WHO MAKES THE NEWS?

Country: BELARUS

Global Media Monitoring Project 2010
National Report

Acknowledgements

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

Media monitoring data are important to make the visible gender insensitivity of the state mass media and to prove that women / men have defective (unequal) possibilities to express their opinion through mass media

- News media remain the major and most influential source of information, ideas and opinions 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.

  We joined the project on the one hand to get convincing empirical data that evidence existing stereotypes and, on the other hand, to make them visible to the world community.

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[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

Executive Summary

■ **31% of the people interviewed, heard, seen or read about in mainstream broadcast and print news are female.**

■ **Women have achieved near parity as givers of popular opinion in news stories.**

■ **An analysis of media coverage on selected issues of special concern to women contained in the Beijing Platform for Action reveals such issues receive an average of less than 1.5% media attention each.**

■ **News stories by female reporters are almost twice as likely to challenge gender stereotypes than stories by male reporters**

■ **News stories by female reporters have considerably more female news subjects than stories by male reporters**

■ **Women are five times as likely as men to be portrayed in their roles as wives, mothers, etc.**

■ **Only 9% of news stories mention gender equality policies or human and women's rights legal instruments.**

These findings suggest that numerous stories miss the opportunity to create awareness on instruments enacted to protect human rights, women's rights or gender equality. The findings also support an observation by gender and communication groups that human rights, and in particular women's human rights, are relatively invisible in mainstream media coverage.

A DAY IN THE NEWS IN BELARUS

10 November 2009.

The main official news was a report about the meeting which was held on that day by the president of Belarus A. Lukashenko on «perfecting the electoral legislation», on the threshold of the upcoming presidential elections in 2011.

In addition, the future prospects of the uniform customs union of Belarus, Kazakhstan and Russia and the possibility to enter the World Trade Organization with a "united front" way, instead of separately.

Also, the report and discussion of the realization of the program «Pure water» - the state-scale project directed at solving the problem of cleaning potable water (removing its iron content) especially in countryside.

A dramatic event was news about a woman who fell under an underground train in Boston (USA) and survived. «The drunken woman balanced some minutes on the brink of a platform and at the moment the train arrived, she fell onto the rails. The driver by a miracle managed to stop the train in time and not to hit the woman. Passengers of the underground helped her to get back on a platform». This news was broadcast on all the analyzed channels.

THE CONTEXT

- **Country background**:

1. Number of national television stations -7 (http://www.mininform.gov.by/smi/elek/)

2. Number of national radio channels – 17 (http://www.mininform.gov.by/smi/elek/)

3. Number of national newspapers – 48 (http://www.mininform.gov.by/smi/)

The following media were studied:

1. Newspaper «Sovetskaia Belorussia» was founded by the President Administration of the Republic of Belarus, its circulation is more than 400,000 copies five times a week (the biggest circulation in the Republic). This newspaper is of compulsory subscription for all state organizations and inhabitants of rural areas (people are made to do so, through pressure) as well as agents of economic activity. It was founded in 1927. Internet version www.sb.by

2. Newspaper «Respublika» was founded by the Council of Ministers of the Republic of Belarus. Its circulation is more than 95,000 copies, five times a week. The slogan of the newspaper is "Not the people for the authorities but authorities for the people". It is bilingual (Belarusian and Russian). It was founded in 1991. Internet version www. respublika.by

3.Newspaper «Zviazda» founded by the Council of the Republic of the National Assembly of the Republic of Belarus and the Council of Ministers. Circulation is 32,345 copies and it comes out 250 times a year. Slogan is "the native newspaper in the native language", the language is Belarusian. Has been issued since 1917. Internet version is www. zviazda.by

4. Newspapers «Narodnaya Gazeta» was founded by the cooperative association «Narodnaya Gazeta» in 1990. Circulation is 32,312 copies, five times a week. Slogan is «Long live Belarus!», it is bilingual (Belarusian and Russian).

1. The analysed TV channels and radio are the part of the network of the National State broadcasting Company of the Republic of Belarus (http://www.tvr.by/rus/)

«First Channel (TV)
"Today it is one of the biggest TV broadcasting companies in Europe. It has all modern equipment and the staff consists of professionals only," – this is what the web site of the channel says.

