

**WHO
MAKES THE
NEWS?**



United States of America

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 Media Monitoring Project 2010

United States of America

National Report

Preface

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 subjects 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 – focused 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

- Due to the concentration of ownership, media sources are controlled by a few media conglomerates. One of the volunteers who took part in the monitoring last November, said, "I come from an area where there is little to choose from for newspapers. Therefore, I looked at only one – *The Boston Globe*. Our local paper gets its stories from the same sources as *The Globe*, so it was not feasible to add it into the mix."

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

Since media play a vital role in shaping thoughts and narratives, media entails both a privilege and responsibility. Therefore it is important for the receivers of media messages and stories to monitor them in order to ensure that the stories represent multiple perspectives. Who is included is as crucial as who is left out in the news making enterprise. In particular, it is important to view critically whether images of women are fairly and accurately portrayed, and their perspectives included in an age of increasing globalization of knowledge. Image, role, and representation of women are a key to the assessment of gender parity in news making and delivering.

- 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. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- The United Methodist Women has worked for the welfare of women and children within the United States and around the world for more than 140 years. Since 1976, the United Methodist Women volunteers have been monitoring the image, role, and representation of women on the media. The United Methodist Women published an educational resource, *Sex Role Stereotyping in Prime Time Television*, that year using the data collected from monitoring prime time television viewing.
- The author represented the United Methodist Women in the "Women Empowering Communication" in Bangkok, Thailand in 1994 where the concept of a global media monitoring project came up. Volunteers from the United Methodist Women's organization participated in the Global Media Monitoring Project in 1995, 2000, 2005, and 2010.

As a faith community of women, the United Methodist Women volunteers are committed to amplify the silenced and muted voices. When women's voices are heard and their perspectives included in the stories, the members know for sure that business interests and media conglomerates alone will not be controlling the public and media agenda.

Executive Summary

In the 173 news stories monitored in the U.S., females comprised 27% of the news subjects, in contrast to 73% male news subjects.

The findings show that women news subjects were present less than half as much as their male counterparts. An exception was the category "girl child" in which (100%) of the subjects were female.

Over all, in reporting, except in "soft" news such as celebrity, arts, media and sports, numerically women were less than half of men reporters. Reporters on major topics were (30%) women and (70%) men. In reporting topics that are considered "hard" such as politics, government, economy, issues on social and legal areas, women were underrepresented. In reporting topics considered "soft" such as celebrity news, arts, media and sports, the percentage of women reporters was slightly above (51%) that of male reporters (49%).

- In the GMMP 2005 findings, women identified by family status (as wife, daughter, mother) were (18%) and men identified by family status were (7%) of subjects. In the 2010 findings, as news subjects (16%) of women and (7%) men were identified by their family status. Female news subjects were still more than twice as often to be identified by their family status compared to males.
- **News Content:** The stories that challenged gender stereotypes and that were reported by women constituted (16%). Stories that challenged gender stereotypes and that were reported by men were

(14%). Stories that supported gender stereotypes and that were reported by women were (27%). Stories that supported gender stereotypes and that were reported by men were (36%). Overall, (52%) of stories supported stereotypes, and (13%) challenged stereotypes. The percentage of news stories that were likely to reinforce stereotypes was much higher than the percentage of news stories that challenged stereotypes.

10% of female news subjects are portrayed as victims, in contrast to only 3% of male news subjects. These statistics betray a marked tendency to attribute ‘victimhood’ to girls and women, where females are over 3 times more likely than males to be described as ‘victims’.

Studying the breakdown of the results in the various ‘victim’ categories, we find that as victims of domestic violence women news subjects constituted 66% and men 34%. In the real world, on average there are more than 3 women for every man murdered by an intimate partner in the U.S. Date rape accounts for almost (70%).

Only one news story covered the story of a female news subject as a survivor of domestic violence. More empowering portrayals of women as “survivors” are yet to be covered by media.

The percentage of men portrayed as victims of war, terrorism, and vigilantism was (64%) and women (36%). As victims of discrimination based on gender, race, ethnicity, men as news subjects constituted (60%), and women (40%). Only one story covered men as victims of violence based on religion and that featured a male subject.

As news subjects, men as victims of war, terrorism, ethnicity and race were more in number, while women news subjects as victims of domestic violence and crime and assault were more in number.

The number of women as news subjects who were victims of violence in their families and communities and the number of men as news subjects who were victims of violence in the war zones and sites of terrorism present a world complexly fraught with the impact of gender, race, ethnicity and culture etc. This status in the news in this area cannot be analysed solely through gender analysis, since the role of race, ethnicity and culture is not measured in the current methodological approach. Neither is this study based on peace monitoring in all its various dimensions.

In the constructed world of victims, what constitutes a culture of violence in families and communities may be different in scale from what constitutes a culture of violence in the zones of armed conflict and sites of terrorist acts. What the findings show is a spectrum of violence from families and communities, and extended to armed conflict and terrorism where women and men as news subjects appear as victims, men often outnumbering women as victims.

