

**WHO  
MAKES THE  
NEWS?**



# **AUSTRIA**

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## **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.'<sup>1</sup>
- 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.<sup>2</sup>
- 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.

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

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

## National context

- Austria's media system is defined by a very strong public broadcasting service, the predominance of the yellow press 'Neue Kronenzeitung' in the newspaper market and a high degree of media concentration: The four largest media organizations hold 80% of market shares, television and radio are dominated by the ORF and the four biggest newspapers reach about 75% of the population (see "context" below for detailed information). Because access to alternative perspectives is thus limited in the traditional news media, the representation of political subjects – including gender – remains a critical issue.
- When Austria took part in the GMMP for the first time in 2005, the average of women as subjects of the news was 12% on the appointed day. 38% of the presenters and 56% of the reporters were female. Representative surveys carried out in recent years estimate the percentage of female journalists between 42% and 33%.<sup>3</sup> Austria hasn't done too bad in this respect, as the number of female journalists has constantly risen since the early 1990s and is now above the level of both Germany (37%) and Switzerland (33%), although below that of Austria's neighbours to the southeast (Croatia: 45%; Serbia: 50%; Slovakia: 57%).<sup>4</sup> Data on the representation of women as subjects in the Austrian news are scarce: Christine Leinfellner's comprehensive study of the ORF's image of women dates from 1980. She found that the ORF programmes did neither represent the statistical facts about Austrian women nor did they pick up the socially relevant discussions of the time.<sup>5</sup> Andrea Prenner's 1995 study of the regional radio programme in Burgenland found that only 7.7% of the news subjects were female.<sup>6</sup> The most recent study on the presence of female politicians in Austrian news between 1998 and 2006 shows that women still are largely underrepresented. Percentages range between 14% and 23%, depending on the year and the news programme. The authors draw the conclusion that this might in part be explained by the media's focus on the political elite which is dominated by men.<sup>7</sup>

## Executive Summary

- The GMMP 2010 found that although the number of women in the news was considerably higher on the appointed date than it was in 2005, a closer look reveals significant differences between the contexts in which men and women "made the news".
- The GMMP monitoring in Austria looked at the role of male and female journalists and the topics they related to the public. Women and men were also identified as subjects and sources of the news with regard to their presence in different type of media. In addition the GMMP included information about the story topics that were linked with women, the occupation of male and female news subjects, their function in the story, the mentioning of their family

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<sup>3</sup> Andy Kaltenbrunner/Matthias Karmasin/Daniela Kraus and Astrid Zimmermann (2007): Der Journalistenreport. Österreichs Medien und ihre Macher – eine empirische Erhebung. Wien: Facultas, p. 115; Roman Hummel and Susanne Kirchhoff (2009): Strukturdatenanalyse der Entwicklung des österreichischen Journalismus (1946-2008). In Birgit Stark/Melanie Magin (eds.): Die österreichische Medienlandschaft im Umbruch. Wien: Österreichische Akademie der Wissenschaften, pp. 219-238.

<sup>4</sup> Kaltenbrunner et al., p. 115.

<sup>5</sup> Christine Leinfellner (1983): Das Bild der Frau im TV. Salzburg: Neugebauer, pp. 101 and 112.

<sup>6</sup> Andrea Prenner (1995): Die Konstruktion von Männerrealität in den Nachrichtenmedien. Eine theoretische und empirische Untersuchung anhand eines Beispiels. Bochum: Brockmeyer, p. 212.

<sup>7</sup> Günther Pallaver and Günther Lengauer (2008): Weibliche Repräsentanz und Medien Frames. Politikerinnen in Österreichs Medien. In: Johanna Dorer/Brigitte Geiger and Regina Köpl (eds.): Medien – Politik – Geschlecht. Feministische Befunde zur politischen Kommunikationsforschung. Wiesbaden: VS Verlag für Sozialwissenschaften, pp. 104-123.

status, and – where this was the case – the construction of victims. Last, both the quantitative and qualitative study were concerned with gender stereotypes in news reporting and the number of stories that focussed on gender issues and (in)equality. Yet it should be remembered that because of the small size of the Austrian survey, the GMMP represents a snapshot of the Austria media at a given moment and further research is necessary to confirm our findings.