1 CHANNEL RADIO

Belarusian Radio – the First National channel – is the biggest radio channel in Belarus. Its broadcasting priorities are – efficiency, large-scale involvement, accessibility. The channel

has the widest broadcast network. FM/УКВ/ДВ/СВ/КВ transmitters, wireline network (more than 3,3 million users) and the coverage is 100% of the territory of Belarus and the borderline territories of Russia, Ukraine, European Union countries.

2. Closed corporation «The Second National TV channel» was created according to presidential decree from **15 February 2002**.

«ONT» is registered by the resolution of the Minsk city executive committee from 19 March 2002.

Staff of the company numbers 304 people. The most numerous department is information broadcasting and consists of 107 people… The "smallest and most female" is the accounting department, represented by 8 workers (information from the site).

http://www.ont.by/company/)

Radio ONT – created in 2007, the main idea was to found the first men's radio.

What is the idea of a men's radio? Creative programming is developed with due regard to men interests. Facts are important because men prefer to make conclusions himself. (information from the site http://www.ont.by/company/our_life/0022444/)

3.

   «Metropolitan TV» – one of three national TV channels, covering the whole territory of Belarus. Registered in 2000 as a closed corporation "Metropolitan TV" has been broadcasting since 2000 with one program – news block. Gradually the company grew and today it has information programs, TV-political journalism, entertainment shows, sports program and so on ((information form the site http://ctv.by/about/about/).

4.

   Radio station "Alfa Radio" started in 1999 in Minsk. Broadcasting on 107,9 FM round-the-clock in Minsk (the capital of Belarus) and some other regions. The particular features of the information service are efficiency, brevity, absence of comment. The audience for this radio is educated, active and successful people of 30-40 years old (information taken form the site http://www.mm.by/alpha/index.shtml; http://www.alpha.by/).

The monitors: Only 3 people took part in the monitoring in Belarus. 124 news stories were analysed.

TOPICS IN THE NEWS

- **Topics in the news**:

	Topic	Print	Radio	TV	N
1	Politics and Government	10%	10%	14%	14
2	Economy	39%	51%	30%	50
3	Science and Health	8%	13%	14%	14
4	Social and Legal	16%	5%	19%	19
5	Crime and Violence	14%	5%	14%	14
6	Celebrity, Arts and Media, Sports	12%	10%	11%	14
7	The Girl-child	0%	0%	0%	0
8	Other	0%	0%	0%	0
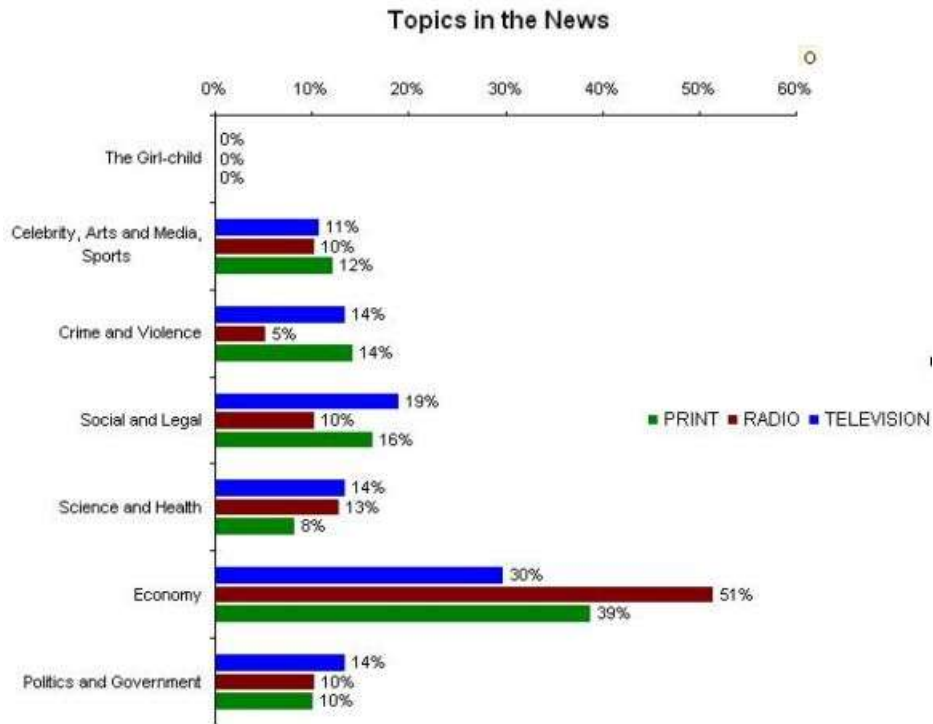
Topics in the News