A DAY IN THE NEWS IN THE UNITED STATES OF AMERICA

- **10 November 2009.**

On the day of monitoring, among the news stories in print, crime and violence received the highest coverage (30%); politics and governments issues (28%); science and health (16%); economy (11%); social legal issues (9%); celebrity, arts, media and sports (3%); and girl child (2%). In the television coverage, news stories on crime and violence constituted (28%) and celebrity, arts, media and sports both constituted (28%) of coverage; issues on politics and government (12%); economy (4%); the girl child (4%); social and legal (0%).

The overall presence of women as subjects in the news was (27%) and men (73%).

In news stories on politics and government, female subjects were (34%) and men (66%). In social, and legal news stories, women as subjects were (37%) and men (63%). In economy, female subjects were (36%) and men (64%). In news on celebrity, arts, media and sports, women subjects were (42%) and men (58%). On the day of monitoring, there were news stories on the Fort Hood killing by Army psychiatrist

Nidal Malik Hasan and the memorial service scheduled on that day for the victims. The news coverage on crime and violence had men as subjects at (86%) and women (14%).

Reporters on major topics were (30%) women and (70%) men.

In reporting topics that are considered “hard” such as politics, government, economy, issues on social and legal areas, and crime, women were underrepresented. For instance, stories on politics and government reported by women were (24%) and men (76%). In economy, stories reported by women were (22%) and men (78%), science and health women (26%) and men (74%), social and legal issues by women (22%) and men (78%); crime and violence reported by women (42%) and men (58%).

In reporting topics considered “soft” such as celebrity news, arts, media and sports, women were (51%) and men (49%). In reporting stories on “girl child”, women covered (38%) and men (62%) of stories.

The results show that the majority of stories relating to topics considered “hard” are still reported by men. Only in topics considered “soft,” the percentage of news reported by women is more than that of men.

The presence of women as subjects in the “hard” news topics does not correspond proportionally to women reporting these topics. Gender imbalance in reporting still persists.

On reading the first page of *Augusta Chronicle*, One of the student monitors at Augusta State University, Georgia, USA, said, “the only female names mentioned on the front page belong to hurricanes Ida, Fay, and Katrina.”

Reading the first page of *The Star Tribune-Minneapolis*, a United Methodist Woman monitor commented “The photo portrays a strong woman that the article supports until the final paragraph talks about her bonding with another woman senator over shopping.” Another monitor referred to *Albuquerque Journal*, and said, “I was disappointed in the news stories on November 10. Even if we weren’t to code specifically, women’s news -- I looked for something related to women.”

THE CONTEXT

- **Media monitored:**

The monitors looked at print media, through newspapers from various parts of the country in order to get a larger picture of how news is covered across the various regions of the country, and a couple of television channels:

Newspapers:

Albuquerque Journal
The Augusta Chronicle
The Boston Globe
Charleston Daily Mail
The Denver Post
Fort Worth Star-Telegram
Kansas City Star
The Lincoln Journal
New York Daily News
Newsday
New York Times
New York Post

Omaha World Herald
The Star Tribune
Statesman Journal
The Times Picayune
USA Today

Television

KHTV-11
NBC

Internet

The Huffington Post

- **The monitors:**

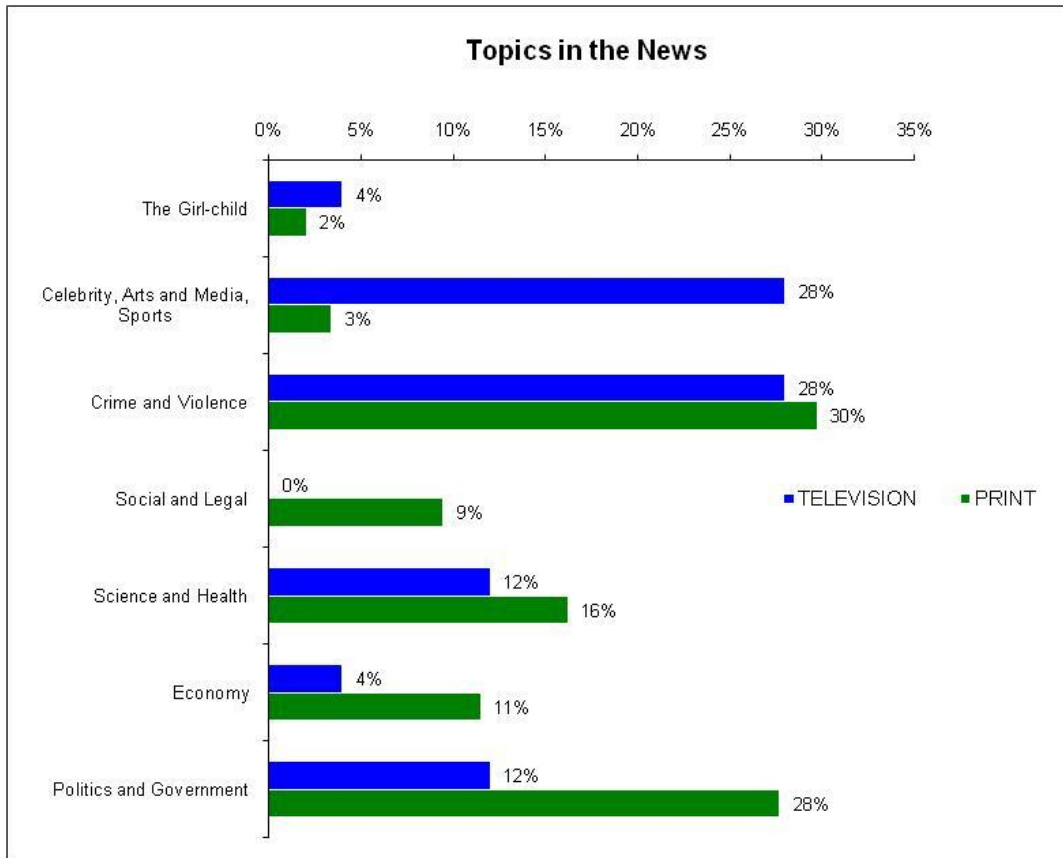
34 persons took part in the monitoring, 16 United Methodist Women members and 18 students of Communication and Culture course in the Department of Communications and Professional Writing in Augusta University, Georgia. They monitored 173 stories.