- About 25% of the news subjects and 37% of the presenters and reporters were female. Probably more significant however, is the gender gap showing in the contexts and roles in which men and women appeared. Men clearly dominated the high profile news such as politics and economy both as reporters and news subjects, and they far more often appeared as experts (84%) and spokespersons (78%), while women represented either public opinion (82%) or related personal experience (44%). The day's top news – the spreading of the pig's influenza in Europe – may have had some influence on this outcome as women were often portrayed as worried mothers. This is discussed below in greater detail. In accordance with the global GMMP's general findings women's issues were once more neglected, accounting for less than 2% of the day's news, and three quarters of the stories reinforced gender stereotypes.

## A DAY IN THE NEWS IN AUSTRIA

- **10 November 2009** was a rather uneventful news day in Austria, leading to a wide range of domestic and international topics. Major news stories that were shared by all media dealt with vaccinations and other precautions against swine flu, which was spreading across the globe. Another subject found in almost all the media was some new detail concerning the kidnapping of Austrian Natascha Kampusch. Because of the horrible and extraordinary nature of the crime – Kampusch had been taken as a child and held captive for eight years until her escape in 2006 – the media have carefully watched the case's development. A third news issue that was recognized in all media were the ceremonies celebrating the anniversary of the fall of the Berlin Wall on November 9<sup>th</sup> 1989. Austrian media tend to watch the politics in neighboring Germany very closely, but the interest does not stop with political issues. On this particular day, sometime shortly before 9 pm Austria was hit by news of the suicide of the goal keeper of the German national soccer team. However, due to the late hour, only the internet picked it up immediately, and it became top news only the next day.
- **Swine flu as an example of journalistic practice:** The spreading of the disease across Europe was clearly the top story on an otherwise ordinary Tuesday. It therefore had some impact on the GMMP monitoring figures, i.e. it accounted for an extraordinarily high rate of social and health topics in the survey. It may also serve to illustrate the journalistic practice of gender representation and its more or less subtle reinforcement of stereotypes. Women are not invisible in Austrian media, but on the GMMP's monitoring day – and on many others – they more often than not appeared in contexts clearly limited by traditional gender roles. As an example, both private television stations made domestic effects of the pig's influenza the first story of their prime-time newscast.<sup>8</sup> One was about the long queues in doctor's waiting rooms, where parents were waiting for vaccinations for their children. The second story addressed a related problem: With a growing number of schools closing in order to prevent a spreading of the disease, parents found it difficult to organize care for their children while at work. Although in both cases the main story was not about women, the content and the

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<sup>8</sup> 'Schweinegrippe – Was tun mit Kindern?'/pig's influenza – what to do with children?' and 'Schweinegrippe – überfüllte Wartezimmer'/Pig's influenza – over-crowded waiting rooms'.

experiences were dominated by a female view of things. While the situation may bring problems for both parents, only mothers were interviewed on the subject or shown in the background, making it look as if the problems addressed concern only women/mothers. Both stories therefore subtly reinforced stereotypical notions of women being responsible for domestic issues and child-care.