Topics in the new by sex of Reporter

	Topic	% Female	N-F	% Male	N-M
1	Politics and Government	57%	8	43%	6
2	Economy	36%	18	64%	32
3	Science and Health	60%	12	40%	8
4	Social and Legal	37%	7	63%	12
5	Crime and Violence	27%	3	73%	8
6	Celebrity, Arts and Media, Sports	18%	2	82%	9
7	The Girl-child	0%	0	0%	0
8	Other	0%	0	0%	0

% Female Reporters in Topics
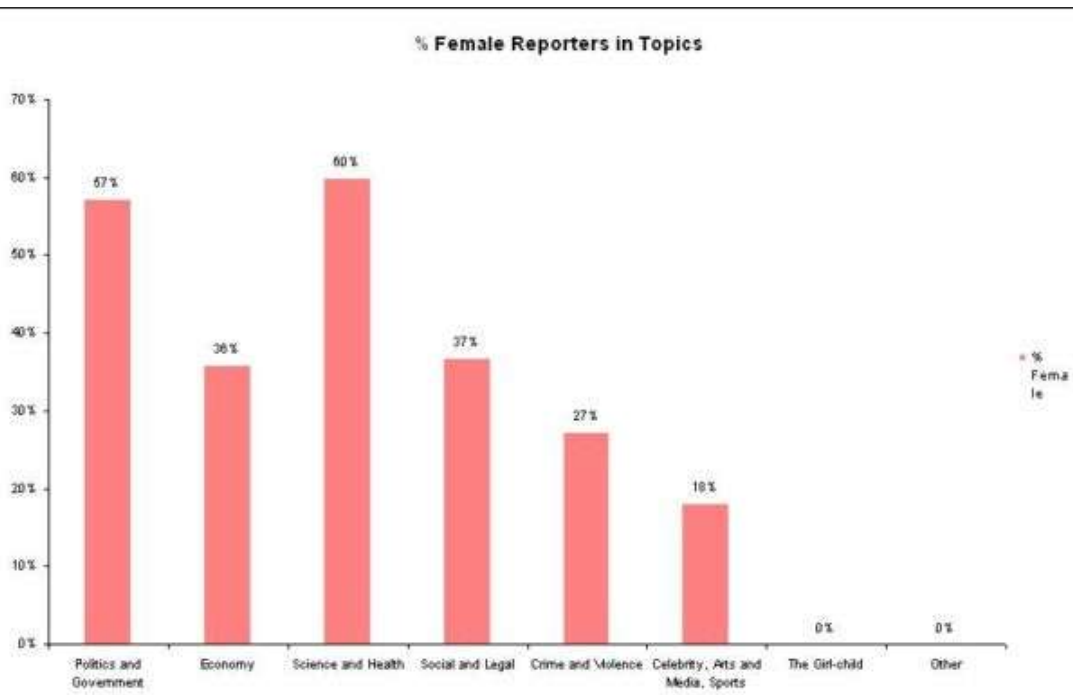
THE NEWS

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

	Topic	% Female	N-F	% Male	N-M
1	Politics and Government	39%	5	61%	8
2	Economy	30%	21	70%	49
3	Science and Health	39%	7	61%	11
4	Social and Legal	22%	8	78%	28
5	Crime and Violence	33%	5	67%	10
6	Celebrity, Arts and Media, Sports	43%	6	57%	8
7	The Girl-child	0%	0	0%	0
8	Other	0%	0	0%	0

Presence of women as subjects in the news
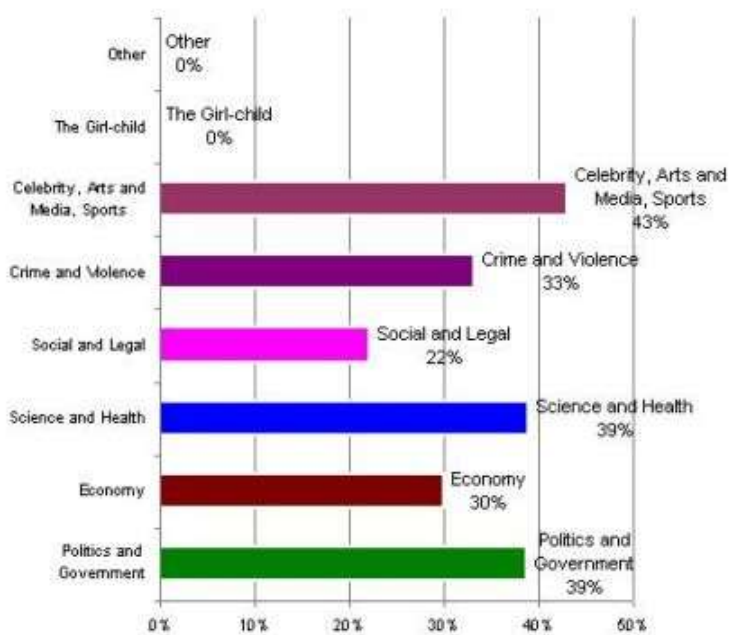
- **Presence of female and male news subjects in Belarus by medium – radio, TV and newspapers:**

