to be seeking 'typical' people (vox populi). It suggests that such women are often included for the coincidental fact of 'being there' at the time news is being gathered, rather than being intentionally included because of a perceived expertise that results from deep learning, understanding or reflection about the topic.

Table 7. Who are the Newsmakers? Position/Occupation of Female and Male News Subjects

Type of Position Held by the News Subject	Sources in Traditional Media				Sources in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
Royalty, ruling monarch, deposed monarch, any member of royal family	0	(0)	0	(0)	0	(0)	100	(2)
Government official, politician, president, government minister, political leader, political party staff, spokesperson	23	(41)	77	(141)	21	(49)	79	(181)
Government employee, public servant, bureaucrat, diplomat, intelligence officer	33	(6)	67	(12)	28	(9)	72	(23)
Police, military, para-military group, militia, prison officer, security officer, fire officer	0	(0)	100	(27)	7	(4)	93	(54)
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker	18	(2)	82	(9)	21	(3)	79	(11)
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist	15	(2)	85	(11)	20	(3)	80	(12)
Science or technology professional, engineer, technician, computer specialist	10	(1)	90	(9)	7	(1)	93	(13)
Media professional, journalist, video or film-maker, theatre director	33	(1)	67	(2)	50	(2)	50	(2)
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk	5	(1)	95	(21)	3	(1)	97	(36)
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker	9	(2)	91	(20)	14	(5)	86	(32)
Office or service worker, non-management worker in office, store, restaurant, catering	50	(5)	50	(5)	35	(7)	65	(13)
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker	30	(3)	70	(7)	19	(3)	81	(13)
Agriculture, mining, fishing, forestry worker	0	(0)	100	(2)	0	(0)	100	(2)
Religious figure, priest, monk, rabbi, mullah, nun	0	(0)	100	(3)	0	(0)	100	(9)
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations	36	(9)	64	(16)	34	(10)	66	(19)
Sex worker, prostitute	0	(0)	0	(0)	0	(0)	0	(0)
Celebrity, artist, actor, writer, singer, radio or television personality	43	(6)	57	(8)	40	(36)	60	(54)
Sportsperson, athlete, player, coach, referee	1	(1)	99	(76)	2	(3)	98	(121)
Student, pupil, schoolchild	59	(10)	41	(7)	64	(14)	36	(8)
Homemaker or parent (either female or male)	75	(15)	25	(5)	75	(18)	25	(6)
Child or young person (up to 18 years)	47	(8)	53	(9)	44	(15)	56	(19)
Villager or resident engaged in unspecified occupation	37	(7)	63	(12)	36	(10)	64	(18)
Retired person, pensioner	33	(1)	67	(2)	20	(1)	80	(4)
Criminal, suspect	19	(5)	81	(21)	15	(7)	85	(39)
Unemployed	0	(0)	0	(0)	0	(0)	0	(0)
Other	31	(4)	69	(9)	31	(4)	69	(9)
Employment not stated	38	(28)	62	(46)	37	(40)	63	(67)
Total	25	(158)	75	(480)	24	(245)	76	(767)

- **Function of female and male news subjects**

Table 8 confirms the assumptions that women are regularly being quoted simply for ‘being there’ to experience or witness something that is newsworthy, rather than their expertise. Women had a disproportionately high appearance in the ‘being there’ categories, making up 42% of ‘eye witnesses’ and 36% of sources sought for their ‘personal experience’. By contrast, women formed only 14% of experts.

Table 8. Function of Female and Male News Subjects

Type of Function Played by the Subject	Sources in Traditional Media				Sources in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
Subject: the story is about this person, or about something the person has done, said, etc.	25	(73)	75	(221)	25	(126)	75	(386)
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	23	(47)	77	(154)	21	(63)	79	(233)
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	14	(7)	86	(44)	14	(9)	86	(56)
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	37	(18)	63	(31)	36	(31)	64	(54)
Eye witness: the person gives testimony or comment, based on their direct observation of an event	50	(4)	50	(4)	42	(5)	58	(7)
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., street interview, vox populi, etc)	29	(8)	71	(20)	27	(8)	73	(22)
Other	0	(0)	100	(2)	20	(1)	80	(4)
Role is unclear	20	(1)	80	(4)	29	(2)	71	(5)
Total	25	(158)	75	(480)	25	(245)	75	(767)

- **Constructing 'victims' in the news:**

Women featured strongly as victims in news stories. Although women made up only 24% of sources overall, they comprised 44% of victims of crimes, accidents, war, health problems, discrimination or other problems (for all media).