TOPICS IN THE NEWS

- **Topics in the news:**

	Topic	PRINT	TELEVISION
1	Politics and Government	28%	12%
2	Economy	11%	4%
3	Science and Health	16%	12%
4	Social and Legal	9%	0%
5	Crime and Violence	30%	28%
6	Celebrity, Arts and Media, Sports	3%	28%
7	The Girl-child	2%	4%
8	Other	0%	12%



In print (28%) of the stories that made the news were on politics & government were and in television (12%). The stories on economy in newspapers were (11%) and in television (4%). News stories on science and health in print were (16%) and in television (12%). In social and legal issues stories in print were(9%), and (0%) in television. The stories that made news on crime & violence in print were (30%) and in television (28%). Celebrity, arts, media and sports news constituted (3%) in print and in television (28%). The stories on girl child that made the news in print were (2%) and in television (4%)

The results on the percentage of stories by female and male reporters:

TOPIC	% Female	N-F	% Male	N-M
Politics and Government	24%	6	76%	20
Economy	22%	3	78%	11
Science and Health	26%	5	74%	14
Social and Legal	22%	2	78%	7
Crime and Violence	42%	11	58%	15
Celebrity, Arts and Media, Sports	51%	5	49%	6
The Girl-child	38%	1	62%	2
Other	0%	0	100%	3

Who delivers the news offers an important insight. Results show that the number of female reporters was slightly above that of male reporters in stories on celebrity, arts, media and sports (F 51% and M 49%). In stories on crime and violence, female reporters were (42%) and men (58%). In the news stories on “girl child”, female reporters were (38%) and men (62%). In economy female reporters were (22%) and male (78%). In social and legal issues female reporters were (22%) and men (78%), in politics and government issues, female reporters were 24% and male reporters 76%. In stories on science and health, female

reporters were (26%) and male reporters (74%). In short, the overall presence of female and male reporters shows significant imbalance, especially in news stories dealing with “hard” issues.

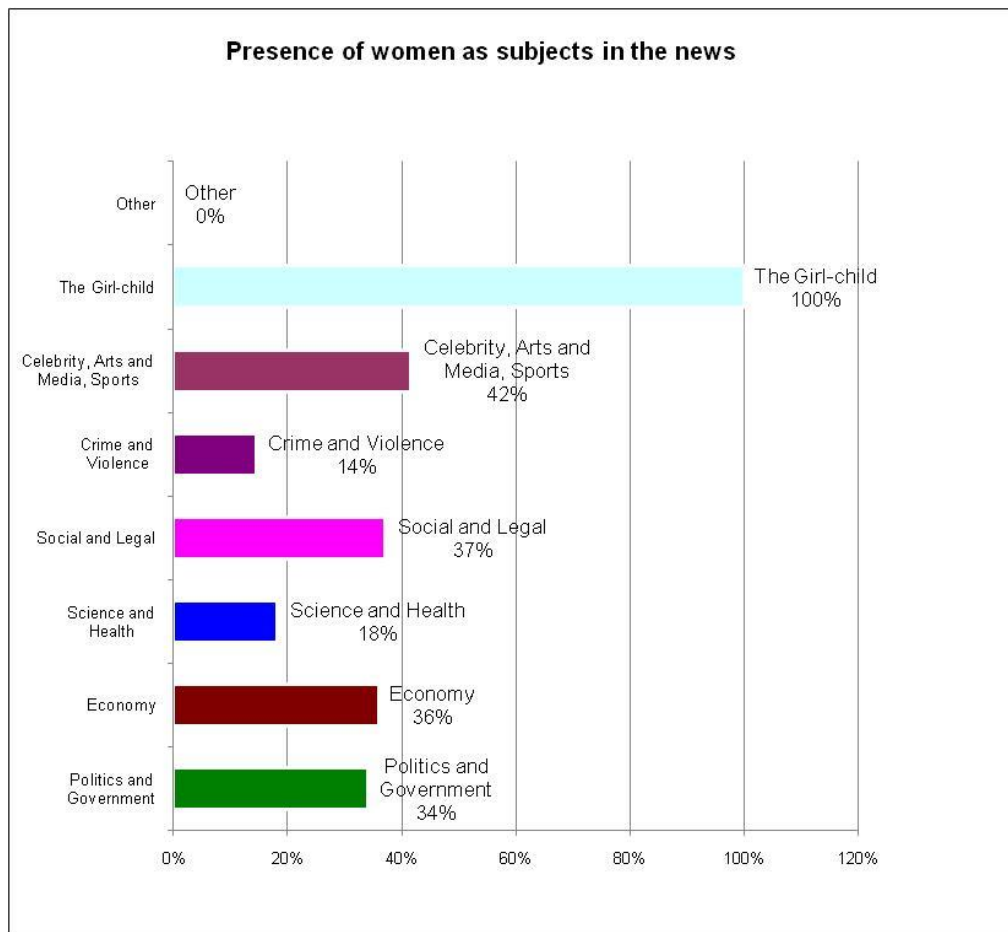
In reporting entertainment stories such as celebrity, sports, arts and media, women reporters constituted the majority.