Sex	Print	N	Radio	N	TV	N
Female	27%	22	32%	8	37%	22
Male	73%	59	68%	17	63%	38

- **News Sources** (sex of news subjects (sources) in local, national, and international affairs in Belarus):

Scope	Female	N	Male	N
Local	64%	9	36%	5
National	43%	34	57%	45
National and other	11%	6	89%	50
International	18%	3	82%	14
	31%	22	32%	8
Total	31%	52	69%	114

- **Sex of news subjects in different story topics**.

Story Topics	Female %	N-F	Male %	N-M

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Women in political power and decision-making (local, regional, national)	100%	2	0%	0
Women electoral candidates (local, regional, national)	0%	0	0%	0
Peace, negotiations, treaties…(local, regional, national)	0%	0	100%	2
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	43%	3	57%	4
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0	100%	1
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	0%	0	0%	0
National defence, military spending, military training, military parades, internal security …	0%	0	0%	0
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	100%	1
Economic policies, strategies, models (national, international) …	9%	3	91%	32
Economic indicators, statistics, business, trade, stock markets …	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	67%	4	33%	2
Poverty, housing, social welfare, aid to those in need …	0%	0	0%	0
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	0%	0	0%	0
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment …	0%	0	0%	0
Rural economy, agriculture, farming practices, agricultural policy, land rights …	75%	6	25%	2
Consumer issues, consumer protection, regulation, prices, consumer fraud …	50%	8	50%	8
Transport, traffic, roads ……	0%	0	100%	5
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Science, technology, research, funding, discoveries, developments …	0%	0	100%	2
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)…	25%	1	75%	3
HIV and AIDS, incidence, policy, treatment, people affected …	0%	0	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS …	67%	2	33%	1
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy …	0%	0	0%	0
Environment, nature, pollution, global warming, ecology, tourism …	45%	4	55%	5
Other stories on science or health (specify the subject	0%	0	0%	0

in 'Comments' section of coding sheet)				
Development issues, sustainability, community development …	0%	0	0%	0
Education, child care, nurseries, pre-school to university, adult education, literacy …	0%	0	0%	0
Family relations, inter-generational conflict, single parents …	0%	0	0%	0
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities …	0%	0	0%	0
Religion, culture, tradition, controversies, teachings, celebrations, practices …	9%	2	91%	20
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia …	0%	0	0%	0
Women's movement, activism, events, demonstrations, gender equality advocacy …	0%	0	0%	0
Changing gender relations, roles and relationships of women and men inside and outside the home …	0%	0	0%	0
Family law, family codes, property law, inheritance law and rights …	67%	2	33%	1
Legal system, judicial system, legislation (apart from family, property & inheritance law) …	33%	3	67%	6
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	50%	1	50%	1
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) …	20%	1	80%	4
Violent crime, murder, abduction, kidnapping, assault, drug-related violence …	60%	3	40%	2
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation …	0%	0	0%	0
Child abuse, sexual violence against children, trafficking, neglect.	0%	0	0%	0
War, civil war, terrorism, state-based violence …	0%	0	100%	1
Riots, demonstrations, public disorder …	0%	0	0%	0
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash …	0%	0	100%	2
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	50%	1	50%	1
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty …	67%	2	33%	1
Arts, entertainment, leisure, cinema, theatre, books, dance …	14%	1	86%	6
Media, including new media (computers, internet), portrayal of women and/or men, pornography …	0%	0	0%	0
Beauty contests, models, fashion, beauty aids, cosmetic surgery …	100%	3	0%	0

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Sports, events, players, facilities, training, policies, funding …	0%	0	100%	1
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)…	0%	0	0%	0
	31%	52	69%	114