The GMMP figures match the same trends seen in Australian police statistics, which indicate that women are more likely to be victims of domestic violence and sexual violence, while men are more likely to be victims of other crimes, such as robbery, assault and murder. It is possible that the figure of 42% for males who appeared as victims of domestic violence could be unusually high. The figure may be inflated by the considerable number of stories that the Australian media published or aired on 10 November 2009 about the slaying of Sydney curator Nick Waterlow and his daughter, Chloe. The possibility that the pair were victims of domestic violence was raised soon after the bodies were discovered, when police announced that they were seeking Chloe's brother in relation to the stabbing murders.

Table 9. Gender of Victims in the News

Type of Incident Affecting the News Subject	Sources in Traditional Media				Sources in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
Victim of an accident, natural disaster, poverty, disease, illness	29	(4)	71	(10)	29	(4)	71	(10)
Victim of domestic violence (by spouse, partner or other family member), including psychological violence, physical assault, marital rape, murder	58	(15)	42	(11)	58	(25)	42	(18)
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking	67	(2)	33	(1)	67	(2)	33	(1)
Victim of other crime, robbery, assault, murder	8	(1)	92	(11)	8	(1)	92	(11)
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning	0	(0)	0	(0)	0	(0)	0	(0)
Victim of war, terrorism, vigilantism, state-based violence	0	(0)	100	(5)	0	(0)	100	(5)
Victim of discrimination based on gender, race, ethnicity, age, religion, ability	0	(0)	0	(0)	100	(1)	0	(0)
Other victim	78	(7)	22	(2)	50	(8)	50	(8)
Total	42	(29)	58	(40)	44	(41)	56	(53)

- **Identity and family status in the news:**

Female sources in the news were commonly defined in terms of their status as a mother, wife or other family relationship. Family status was mentioned for one-third of female sources, compared to only 13% of male sources (see Table 10). This is consistent with GMMO findings that also show that women also made up 75% of sources whose occupation is primarily described as homemakers or parents (see Table 7).

Table 10. Gender of News Sources Whose Family Status is Identified in Stories

Is the Source's Family Status Identified?	Sources in Traditional Media				Sources in All Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
No	66	(105)	88	(424)	67	(164)	87	(671)
Yes	34	(53)	12	(56)	33	(81)	13	(96)
Total	100	(158)	100	(480)	100	(245)	100	(767)

When the figures were analysed more closely, there was no notable difference between Australian male and female reporters in terms of how often they mentioned the family status of their news subjects.

- **Images in the news:**

When females were discussed in news stories, they were proportionally more likely to have their photograph or image included in the story. In the newspapers that were studied, 23% of women who were mentioned also appeared in a photograph, compared to 19% of male sources. The visual presence of women was even more noteworthy in the online media. In the internet news sites, 36% of women who were mentioned in stories were also visible in photographs or multimedia components, compared to 20% of men.

Table 11. Gender of Subjects Appearing in Photographs/Images in Newspapers and Online Media

Did the Subject Who Was Mentioned in the Story Appear in a Photograph?	Newspapers				Online Media			
	Female		Male		Female		Male	
	%	(N)	%	(N)	%	(N)	%	(N)
No	77	(62)	62	(173)	64	(56)	80	(230)
Yes	23	(19)	19	(35)	36	(31)	20	(57)
Total	100	(81)	100	(208)	100	(87)	100	(287)

WHO DELIVERS THE NEWS?

- **Overall Presenters**

Despite the exponential increase in women in the broadcast media since the 1970s, only 26% of the radio and television stories that were studied were presented by a female reporter or newsreader (see Table 12).