Women were (42%) and males (58%) of subjects in stories on education, child care, nurseries, pre-school to university, adult education, and literacy. Women as news subjects constituted (80%) in news topics focusing on economic crisis, state bailouts of companies, company takeovers and mergers, and men (20%). Yet coverage of news by female reporters in this area was twice as low compared to men reporters.

On topics relating to peace, negotiations, treaties at local, regional, and national levels, economic policies, strategies models on national and international levels, the results show that women’s presence as subjects was half as that of men. Findings on the sex of reporters reveal that gender imbalance still persists.

THE NEWS

- Overall presence of women and men in the news as news subjects, reporters and presenters:



In politics and government, women as news subjects are (34%), whereas men as news subjects are (66%). In economy women are (36%) and men are (64%). In science and health women are (18) % and men are (82%). In social and legal stories, women are (37%) and men are (63%). In crime and violence, women are (14%) and (82%). In reports on celebrity, arts, media and sports, women are (42%) and men are (58%).

An overall ratio which the results offer is female reporters (30%) and male reporters (70%) in a weighted³ average of 29 stories and 71 stories respectively.

In reporting on stories relating to professional categories and “hard” issues such as politics and government, economy, social and legal issues, and science and health, the gender imbalance still persists.

- **Presence of female and male news subjects by medium – TV and newspapers:**

The sex of news subjects in the print media coverage shows, also, a lack of gender parity. Women are (27%) news subjects and men are (73%). On television, men appear as subjects at (83%). Female presence as subjects is lacking.

News Sources

Women as sources of information about news or about news subjects constituted (29%) and men (71%) at the local news level. At the level of national news, women were (20%) and men (80%). In national and other news stories, (stories that mention the US as a whole or in relation to other countries) women quoted as source of information were (26%) and men (74%). At the international news stories, women as news subjects quoted as source of information were (35%) and men (65%). An overall average shows women as news subjects being quoted in 102 stories (27%) and men 281 stories (73%), men more than twice as women.

Results on the presence of female and male news subjects

Overall news coverage shows women as news subjects in (27%) and men as subjects of news in (73%). That is, women were the news subjects of 102 stories, whereas men were news subjects in 281 stories.

A break-up into specific themes reveals that women as subjects appeared (80%) in the news stories on economic crisis, state bailouts of companies, company takeovers and mergers, and men as subjects appeared (20%). In stories on economic policies, strategies, models (nationals and internationals), women appeared as subjects (36%) and men as subjects were (64%). Such a finding raises a question whether there is gender parity in the coverage of economic development issues in which women appear as policy makers, strategists, and providers of economic models.

In news stories on peace, negotiations, treaties (local, regional and national in scope), women appeared as subjects (33%) and men (67%). In international politics, relations with other countries, negotiations, treaties, and UN peacekeeping, women constituted (32%) as subjects and men (68%). In domestic politics, government (local, regional and national) elections, speeches, in political processes, on the day of monitoring, women appeared (29%) and men (71%). Peace and politics were not portrayed as equally the work of men and women in the constructed world of media coverage.

In medicine, health, hygiene, safety, disability, medical research, and funding (apart from HIV-AIDS), women constituted (20%) of news subjects, and men (80%). In news on HIV and AIDS, incidence, policy, treatment, and people affected, women appeared as subjects in (100%). In news on birth control, fertility, sterilization, amniocentesis, termination of pregnancy, women appeared as news subjects (30%) and men (70%). In gender-based violence, murder, abduction, kidnapping, assault, drug-related violence, women as subjects appeared (33%) and men (67%). News stories on environment, nature, pollution, global warming, ecology, and tourism covered women as subjects at (10%) and men at (90%). In news on war, terrorism, state-based violence, women as news subjects (11%) were women and (89%) were men.

³ All percentage statistics shown are weighted following the media density of each GMMP participating country. An explanation of the weighting procedures is contained in the methodological notes annexed to the GMMP 2010 Global Report (available at www.whomakesthenews.org)

In women- centred stories relating to pregnancy, birth control, fertility, and in news coverage of gender-based violence, women were not central to the news output. While the face of migration is female, on the day of monitoring, any news on migration, refugees, and asylum seekers did not make it to the front page news.

Though the coverage of poverty, housing, social welfare, aid to those in need was a small proportion, female and male subjects constituted (50%) and (50%).

Who are the newsmakers?

Women were poorly represented as lawyers, judges, magistrates, legal advocates and experts (7%), compared to men who made news as legal experts (93%). As business persons, executive managers, entrepreneurs, women made news far less (27%) than men (73%). As government officials, politicians, government authorities, political leader, political party staff, women made news disproportionately (25%) less than men (75%). Women also contributed to news as homemakers and parents (81%) and men in this area (19%).