- **Who are the newsmakers** (position/occupation of female and male news subjects in Belarus)**?**

Position or Occupation	Female %	N-F	Male %	N-M
Royalty, ruling monarch, deposed monarch, any member of royal family …	0%	0	0%	0
Government official, politician, president, government minister, political leader, political party staff, spokesperson …	22%	11	78%	39
Government employee, public servant, bureaucrat, diplomat, intelligence officer …	15%	6	85%	33
Police, military, para-military group, militia, prison officer, security officer, fire officer …	33%	1	67%	2
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker …	0%	0	0%	0
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist …	60%	3	40%	2
Science or technology professional, engineer, technician, computer specialist …	37%	4	63%	7
Media professional, journalist, video or film-maker, theatre director ...	0%	0	100%	2
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk …	0%	0	100%	3
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker …	20%	1	80%	4
Office or service worker, non-management worker in office, store, restaurant, catering …	80%	4	20%	1
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker …	0%	0	0%	0
Agriculture, mining, fishing, forestry worker …	80%	4	20%	1
Religious figure, priest, monk, rabbi, mullah, nun …	7%	1	93%	13
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations …	0%	0	100%	1
Sex worker, prostitute …	0%	0	0%	0
Celebrity, artist, actor, writer, singer, radio or television personality …	50%	3	50%	3

	Female %	N-F	Male %	N-M
Sportsperson, athlete, player, coach, referee …	0%	0	100%	1
Student, pupil, schoolchild	100%	0	0%	0
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	100%	0	0%	0
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	0%	0	100%	1
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	100%	2	0%	0
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	100%	4	0%	0
Criminal, suspect. Code this only if no other occupation is given, e.g, a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	100%	3	0%	0
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	0%	0	0%	0
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	50%	1	50%	1
Total	31%	52	69%	114

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

Function in News Story	**Female %**	**N-F**	**Male %**	**N-M**
Subject: the story is about this person, or about something the person has done, said etc.	0%	0	100%	1
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	16%	8	84	41
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	29%	25	71%	62
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	67%	16	33%	8
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	0%	0	0%	0
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 people.	100%	2	0%	0

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Other. Use only as a last resort (describe the function in 'Comments' section of coding sheet).	**49%**	**1**	**51%**	**1**
NA – Use this where you are coding a secondary source only	**0%**	**0**	**0%**	**0**
Total	**31%**	**52**	**69%**	**113**

- **Constructing 'victims' in the news** (news subjects who are portrayed as victims by sex):

Victim Type	**Female %**	**N-F**	**Male %**	**N-M**
Victim of an accident, natural disaster, poverty, disease, illness …	**0%**	**0**	**0%**	**0**
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder …	**100%**	**1**	**0%**	**0**
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking …	**0%**	**0**	**0%**	**0**
Victim of other crime, robbery, assault, murder …	**0%**	**0**	**0%**	**0**
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning …	**0%**	**0**	**0%**	**0**
Victim of war, terrorism, vigilantism, state-based violence …	**0%**	**0**	**0%**	**0**
Victim of discrimination based on gender, race, ethnicity, age, religion, ability …	**0%**	**0**	**0%**	**0**
Other victim: describe in 'Comments' section of coding sheet …	**100%**	**1**	**0%**	**0**
Total	**100%**	**2**	**0%**	**0**

- **Identity and family status in the news** (family status by sex)**:**

Whether identified by family status	**Female %**	**N-F**	**Male %**	**N-M**
No	**88%**	**46**	**97%**	**111**
Yes	**12%**	**6**	**3%**	**3**

- **Images in the news** (female and male news subjects appearing in newspaper photographs in Belarus)**:**

Whether photographed	**Female %**	**N-F**	**Male %**	**N-M**
No	**63%**	**12**	**75%**	**38**
Yes	**37%**	**7**	**25%**	**13**

News subjects who are identified by family status, by sex by sex of reporter

Sex of reporter/ announcer	Female	Female		Male	Male	
Sex of news subject	Female	Male	N	Female	Male	N
No	80%	91%	18	86%	100%	31

Yes	20%	9%	3	14%	0%	1

WHO DELIVERS THE NEWS?