## THE CONTEXT

- **Country background:** Austria is notorious for having the highest media concentration in Europe and arguably one of the highest worldwide. The four largest media organizations hold over 80% of the market share. The TV market is dominated by the public broadcasting service ORF, which is also the largest Austrian media organization. In 2008 the two ORF TV programs had a market share of more than 40%. Private TV programs are allowed only since 2001. Private programs from Germany still dominate the market, with the Austrian ATV and Puls 4 on the rise. Still none of them reaches 10% in market share. The newspaper market is traditionally dominated by the yellow press 'Neue Kronenzeitung' which in 2008/2009 reached about 41% of the population. It belongs to the 'Mediaprint' holding, which also owns the newspaper 'Kurier'. The third big player is the 'Styria Medien AG', owner of 'Kleine Zeitung' und 'Die Presse' among others. Concentration of the print market is exceptionally high: the four biggest newspapers reach about 75% of the population. In a country of 8.3 million people, the 'Neue Kronenzeitung' alone sells about 820.000 copies each day. The radio market again is dominated by the ORF, but private stations exist in all provinces since 1998. Among the latter only 'Kronehit Radio' has a nationwide frequency. The various ORF programs have a total market share of about 78%.<sup>9</sup>
- **Media monitored:** In Austria all major nationwide media were monitored for the GMMP, including television, daily press, radio and the internet.<sup>10</sup> The *newspaper* sample included most of the nationwide daily papers (Neue Kronenzeitung, Österreich, Der Standard, Die Presse, Kurier, Kleine Zeitung, and Salzburger Nachrichten). With one exception they also reach the largest audience groups and range from what is considered a left-wing quality paper (Der Standard) to conservative yellow press (Neue Kronenzeitung, Österreich). Since Austria has only two public broadcasting channels (ORF1 and ORF2) and two nationwide private channels (ATV and Puls 4), all of them were included in the *television* sample. For the survey the prime time news starting around 7.30pm were recorded. The *radio* sample includes the ORF station OE 2 and the privately owned 'Antenne Vorarlberg', which belongs to a ring of 'Antenne Radio' stations across the various Austrian provinces. Both news programs are broadcast nationwide, albeit at 'Antenne' the main part is followed by local news, which were analyzed as well. The radio programs were recorded at 8am when many listeners tune in for the morning news. Austria also took part in the internet monitoring pilot. The *internet* sample includes the three most-visited Austrian webpages solely concerned with news. In November 2009 these were orf.at, standard.at, and kurier.at.<sup>11</sup> They all belong to major news organizations: orf.at to the Austrian public broadcasting service ORF; standard.at and kurier.at to the newspapers of the same name. We looked at the websites at around 9pm, because internet traffic tends to be high in the evenings.

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<sup>9</sup> Thomas Steinmaurer (2009): Das Mediensystem Österreichs. In: Internationales Handbuch Medien, ed. by Hans-Bredow-Institut. Baden-Baden: Nomos, pp. 504-517.

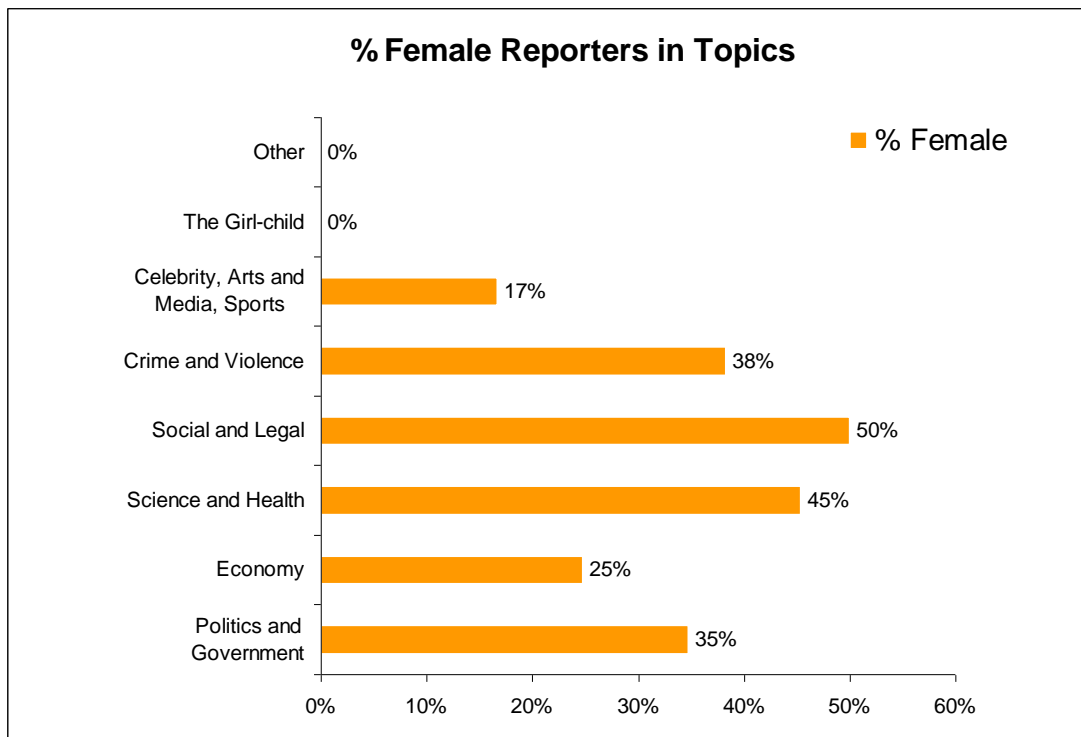
<sup>10</sup> For further information on user rates cp. [www.media-analyse.at](http://www.media-analyse.at)