As activists and workers in civil society organizations and non-government organizations, women as news subjects constituted (67%) and men (33%). It is heartening to see the rise in the percentage of women as news subjects in the area of non-governmental organizations, compared to the results of 2005 when women appeared (28%) less than men (72%). In 2005, the occupation of women as news subjects in government was (24%) compared to men (76%). While there is a very slight in the rise of occupation of women as subjects in government related jobs (25%) compared to men (75%), the results of 2010 reveal an additional perspective that in non-profit organizations and civil society organizations, women made news more than men who made news as government, business and legal experts.

Is this a reflection of reality?

On the day of monitoring as news subjects, women appeared in the majority as media professionals, journalists, and video or film makers (83%), compared to men (17%). As celebrity, artists, actors, writers, singers, or television personality, men made news (63%) more than women (37%). What is the significance of a preponderance of women as media professionals as subjects of topics?

Women made the news as a majority in occupations such as academic experts, educational professionals, teachers, teacher or university lecturer, nursery or kindergarten teacher, and child care worker at (52%) – 11 news stories, and men at (48%) – 10 news stories. There was near gender-balance in the coverage, although this represents a bit of a distortion since teachers at the kindergarten level and workers at child care are predominantly women in the real world.

Function of female and male news subjects

Function in News Story	Female %F		Male %M	
	2010	N	2010	N
Subject: the story is about this person, or about something the person has done, said etc.	23%	34	77%	112
Spokesperson: the person represents, or speaks on behalf of another person, a group or an	26%	17	74%	49
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	24%	19	76%	59
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	39%	14	61%	22
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present	32%	7	68%	15
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of	0%	0	100%	1
Other. Use only as a last resort (describe the function in 'Comments' section of coding sheet).	33%	8	67%	16
NA – Use this where you are coding a secondary source only	0%	0	0%	2
Total	27%	99	73%	276

The function of news subjects in news story shows female subjects appearing less as spokespersons (26%) than male subjects (74%). The results also showed women as experts or commentators less in number than

(24%) their male counterparts (76%). As persons who provided opinions based on individual experience, women were (39%) and men (61%). As eye witnesses who gave testimony or comment based on direct observation, women as news subjects were (32%) and men (68%).

The function of a news subject did not reflect gender balance

Constructing 'victims' in the news:

The overall percentage of female news subjects portrayed as victims (46%) and men (54%).

As victims of domestic violence women news subjects constituted (66%) and men (34%). In the real world, on an average more than 3 women for every man are murdered by an intimate partner in the U.S. Date rape accounts for almost (70%).

Only one news story covered the story of a female news subject as a survivor of domestic violence. More empowering portrayals of women as "survivors" are yet to be covered by media.

The percentage of men portrayed as victims of war, terrorism, vigilantism was (64%) and women (36%). As victims of discrimination based on gender, race, ethnicity, men as news subjects constituted (60%) and women (40%). Only one story covered men as victims of violence based on religion making men (100%) of such victims.

As news subjects, men as victims of war, terrorism, ethnicity and race were more in number, while women news subjects as victims of domestic violence and crime and assault were more in number.

The number of women as news subjects who were victims of violence in their families and communities and the number of men as news subjects who were victims of violence in the war zones and sites of terrorism present a world complexly fraught with the impact of gender, race, ethnicity and culture etc., This status in the news in this area cannot be analysed solely through gender analysis, since the role of race, ethnicity and culture is not measured in the current methodological approach. Neither is this study based on peace monitoring in all its various dimensions.

Victim Type	% Female		% Male	
	2010	N	2010	N
Victim of an accident, natural disaster, poverty, disease, illness ...	34%	6	66%	12
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape,	66%	9	34%	5
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	100%	1	0%	0
Victim of other crime, robbery, assault, murder ...	55%	2	45%	2
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	0%	0	100%	1
Victim of war, terrorism, vigilantism, state-based violence ...	36%	4	64%	7
Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...	40%	4	60%	6
Other victim: describe in 'Comments' section of coding sheet ...	57%	4	43%	3
Total	46%	30	54%	36

In the constructed world of victims, what constitutes a culture of violence in families and communities may be different in scale from what constitutes a culture of violence in the zones of armed conflict and sites of terrorist acts. What the findings show is a spectrum of violence from families and communities, and

extended to armed conflict and terrorism where women and men as news subjects appear as victims, men often outnumbering women as victims.

Identity and family status in the news:

(82%) of female subjects and (92%) of male subjects were not identified by their respective family status, while (16%) of women and (7%) men were identified by their family status.

Images in the news:

(17%) of women appearing as subjects in 16 stories were photographed and (11%) of men appearing as subjects in 29 stories were photographed.

WHO DELIVERS THE NEWS?

Overall Presenters

What happens in the news room was not covered by the Global Media Monitoring Project. (31%) of the stories in print were reported by women while men reported (69%). In television, females reported (14%) of stories, and men (86%).

Age of presenters and reporters

Women between the ages of 35-49 announced (50%) of the stories on television in a narrow sample. As reporters, women featured in (61%) of the stories by news staff in the age of 35-49. Women were (56%) in the age group 19-34; (34%) in the age group 50-64; and (17%) in the age group 65 and more.