- **Overall Presenters** (presenters in broadcasting, by sex)

	2010	N
Female	38%	38
Male	62%	61

- **Age of presenters and reporters** (age of announcers and reporters on TV):

Age of announcers	Female	N
Do not know: (e.g., the person may not be seen clearly)	0%	0
12 years or under	0%	0
13-18	0%	0
19-34	100%	5
35-49	52%	15
50-64	63%	15
65 years or more	0%	0

- **Announcers** (announcers by medium type, by sex):

Media Type	Female %	Male %	N
Radio	30%	70%	39
Television	43%	57%	37
Total	37%	63%	76

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Announcers by medium type, by sex
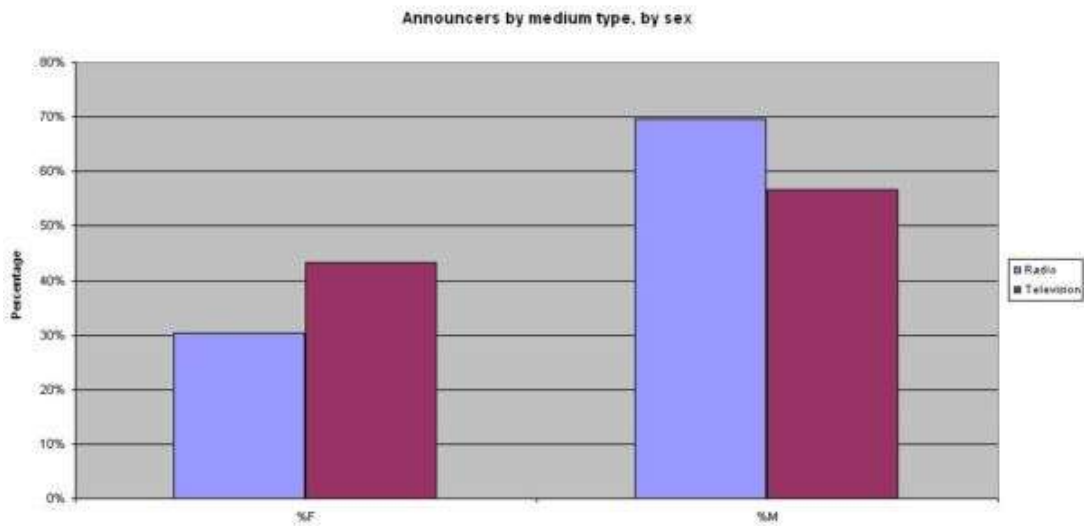
- The presence of female / male announcers on radio and TV across stories (announcers across all stories by sex).

Media Type	Female %	N-F	Male %	N-M
Radio	30%	12	70%	27
Television	43%	16	57%	21
Total	37%	28		

- Presence of women and men as announcers in domestic and foreign stories.

Media Type	Female %	N-F	Male %	N-M
Local	33%	1	67%	2
National	43%	16	57%	19
National and other	37%	28		
Foreign/International	43%	16	57%	21
Total	37%	28	63%	48

- Presence of women and men as announcers in major news topics.

Story Topic	Female %	N-F	Male %	N-M
Politics and Government	55%	5	45%	4
Economy	29%	9	71%	22
Science and Health	60%	6	40%	4
Social and Legal	36%	4	64%	7
Crime and Violence	43%	3	57%	4
Celebrity, Arts and Media, Sports	13%	1	87%	7
The Girl-child	0%	0	0%	0
Total	37%	28	63%	48

- **Reporters**. Presence of women and men as news reporters in Belarus by medium – TV, radio and newspapers.

Media Type	Female %	N-F	Male %	N-M
Print	46%	12	54	14
Radio	50%	4	50%	4
Television	43%	6	57%	8
Total	46%	22	54%	26

- Domestic and international news in Belarus by female and male reporters (reporters in domestic and foreign stories).

Scope of Story	Female %	N-F	Male %	N-M
Local	57%	4	43%	3
National	54%	14	46%	12
National and other	18%	2	82%	9
Foreign/International	50%	2	50%	2
Total	46%	22		

- Major story topics in Belarus by female and male reporters (reporters by sex on major story topics).