It should be emphasised that these figures are based not on the number of newsreaders, reporters or other presenters who appeared per bulletin. Instead, the figures indicate the number of presenters who appeared per story. All radio or TV stories are first introduced by a newsreader (or anchor). In most cases, the newsreader will also introduce a pre-recorded, on-the-scene style of report that has been compiled by a reporter. If one news anchor introduces 20 stories in a bulletin, then he or she will be counted 20 times in that bulletin – once for each story. These figures aim to indicate the frequency that a viewer or listener would encounter male or female presenters for each individual story that is broadcast.

Table 12. Percentage of Broadcast Stories Presented by Female and Male Presenters/Reporters

Gender of Radio or Television Reporter	Radio and Television Stories	
	%	(N)
Stories presented by a female reporter/presenter	26	(67)
Stories presented by a male reporter/presenter	74	(186)
Total	100	(253)

- **Age of presenters and reporters on television**

There are many stereotypes that female television presenters need to be young and attractive, whereas males can be older and less comely. Table 13 provides figures about how old television newsreaders appear to be. The age that a newsreader looks may be quite different to his or her actual age. The appearance was considered more important than the real age of the presenter. The GMMP aimed to determine how youthful or aged presenters appeared to be, regardless of their actual age.

In the bulletins that were studied, all female newsreaders appeared to belong to the 35 to 49 age range. The overall profile of male newsreaders was considerably older, with most fitting into the 50 to 64 age bracket. However, it is impossible to draw any firm conclusions from this, given that there was also a far broader range of ages represented among male newsreaders. Males were represented in the 19 to 34 age bracket to the 50 to 64 age bracket. (Again, it should be emphasised that the figures in Table 12 refer to the appearances of newsreaders per story, rather than newsreaders per bulletin. A newsreader who introduce 15 stories in one bulletin will be counted 15 times, rather than once.)

Table 13. Age of Newsreaders Appearing in Television News Bulletins

Age of Presenter	Stories Introduced by Female Presenters		Stories Introduced by Male Presenters	
	%	(N)	%	(N)
18 or younger	0	(0)	0	(0)
19 to 34	0	(0)	19	(16)
35 to 49	100	(24)	19	(16)
50 to 64	0	(0)	62	(53)
64 or older	0	(0)	0	(0)
Total	100	(24)	100	(85)

Clearer trends emerged in the figures about the age of reporters, as Table 14 shows. Table 14 includes reporters and specialised presenters who may not be journalists in the traditional sense, such as finance specialists who present a business report as part of the news bulletin.

Table 14. Age of Reporters and Other Presenters Appearing in Television News Bulletins

Age of Presenter	Stories Introduced by Female Presenters		Stories Introduced by Male Presenters	
	%	(N)	%	(N)
18 or younger	0	(0)	0	(0)
19 to 34	86	(12)	26	(10)
35 to 49	14	(2)	45	(17)
50 to 64	0	(0)	29	(11)
64 or older	0	(0)	0	(0)
Total	100	(14)	100	(38)

The figures seem to support common presumptions that women's careers in Australian television newsrooms does not last long beyond the age of 40. In the stories that were studied, 86% of female reporters appeared to be aged 19 to 24, while the remaining 14% were in the 35 to 49 age bracket. Only 26% of male reporters appeared to be 'younger' journalists in the

19 to 34 age bracket. The largest number was found in the 35 to 49 age bracket (45%), with 29% aged 50 to 64.

Not all reporters appeared on screen. There were 12 reports that included 'voice overs' only. Eleven of these were reports by male journalists and one by a female. It is difficult to determine the significance of this. In the Australian television industry, comely television reporters are more likely to be encouraged to appear in their report, while less photogenic reporters are advised to rely more heavily on voice overs. The large number of male voice overs may be a coincidence. However, it is also possible that the higher percentage of males who did not visually appear in their reports may be an indication that there is less emphasis on physical appearance for male reporters than for females.

GENDER AND THE NEWS

- **Stories with women as a central focus:**

Only a minority of stories made women the central focus. A story was regarded as having made women the central focus, if:

1. It focussed on a group of women or an individual woman (e.g., a story about a female politician, a woman who commits a crime, a women's soccer team, a group of female performers);
- or*
2. It dealt with matters that affect women in a particular way (e.g., how childcare policies affect female's work choices; women's access to a particular contraceptive).