Announcers:

Female announcers in television announced (33%) of the stories and men (67%). Television announcers for the local news coverage were women in (40%) of stories and men in (60%). For the international news coverage, women announcers were (33%) and men (67%).

Women as local news reporters featured in (36%) of news stories whereas men reported (64%). For the news reportage of national stories, women were responsible for (27%), and men (73%). For international news coverage, women reported (32%) and men (68%) of stories. Male reporters covered almost twice as many stories as women in stories of domestic and foreign scope.

Main Story Topics by female and male reporters

Female reporters were more visible in “soft” topics such as celebrity, arts, media, and sports presenting (51%) of stories compared to men (49%). In reporting “hard” news stories such as crime and violence, women were responsible for only (41%) and men (59%), in politics and government news, women reporters were (25%) and men (75%); in news stories on economy, women reported (23%) of stories and men (77%); in science and health news reporting, women did (23%) and men (77%); in social and legal news reporting, women reported (22%) and men (78%). In news about “girl child”, including cultural attitudes, women reporters were (38%) and men (62%).

Reporters, by sex on major topics

Reporters on major topics	% Female		% Male	
	2010	N	2010	N
Politics and Government	25%	6	75%	19
Economy	23%	3	77%	10
Science and Health	23%	4	77%	14
Social and Legal	22%	2	78%	7
Crime and Violence	41%	9	59%	13
Celebrity, Arts and Media, Sports	51%	4	49%	5
The Girl-child	38%	1	62%	2
Other	0%	0	100%	1
Total	30%	29	70%	71

Reporters and News Sources

Sex of Source	% Female		% Male	
	2010	N	2010	N
Female	36%	20	64%	35
Male	31%	43	69%	97
Other: transgender, transsexual	0%	0	100%	1
Do not know	33%	1	67%	2
NA – Use this where you are coding a secondary source only	8%	1	92%	12
Total	31%	65	69%	147

The sex of source of news subject is not known by and large in the results available.

Female news sources found in stories reported by women were (36%) and female news sources reported by men were (31%).

GENDER AND THE NEWS

Sex of reporters in stories with women as a central focus:

Stories with women as central focus by female reporters were 42% and by male reporters 25%, revealing a sex disparity in reporting patterns. Female reporters are more than one and half times more likely than male reporters to write stories in which women are central.

	Female %F		Male %M	
	2010	N	2010	N
No, women are not central	58%	15	75%	51
Yes, women are central	42%	11	25%	17
Total	100%	26	100%	68

Overall, very few stories had women as the central focus. Three stories that had women as a central focus on the day of monitoring were celebrity news, births, marriages, and famous people which amounted to (43%) of the stories on that topic. Two stories that had women as the central focus were news coverage of beauty contests, models, fashion, beauty aids, and cosmetic surgery (100%) of the stories on those topics. News stories with women as a central focus were on (20%) of stories on arts entertainment, leisure, cinema, theatre, books and dance.

Women were the central focus in the only story on women as electoral candidates; Women were also the central focus in another story, the only one on women in legal system, judicial system and legislation.

Findings show that women’s centrality in “hard” news was lacking in the constructed world of media. Women tended to be featured more in the areas of entertainment, beauty contests and celebrity news. As a result, when women made news on the day of monitoring, it was more as stereotypes in entertainment and celebrity news than as central figures in educational, legal, commercial, political and national defence areas.

Stories that highlight issues of gender equality or inequality issues:

Stories where issues of gender equality/inequality are raised by topic (highest to the lowest)

Women in political power and decision-making (local, regional, national),
Women electoral candidates (local, regional, national),
Peace, negotiations, treaties (local, regional, national),
Other domestic politics/government (local, regional, national), elections, speeches, the political process
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...
National defence, military spending, military training, military parades, internal security ...
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)
Economic policies, strategies, models (national, international) ...
Economic indicators, statistics, business, trade, stock markets ...
Economic crisis, state bailouts of companies, company takeovers and mergers ...
Poverty, housing, social welfare, aid to those in need ...

Stories that challenge stereotypes (highest to lowest)

Women in political power and decision-making (local, regional, national),
Women electoral candidates (local, regional, national),
Peace, negotiations, treaties (local, regional, national),
Other domestic politics/government (local, regional, national), elections, speeches, the political process
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...
National defence, military spending, military training, military parades, internal security ...
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)
Economic policies, strategies, models (national, international) ...
Economic indicators, statistics, business, trade, stock markets ...
Economic crisis, state bailouts of companies, company takeovers and mergers ...
Poverty, housing, social welfare, aid to those in need ...

Stories where issues of gender equality/inequality are reinforced (highest to lowest)

Women in political power and decision-making (local, regional, national),
Women electoral candidates (local, regional, national),
Peace, negotiations, treaties (local, regional, national),
Other domestic politics/government (local, regional, national), elections, speeches, the political process
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...
National defence, military spending, military training, military parades, internal security ...
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)
Economic policies, strategies, models (national, international) ...
Economic indicators, statistics, business, trade, stock markets ...
Economic crisis, state bailouts of companies, company takeovers and mergers ...
Poverty, housing, social welfare, aid to those in need ...