Reporters on major topic	Female %	N-F	Male %	N-M
Politics and Government	60%	3	40%	2
Economy	50%	9	50%	9
Science and Health	60%	6	40%	4
Social and Legal	37%	3	63%	5
Crime and Violence	0%	0	100%	4
Celebrity, Arts and Media, Sports	33%	1	67%	2
The Girl-child	0%	0	0%	0
Total	37%	28	63%	48

Reporters, by sex on major topics
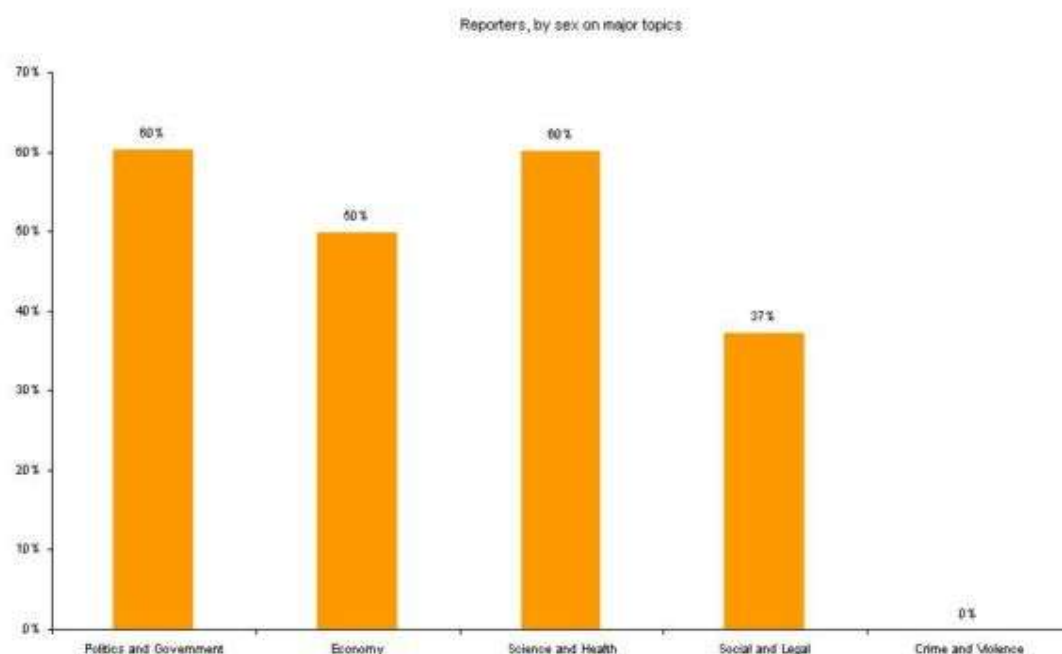
- Reporters and news sources (selection of news subjects (sex of source) by women / men reporters.

Sex of Source	Female	N-F	Male	N-M
Female	59%	22	41%	15
Male	33%	19	67%	39
Other: transgender, transsexual	0%	0	0%	0
Do not know	0%	0	0%	0
NA – Use this where you are coding a secondary source only	100%	1	0%	0
Total	44%	42	56%	54

GENDER AND THE NEWS

Sex of reporters in stories with women as a central focus (stories with Women as central focus by sex of reporter)

	Female	N-F	Male	N-M
No, women are not central	47%	21	53%	24
Yes, women are central	33%	1	67%	2
Total	46%	22	54%	26