<sup>11</sup> cp. [www.alexa.com](http://www.alexa.com)

- **The monitors:** The GMMP monitoring was carried out by a class of master students of communication studies at Salzburg University. Together they coded 187 stories from 15 different media and 474 men and women as subjects and presenters of those stories.

## TOPICS IN THE NEWS

- **Topics in the news:** Chief among the topics that made the news on 10 November 2009 were politics and government (42 stories), closely followed by crime and violence (41). These however covered a large variety of subjects, as no particularly interesting event had taken place during that day or the day before. An astonishingly high number of 19 stories dealt with science and health issues due to the worries about swine flu, which had spread to Europe in the autumn. The rest of the news stories covered social and legal topics (16), the economy (13), celebrity, arts/media, and sports (10) and other subjects (2).
- Male reporters predominantly presented all types of topics with the exception of 'Science and Health' and 'Social and Legal', where the total number of stories presented by a male or female reporter was either fully or almost equal.

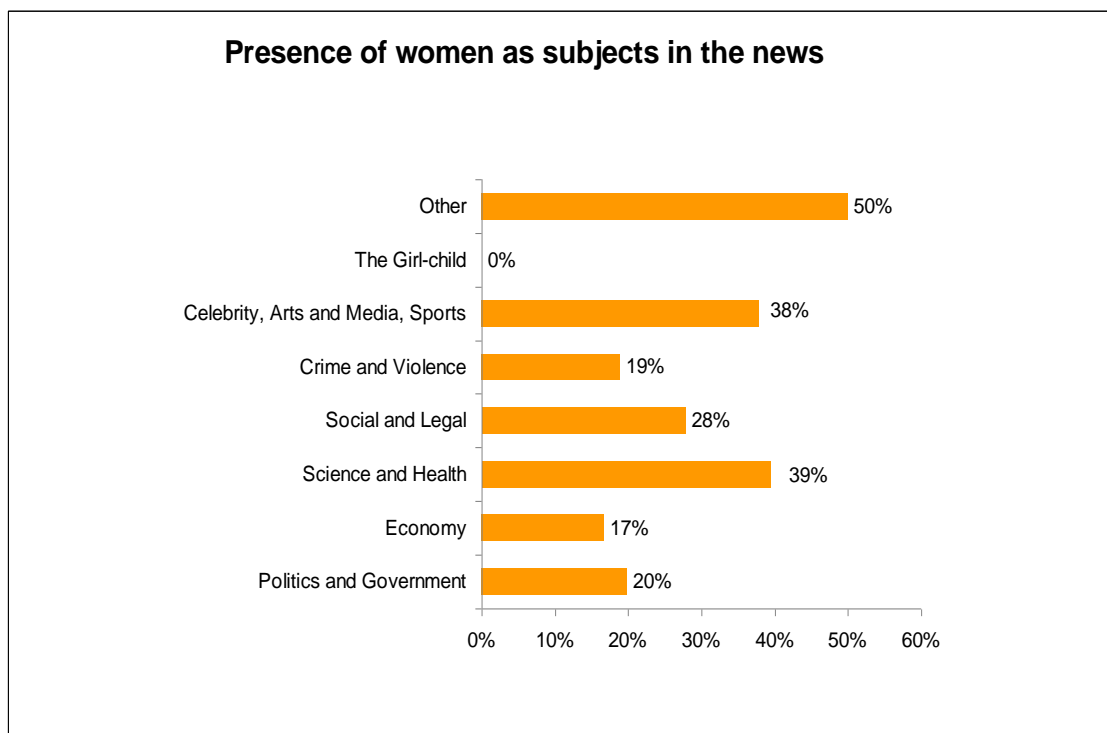


## THE NEWS

- **Overall presence of women and men in the news as news subjects:** Out of a total of 411 news subjects only 103 were female. But although men dominated all topics, there are some significant differences. Looking at the three major topics, roughly 80% of the subjects in



stories about politics and government as well as crime and violence were male.<sup>12</sup> In contrast, 39% of the people appearing in stories about science and health topics were female. This is owed to the fact that such stories for the most part dealt with swine flu, as was mentioned above, and often featured concerned mothers voicing e.g. their worries about a possible shortage of vaccinations and the spreading of the disease. The higher percentage can thus be explained by the news focus on the (stereotypically) female domain of child care.