Women were the central focus in only 22 per cent of stories for both the traditional media and online media. The types of stories which focussed on women were predominantly celebrity and crime stories. Celebrity stories made up almost one third (30%) of the stories in which women were central. Crime stories made up 18%, including stories in the violent crime (murder, abduction, drug-related violence, etc), non-violent crime (briber, theft, corruption and drug dealing) and gender-based violence (harassment, domestic violence, rape, etc). Stories about beauty contests, models and fashion comprised 12%, arts and entertainment stories 9% and the remainder were about a wide variety of different topics.

GENDER AND JOURNALISTIC PRACTICE

- **Subtle Reinforcement of Gender Stereotypes**

The news stories that were examined rarely stereotyped men or women in a direct or blatant way. When stereotypes appeared, they did so subtly, through stories that offered a limited a view of both masculinity and femininity. An example is the front page of *The West Australian* on 10 November 2010, which typifies how the Australian media commonly represents male and female identity.

Immediately below *The West Australian's* banner head, the sub-head contains two eye-catching colour images. On the left half of the page, the headline 'Bikini Blitz' points to a story on the inside pages that provides advice about how to 'jump into your bathers with confidence this summer'. The accompanying photograph is a medium shot of a young, slim, lightly tanned, bikini-clad woman whose smile reveals perfect white teeth. The words and image suggest that the need to present a toned body is a concern for female rather than male beachgoers. On the right half of the page, the headline 'Tiger Touches Down' points to a story about the Tiger Woods' arrival in Australia. The accompanying photograph shows a close-up of the golfer's smiling face. It shows off his clear skin, boy-next-door pleasant looks and, once again, perfect white teeth.

The sub-head presents narratives that the Australian media regularly creates and recycles about masculinity and femininity. The 'Bikini Blitz' pointer encapsulates the Australian passion for the beach and the typecast bikini beauties who have come to symbolise a relaxed seaside lifestyle. The Tiger Woods' pointer embodies the Australian obsession for male-dominated sports, and the pre-eminence of powerful sportsmen in the news media. From the poses that the woman and Tiger Woods adopt in the photographs, it appears as if they are almost looking towards each other. This creates a visual balance between the fresh face and slight figure of the female swimsuit beauty against the masculine vigour of the sports champion.

Below the sub-head, the page is predominated by a large photograph of an 18-year-old man who has 'followed a family tradition' by joining the Army reserve. The teen holds a picture frame, which includes an historic photograph of his uncle in military uniform, the Victoria Cross that the uncle won in 1945, and his citation for valour. The teen's father stands behind him, smiling as he looks on. The father's lightly folded arms coincidentally mimic the dignified posture adopted by Queen Elizabeth II, whose blurry portrait adorns the wall in the background. The two-sentence caption below the photograph points to a more detailed report on about the teen's decision on page 11. The page 11 report is accompanied by a second story about the 'poignant' journey that 12 school students would make to the battlefields in Gallipoli where Australian soldiers had fought in World War II. The images and written text resonate with long-held social presumptions about the spirit and boldness of the Aussie 'digger' (soldier) and the importance of the 'Anzac legend' in forging the nation's identity.

The photograph and stories about the teen and his father display a militarized masculinity, highlighting the proud service and sacrifice of serviceman to their Queen and country. This again is a stark contrast to the bikini-clad woman's image, which depicts how females work towards outcomes in their beauty and leisure pursuits.

- **Challenging Stereotypes or Missed Opportunities?**

Few stories contained overt stereotypes of women, but there were also few stories which challenged stereotypes. Stories which challenge gender stereotypes will usually only do so in ways that are barely noticeable, by offering some slight but meaningfully different view about the personalities, experiences, capabilities, problems and issues of men and women.