Though issues of gender equality/inequality are raised by topic, looking at the overall picture, it is difficult to reach any conclusion.

Challenging or reinforcing stereotypes?

Stories where stereotypes are challenged or reinforced by news topic

2010				
Topic	Reinforce gender stereotypes	Challenge gender stereotypes	Neither reinforce nor challenge stereotypes	N
Politics and Government	47%	8%	46%	39
Economy	58%	12%	30%	17
Science and Health	52%	8%	40%	25
Social and Legal	50%	21%	29%	14
Crime and Violence	59%	12%	29%	51
Celebrity, Arts and Media, Sports	48%	17%	35%	12
The Girl-child	0%	0%	0%	4
Other	67%	0%	0%	3
Total	52%	13%	35%	165

Almost all the story categories that are seen in column 1 show reinforcement of gender stereotypes.

The overall stories reported by women on “hard” topics, as referred to earlier, are lower than the ones reported by men.

The stories that challenged gender stereotypes and that were reported by women constituted (16%). Stories that challenged gender stereotypes and that were reported by men were (14%).

Stories that supported gender stereotypes and that were reported by women were (27%). Stories that supported gender stereotypes and that were reported by men were (36%).

The percentage of news stories that were likely to reinforce stereotypes was 4 times more than the percentage of news stories that challenged stereotypes.

GENDER AND JOURNALISTIC PRACTICE

In the *Huffington Post*, a key story covered was “Geisy Arruda Incident: Brazilian University Backs Down Over Mini-Dress Expulsion.” It talked about a 20-year old “Brazilian woman whose short, pink dress caused a near riot at a private college” and how that led to her expulsion, and the response of the Bandeirante University in backing down following what the reporter referred to as a “flood of negative reaction in a nation where skimpy attire is common.”

Reference to Brazil and the women’s clothes occurred again in the coverage. On the second page, Brazil was again referred to as a nation “known for revealing clothing---especially in beach cities, where many bikinis are referred to as ‘dental floss’—most college students dress more modestly on campus, commonly in jeans and T-shirts.”

A stereotyping of a whole nation's female clothing as "skimpy attire" and as something "common" is not fair and accurate journalism.

The first page news in *The Star Tribune-Minneapolis* had the picture of Franni Franken, Senator Al Franken's wife, greeting guests at their weekly Wednesday breakfast the previous week. The news coverage by a male reporter talked about Franni Franken extracting a green flash drive from her purse which held a research report on youth rehabilitation. The story said that her "nightly ritual" was to sit side by side with her husband in the living room "pursuing legislation, research reports, voting records and news clips."

The ending of the story contains a subtle stereotyping which United Methodist Women monitor Cindy Saufferer captured in her comment. In her analysis of the news story, she says, "The photo portrays a strong woman that the article supports until the final paragraph talks about her bonding with another woman senator over shopping."

Anne Bonner, a United Methodist Women monitor from New Mexico referred to *Albuquerque Journal*, and said, "I was disappointed in the news stories on November 10. Even if we weren't to coded specifically women's news---I looked for something related to women (and did not find anything?)."

A front page story in *The Boston Globe* covered what a United Methodist Women monitor, Rene Wilbur, calls a "strong well-spoken woman being interviewed." A news story by a male reporter on Attorney General Martha Coakley dealt with the topic of the health care bill and the issue of "women's access to reproductive health rights." The news story included the complexity of the "abortion provision." Further, the perspectives of the National Organization for Women were included by an interview with Terry O'Neill, the president of the organization. The story news, also, included quotes from an interview with Coakley who challenged the media for organizing "candidate forums" and not enough "debates." She said that it was the media's fault that there had not been more debates. The reporter quoted her saying, "it's been media arguing amongst themselves as to who's going to host it and what night." The story concluded with a reference to when the consortium of media outlets, made up of *The Boston Globe*, would have their next "debate."

SUMMARY AND CONCLUSIONS

- **News Subjects:** In 2005 findings, the presence of women as subjects in the news was (27%) female and (73%) male. The findings of 2010 show that the ratio remains the same at (27%) female and (73%) male. Gender inequality in the news continues to persist.
- **Reporters & Presenters:** The 2010 results show that female reporters in print news were responsible for (31%) of stories, and men (69%). In television, female reporters were responsible for (14%), and men (86%). In the news stories on politics and government in 2005, female reporters did (30%) and men (70%). In economy and business, women reported (36%) and men (64%). In crime and violence reporting, female reporters were involved in (40%) and men (60%) of stories. In the 2010 findings, in politics and government news, women reporters did (25%) and men (75%) of stories, which show a slight decrease in female reporting on this topic. In news stories on economy, women reporters were (23%) and men (77%). The results show a significant decrease in female reporters in this area. In the 2010 findings, in "hard" news stories such as crime and violence in 2010, women were (41%) and men (59%). A slight increase, compared to 2005 results.
- In the 2005 news coverage of "soft" stories such as celebrity, arts and sports, female reporters were (26%) and men (74%). In the findings of 2010, female reporters were more visible in "soft" topics such as celebrity, arts, media, and sports (51%) compared to men (49%). Gender disparity in news reportage of "hard" topics still persists.
- In 2005 findings, women identified by family status (as wife, daughter, mother) were (18%) and men identified by family status were (7%). In the 2010 findings, as news subjects (16%) of women and (7%) men were identified by their family status. Female news subjects were still more than twice as likely to be identified by their family status.