- Presence of female and male news subjects by medium – radio, TV and newspapers:** Taking a look at the different type of media, the relation between female and male subjects was best on television with 31% female, followed by 21% on television and 20% on radio. Yet because of the small number of television and radio stations in Austria and in our survey, no definite conclusions can be drawn from this.
- News Sources:** About one quarter of the news sources were female. Women most often appeared as sources in local (30%), and national (30%) news, and less often in news dealing with international (21%) or both national and international (13%) matters.
- Different story topics:** In keeping with the overall presence of women and men, male news subjects dominated the different story topics in each major category, except those dealing with medicine, health issues and viruses. For example, 51 men appeared in stories about foreign and international politics compared to only 8 women. Women were slightly more visible in domestic politics (9 female, 24 male). While the situation was similar where violent crime was concerned (14 women compared to 65 men), the relation was more balanced in the health and medicine stories, in which 26 women and 34 men were mentioned or shown. Since the media treated the pig's influenza as a local and national topic, focussing on events and consequences in Austria this also helps to explain why the number of female sources is relatively high in stories with a national/local scope.

<sup>12</sup> All percentage values are weighted, based on the country's media density. For further information please refer to the global report 'Who makes the news? Global Media Monitoring Project 2010'.

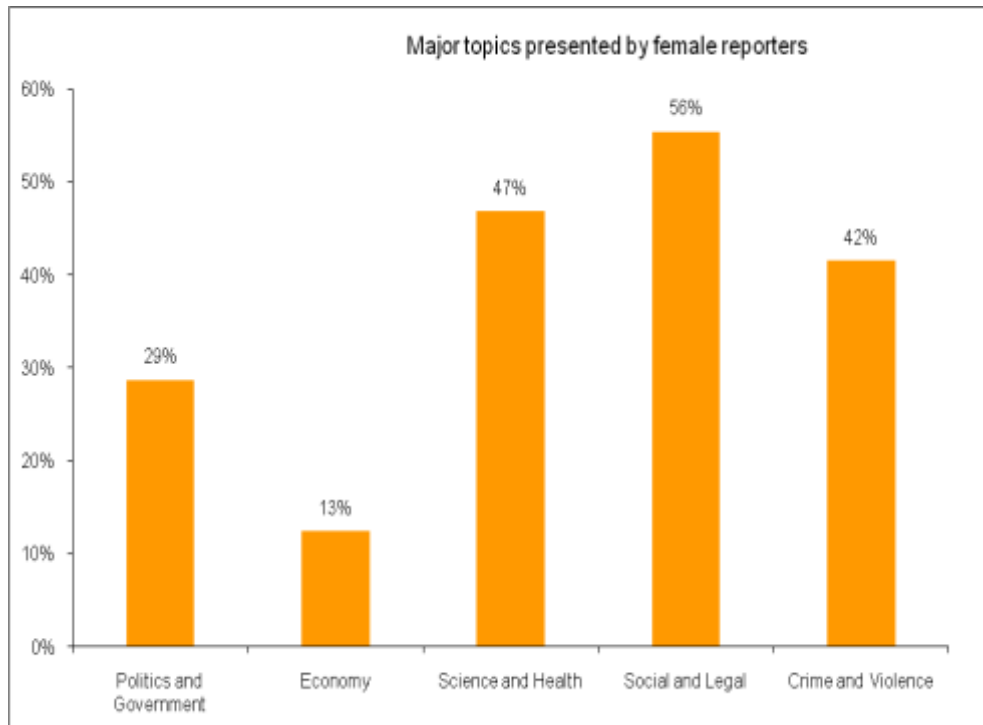


- **Who are the newsmakers?** In order to look at the position or occupation of female and male news subjects we discuss only those which were held by at least 15 people. The top five occupations held by men were government officials with an overall of 111, business person (23), police and health professional (15 each), and criminal or suspect (14). Government official was also the most frequent female occupation (26), but it was followed by homemaker or parent (9), office worker (7), government employee (6) and health professional (5).
- **Function of female and male news subjects:** The gender split found in the occupation and position of news subjects was repeated in their function in the story. Women not only appeared less often in professions with a high status, they also served more often to relate either popular opinion or personal experience, while men served as experts or spokespersons. Thus 84% of the experts commenting on a topic were male, as were 78% of the spokespersons. On the other hand, 44% relating personal experience and 82% serving as the voice of popular opinion were female, which is significant because the absolute number of women as news subjects is much smaller than that of men.