One example of a story that appears to challenge stereotypes was published by the Sydney Morning Herald Online (at <http://www.smh.com.au/lifestyle/fashion/pageant-beauty-not-just-skindeep-miss-world-australia-says-20091110-i6fr.html>). The story discusses Miss World Australia's rejection of common assumptions that beauty pageants are superficial or demeaning for women. Sophie Lavers offers opinions on how the pageant experience builds women's abilities in charity work, and offers abundant personal development through the focus on fitness, public speaking, team-work and talent. The story is accompanied by an image of Ms Lavers, who is a young, well-groomed blonde.

The story's topic and angle is not particularly original. It revives an ongoing debate that has existed for at least 40 years as to whether beauty contests and pageants promote a constricting, out-dated concept of womanhood. By arguing that progressive ideals can coexist and even thrive in the pageant setting, despite the surface appearance of traditionalism, Ms Lavers is expressing views that many others have voiced before.

Opinions will always be mixed as to how much such news stories challenge gender stereotypes. Some readers might see the story as a lost opportunity, because of the reporter's failure to probe Ms Lavers further on her experiences or set new ground in the discussion on pageants. Others might see the story as strengthening public consciousness about such issues by allowing a new person to repeat past arguments but to display them through the lens of her own perspective and experiences. In doing so, she may encourage readers to reflect on what society considers suitable achievements and life goals for young women.

SUMMARY AND CONCLUSIONS

The findings of the Australian GMMP study suggest that women remain under-represented in the two most visible elements of journalism. Women form a minority of the journalists who are most in the public eye, i.e., those journalists who are seen to write bylined stories or present the news as reporters or newsreaders. Women also form a minority of sources that are quoted or discussed in news stories. Female sources appear with disproportionate frequency as celebrities or victims. Their voices are under-utilised in stories about politics, business, and other elements of society. These findings have a number of implications for media organisations, media educators and trainers, government policy makers, and the community.

Women have formed the vast majority of students in Australian journalism courses for more than 25 years. However, the GMMP results indicate that the production of large numbers of female journalism graduates has not translated into equal representation of women in the mainstream news media. At universities and other tertiary institutions, issues of gender equity tended to drop from the teaching and research agenda from the mid-1990s. This may in part have been due to a perception that the main battles for gender equality had been won in Australia. It also reflected changes in funding priorities for teaching and research following the victory of the conservative Liberal-National Coalition in the 1996 federal election. There is a role for journalism educators and leaders of news organisations to reconsider and respond to the needs of women who wish to start and sustain journalism careers.

A range of institutions might potentially help to develop strategies for increasing the numbers and variety of women who are represented as news sources in media stories. One step is to look at empowering journalists and potential female sources to better identify and communicate with each other. Some bodies have attempted to assist women to be proactive and effective in spreading their messages via the mainstream and new social media. For example, the Australian Womensport and Recreation Association currently offers sportswomen and women's sporting bodies training on how to develop a media strategy. Other organisations have developed strategies for building awareness among journalists. For example, the National Women's Media Centre (NWMC) created a small database for journalists in the 1990s, listing female sources that reporters might potentially contact about a range of issues. Funding issues mean that the NWMC database has not been maintained, but such initiatives could be revived by media organisations themselves. The GMMP findings suggest that further strategic actions along these lines are needed.

Sports journalism is a clear priority area. News organisations need to lift their game and change their sports reporting practices to be more inclusive of women's sports and sporting personalities. However, the glaring imbalances in sports journalism will only be overcome if sporting bodies, relevant government departments, and the community also place greater emphasis on gender equity in sport.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

Annex 2. List of Monitors

This report was written by Angela Romano from the Journalism, Media and Communications discipline at the Queensland University of Technology in Brisbane, Australia.

Dr Romano expresses special thanks to the large team who helped to collect and analyse the data.

The following individuals recorded the data for the Australian newspaper, radio, television and/or online media stories discussed in this report:

Vanessa Croll

Regina Howe Kwok

Tom Henrik Monsen

Louise Morton

Elayne Palmer

Angela Romano

Paul Sutherland

The following individuals recorded radio and television bulletins in various cities across Australia:

Shane Castleman

Morgana Chantagit

Rob Curtain

Stephen Jay

Michelle Legge

Penny O'Donnell

Angela Romano

Guy Romano

Ronda Romano

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