- **News Content:** The stories that challenged gender stereotypes and that were reported by women constituted (16%). Stories that challenged gender stereotypes and that were reported by men were (14%). Stories that reinforced gender stereotypes and that were reported by women were (27%). Stories that reinforced gender stereotypes and that were reported by men were (36%). Overall, (52%) of stories reinforced stereotypes, and (13%) challenged stereotypes. The percentage of news stories that were likely to reinforce stereotypes was much higher than the percentage of news stories that challenged stereotypes.
- **Status in News:** In the 2005 findings, women news subjects portrayed as victims were (19%) and men portrayed as victims were (10%). In 2010, 10% of female news subjects are portrayed as victims, in contrast to only 3% of male news subjects. These statistics show a reduction in the tendency to attribute ‘victimhood’ to news subject in general, however female news subjects are still far more likely (3 times) than male news subjects to be portrayed as ‘victims’.

As victims of domestic violence women news subjects constituted (66%) and men (34%). In the real world, on average more than 3 women per one man are murdered by their intimate partners in the U.S. Date rape accounts for almost (70%).

Only one news story covered the story of a female news subject as a survivor of domestic violence. More empowering portrayals of women as “survivors” are yet to be covered by media.

The percentage of men portrayed as victims of war, terrorism, vigilantism was (64%) and women (36%). As victims of discrimination based on gender, race, ethnicity, men as news subjects constituted (60%) and women (40%). Only one story covered men as victims of violence based on religion making it to (100%).

As news subjects, men as victims of war, terrorism, ethnicity and race were more in number, while women news subjects as victims of domestic violence and crime and assault were more in number.

The number of women as news subjects who were victims of violence in their families and communities and the number of men as news subjects who were victims of violence in the war zones and sites of terrorism present a world complexly fraught with the impact of gender, race, ethnicity and culture etc., This status in the news in this area cannot be analysed solely through gender analysis, since the role of race, ethnicity and culture is not measured in the current methodological approach. Neither is this study based on peace monitoring in all its various dimensions. Can you elaborate a bit here on Peace Monitoring and explain what peace monitoring can bring to media analysis and how the GMMP could benefit from insights from peace monitoring.

In the constructed world of victims, what constitutes a culture of violence in families and communities may be different in scale from what constitutes a culture of violence in the zones of armed conflict and sites of terrorist acts. What the findings show is a spectrum of violence from families and communities, and extended to armed conflict and terrorism where women and men as news subjects appear as victims, men often outnumbering women as victims.

Women as news subjects presented in peace, negotiations, and treaties at the local, regional and national levels, constitute (33%) and men (67%). Gender parity is lacking in the portrayal of women in peace-making and peace- building roles.

Further, women’s image, role, and representation are more visible in “soft” stories.

The portrayal of women’s image, role, and representation still continue to be shaped by those who control the public and media agenda in news stories. Seen through the lens of gender equality, women may be visible in the media news coverage. Their perspectives and points of view are not.

THE NEXT FIVE YEARS

Media advocacy is a key educational method to raise awareness and to create a just society. To hold media accountable for gender balance in news coverage and delivery is a responsibility of the citizens. Making informed opinions about policies relating to communication, rules governing ownership, mergers, and consolidation that impact the news is an on-going activity.

Dr. Gaye Ortiz who directed the Global Media Monitoring activity in her class on Communication and Culture, at the Communications and Professional Writing Department, Augusta State University, Augusta, Georgia, sums up the need for intentional efforts to address imbalanced reporting before the next GMMP, when she says, “Continued education of people going into media careers about gender bias and agenda-setting as well as consumers holding media organizations responsible for unfair and inaccurate reporting of gender issues and stereotyping of gender roles (is necessary). More women in managerial positions and doing the actual reporting can go a long way toward determining or at least balancing the news agenda. There are many grassroots news blogs and activist news websites, so if people feel they need to take matters of gender equality in reportage into their own hands, it is easier than ever to put up a website, create a Twitter following the blog, all of which do potentially express the consumers’ views. However, in addressing national media there is still a worrying trend in further media ownership concentration that seems to mitigate against much direct influence. Like the World Association for Christian Communication’s proactive education and highlighting through programs and activities, organizations can prioritize gender issues in media and reporting.

As a teaching faculty in communication, Ortiz states that gender and women studies programs are too often the targets for funding cuts; secure programs can be immensely helpful in keeping an academic awareness of gender issues in the forefront for students as well as for other members of the academic community. She reiterates, “I have three granddaughters and a grandson, and it is equally important for each of them to have access to a mass communications environment that respects the dignity and worth of individuals, including their sexual and gender identities. I would like them to be able to enjoy gender representation in the media that does not stereotype women and men and that reflects accurately the complexity of humanity.”

On-going vigilance in monitoring media and raising awareness, in formal and informal learning settings are a key media literacy effort. Further, these educational efforts need to accompany action plans such as holding media accountable for fair and accurate portrayal of women, assuring gender parity in the incorporation of women’s perspectives, and addressing public policies governing media ownership.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, 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*.

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