- **Identity and family status in the news:** In addition, slightly more women (12%) were identified by their family status than men (5%).
- **Constructing 'victims' in the news:** Likewise, while 75% of the persons a story was about were men, the number of female victims was high by comparison. Out of 45 victims of different types of crime 19 (42%) were female.

## WHO DELIVERS THE NEWS

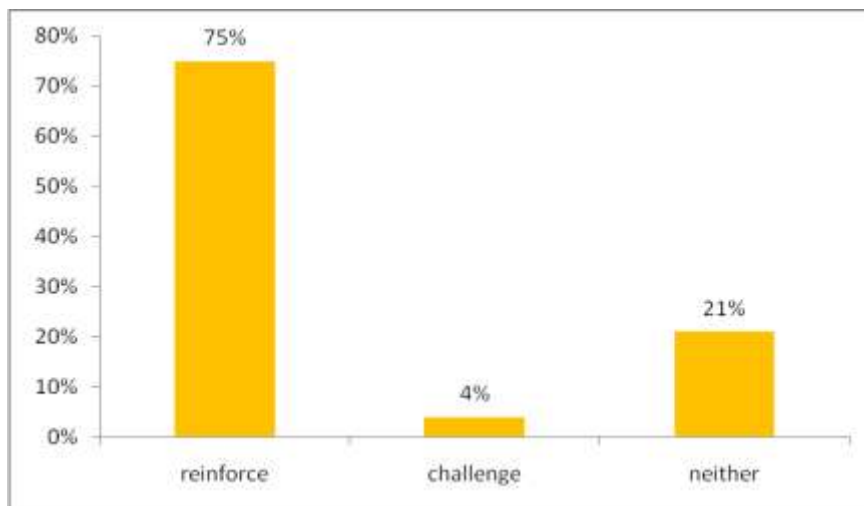
- **Television and radio announcers:** Austria is a small country with a limited number of television and radio programs. Therefore only 5 newscasts were recorded and analyzed on 10 November 2009, comprising the primetime news of all three major TV networks and two examples from public and private radio. But although the absolute numbers are very small, it should be remembered that they do reflect the situation on the appointed date because of the wide range of people reached by the nationwide programs. Both radio newscasts had a female announcer, who also read out most of the reports. On television, privately owned Puls 4 and ATV used male anchors, while the public broadcasting service ORF2 had a male and a female anchor presenting the news alternately.

- **Reporters:** A total of 87 stories in the newspapers, on television and radio could be identified by the sex of the reporter. Among these roughly one third was female. Women reported 40% of the domestic news and 33% of the more prestigious international news. Likewise only 29% of political news and 13% of economical news were reported by female journalists.



## GENDER AND THE NEWS

- **Stories with women as a central focus:** About 6% of the news stories on 10 November 2009 focussed on women and women's issues. Chief among these was violent crimes, in this particular case the kidnapping of Natascha Kampusch. One story dealt with media, sports, female politicians, international politics, disaster, family relations, and abortions respectively. Women's issues seldom make news. Thus out of 70 stories dealing with political and economical issues only 2 (3%) focussed on related subjects.
- **Stories that highlight issues of gender equality or inequality issues:** Likewise, less than 2% of all stories addressed gender equality or inequality.
- **Challenging or reinforcing stereotypes?** Not surprisingly, the majority of news coverage relies on traditional gender roles. 75% of the news stories were reinforcing stereotypes, while 4% challenged them and 21% did neither. Bearing in mind that the number of stories reported by women is lower than the number of stories by male reporters, it is still noteworthy that of those reporters who challenged stereotypes and who could be identified by gender, 7 were male and 2 were female.



## GENDER AND JOURNALISTIC PRACTICE

- In order to take a closer look at the journalistic practice the following section introduces four examples from the qualitative data analysis. The different news stories were chosen because they blatantly or subtly stereotype women and/or men, present a missed opportunity to discuss gender issues, challenge stereotypes or serve as an example of gender awareness.
- **Blatant stereotypes:** 'Shoppingtour auf andere Art' ('A different kind of shopping trip') is a newspaper article that deals with successful business women from India, Russia and Qatar who invest money in European enterprises. Although the subject of this story challenges stereotypical gender roles, the way in which it is presented, however, is blatantly stereotypical with regard to notions about women and nationality/culture. While presenting them as successful business people, the article also continuously links the women with shopping, couture and emotional passion. One example is the article's headline in which 'shopping trip' refers to the acquisition of various enterprises (hotel, fashion label, automobile producer). Others are: 'For example 33-year old Indian Megha Mittal, a former investment banker, is on a shopping trip right now. Instead of clothes and shoes she has bought a whole fashion label. This is not a whimsical mood of a young woman who has married into the family owning the world's largest steel enterprise (ArcelorMittal), but an investment with which the business woman, who is said to be very tough, wants to be successful.' And a few lines down: 'She has been looking for an investment in the fashion business for at least a year. It is said that she has had a passion for fashion since she was a child. Passion was also the reason why the second of three wives of the Emir of Qatar, Sheikha Mozah Bint Nasser el-Missned, did not just want to buy her next Porsche car but opted for a part of the enterprise instead.' The article features portrait shots of Mittal and Russian entrepreneur Elena Baturina and a full picture of the Sheikha in a pink evening robe. The caption to the latter reads 'Unveiled and influential: Sheikha Mozah Bint Nasser el-Missned'. The caption thus addresses cultural stereotypes as well as does the whole article, which is structured around the notion that these women 'break with the conventions of their countries'. It opens with: 'They don't fit into the cliché that Europeans have about women from India, the Arab world or patriarchal Russia. But they give a hint about the potential there.' Yet the article never questions the cliché.
- **Subtle stereotypes:** The internet story 'Entscheidung verzögert sich' ('Decision delayed') deals with the question of who is to become the first president of council of the European

Union and its first 'secretary of foreign affairs'. It discusses the chances of various (male) candidates, who prefers whom and whose decision will carry the most weight. No woman appears in the rather long story until the last third, where it reads: 'Gusenbauer's gender-problem. In Berlin, the chances of [Austria's prime minister] Gusenbauer were only marginal. If [the former Italian prime minister] D'Alema does not get the position of EU secretary of foreign affairs, i.e. because the Eastern European countries oppose the former communist, then considerations about making a woman secretary might come into play.' Although the story does not use obvious gender clichés, it may still be considered as reinforcing stereotypes for two reasons: a) There is a lack of female politicians in the whole story: no female candidate for the two posts is mentioned and no female politician is asked about her opinion on the matter; b) more important however, the quoted passage implicitly suggests that a female secretary may be a kind last resort or compromise, undesirably favored over Austria's prime minister. It also fails to tell its readers who this 'female candidate' might be while all other candidates are mentioned by name.

- **Missed opportunity:** The television news story 'Bauchstich statt Sex' ('A stab in the stomach instead of sex') informs the audience of a violent incident between a female prostitute and her potential customer. They made an arrangement for a sexual encounter but on meeting him the woman stabbed her customer, wounding him seriously, and was later arrested by the police. None of the involved parties is interviewed which might be the reason for a somewhat unbalanced view on the crime. The only reasons given are 'sexual differences' and a dispute or argument over the type of service (sexual practice) the woman was supposed to render to her customer. This story might be considered gender-blind because it doesn't present any details about why the woman went to such drastic measures over a mere argument. It also fails to put the story into a wider context of prostitution and sexual violence.
- **Gender awareness:** 'Mehr Frauen per Gesetz' ('More women by law') is an example of how women's issues might be addressed in the news. The newspaper article informs readers about a political initiative launched by the (female) Austrian secretary of women's affairs. She plans to raise the quota of female employees in public service from 40% to 45%. If she succeeds in passing this bill, women applying for a job in public service will have to be favored over male candidates with the same formal qualification until the 45 percent quota has been reached. Such laws are not new in Austria: The article also states that the quota has helped to raise the percentage of female public servants in higher positions from 18% in 1999 to 27% in 2007. The article is gender aware in two ways: a) It directly addresses the issue of gender equality in public service, showing that a legal quota can help women find employment while also implicitly stating that this is still necessary; b) Although it refrains from commenting on the secretary's plans, it puts her in a favorable light by backing up the demand for a gender equality quota with numbers from recent years.
- **Challenging stereotypes and reinforcing them at the same time:** News stories and the context in which they are presented, may however hold different, sometimes contradicting messages for the audience. A point in case is the short television news piece 'Frauen-Fußball: Fair Play' ('Women's soccer: Fair Play'). The story itself challenges stereotypical notions of women in sports, yet the introduction by the presenter is blatantly stereotypical and sexist. This story features a video taken at soccer match between two female university teams in the U.S. It focuses on one player in particular, who makes one bad and brutal foul after the other (punches, kicks, pulling hair). The story questions the cliché role of women in sports, challenging notions about the nice and gentle 'female' nature. The video shows that female soccer is no different from male soccer and that brutal fouls exist in this sport in general (the only real 'surprise' being that the referee did not ban the player from the match). Although the comment doesn't point this out, it doesn't say anything to the contrary, either, and sticks mainly with describing what is happening. Yet the way this story is presented should also be noted. It is the very last story in this particular newscast and is introduced by

the male presenter with the words: 'In our next story we will show you how brutal women can be in soccer – I am sure that you have never seen anything like it before.' And he ends it with a comment to his fellow male presenter: 'This time they only fought over a ball, image them fighting over a man.' This clearly delivers a different message: The placement as last piece in the newscast suggests that it be viewed as a sort of funny anecdote (even more so because American University soccer leagues are not usually recognized in Austria). That judgement is reinforced by the introduction, making the event look kind of freakish or at least extraordinary. The final comment, which might be read as a sexist joke, also refers to a stereotypical view on women's behavior.

## SUMMARY AND CONCLUSIONS

- On 10 November 2009 about one quarter of the news subjects in Austria's largest daily media were women, compared to 11% in 2005. Likewise 25% of news sources were female. As is the case in countries all over the world, only a very small number of news stories focussed on women, women's issues and/or gender equality. Yet although some of the results are promising compared to 5 years ago, it is still a far reach from gender equality in the media. Women do better as reporters, where they make about 37%. As announcers and anchor persons they figured in both public and privately owned radio and on the ORF, though not on private television. This gives cause for careful optimism, as do recent studies which indicate an upward trend with currently about 40% of all Austrian journalists being female.

The GMMP 2010 findings suggest that while the overall appearance of women in the news has risen in numbers, they did considerably better in low-profile parts of the news than i.e. in international politics or economical topics – as makers as well as as subjects of the news. As reporters and they dealt mainly with social, health and crime related issues.<sup>13</sup> As subjects of the news women inproportionately often appeared in domestic contexts, as homemakers or parents, and as voice of the 'concerned population' rather than as experts. In sum, a closer look at the how, where and when of women making the news is still needed.

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<sup>13</sup> This is in accordance with the fact that in Austria the fields of lifestyle, entertainment, science and health are mainly covered by women, while men report sports and technical subjects. The gender gap is less significant in culture, politics and economy, but male journalists dominate these as well. Furthermore, women are less often found in high ranking positions within the media organisation than men (9% compared to 18.5%, cp. Kaltenbrunner et al., Journalisten-Report, pp. 115-121).

## 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**

Borensky, Christina

Daxner, Alexandra

Hackenbuchner, Christine

Helfrich, Eva

Huber, Heidi

Kirchhoff, Susanne

Köstlinger, Stefan

Lindorfer, Sibille Raffaella

Marchgraber, Anita

Ruep, Stefanie

Schmoll, Katrin

Steinacker, Jessica

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