- Stories with women as a central focus in Belarus, by topic

Story Topic	2010	N
Women electoral candidates (local, regional, national)	100	1

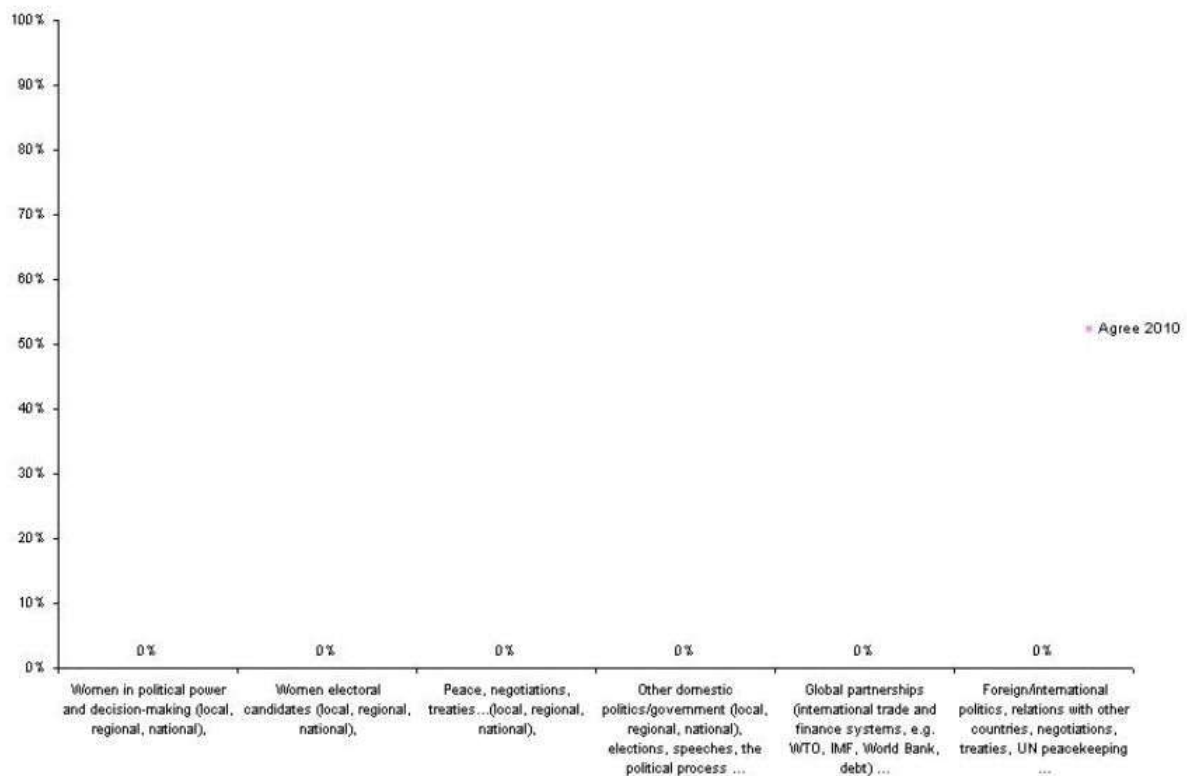|		
Beauty contests, models, fashion, beauty aids, cosmetic surgery	**100**	**2**
Changing gender relations, roles and relationships of women and men inside and outside the home …	**100**	**1**
Legal system, judicial system, legislation (apart from family, property & inheritance law) …	**100**	**1**
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty …	**43**	**3**
Arts, entertainment, leisure, cinema, theatre, books, dance …	**20**	**1**
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	**6**	**1**
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)…	**0**	**0**
Women in political power and decision-making (local, regional, national)	**0**	**0**
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	**0**	**0**
Women's movement, activism, events, demonstrations, gender equality advocacy …	**0%**	**0**
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation …	**0%**	**0**
HIV and AIDS, incidence, policy, treatment, people affected …	**0%**	**0**
Child abuse, sexual violence against children, trafficking, neglect.	**0%**	**0**
Family law, family codes, property law, inheritance law and rights …	**0%**	**0**
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	**0%**	**0**
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy …	**0%**	**0**
Family relations, inter-generational conflict, single parents …	**0%**	**0**
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	**0%**	**0**
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	**0%**	**0**
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	**0%**	**0**
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia …	**0%**	**0**
Violent crime, murder, abduction, kidnapping, assault, drug-related violence …	**0%**	**0**
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	**0%**	**0**
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	**0%**	**0**
Media, including new media (computers, internet), portrayal of women and/or men, pornography …	**0%**	**0**
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)…	**0%**	**0**

Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash …	0%	0
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0
Religion, culture, tradition, controversies, teachings, celebrations, practices …	0%	0
Peace, negotiations, treaties…(local, regional, national),	0%	0
Education, child care, nurseries, pre-school to university, adult education, literacy …	0%	0
Development issues, sustainability, community development …	0%	0
Poverty, housing, social welfare, aid to those in need …	0%	0
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) …	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS …	0%	0
Sports, events, players, facilities, training, policies, funding …	0%	0
Riots, demonstrations, public disorder …	0%	0
War, civil war, terrorism, state-based violence …	0%	0
Consumer issues, consumer protection, regulation, prices, consumer fraud …	0%	0
National defence, military spending, military training, military parades, internal security …	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	0%	0
Environment, nature, pollution, global warming, ecology, tourism …	0%	0
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment …	0%	0
Economic indicators, statistics, business, trade, stock markets …	0%	0
Science, technology, research, funding, discoveries, developments …	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0
Economic policies, strategies, models (national, international) …	0%	0
Transport, traffic, roads ……	0%	0
Rural economy, agriculture, farming practices, agricultural policy, land rights …	0%	0

- **Stories that highlight issues of gender equality or inequality issues**:

Sorted - Agree	Agree	N	Disagree	N
Women in political power and decision-making (local,	0%	0	0%	0

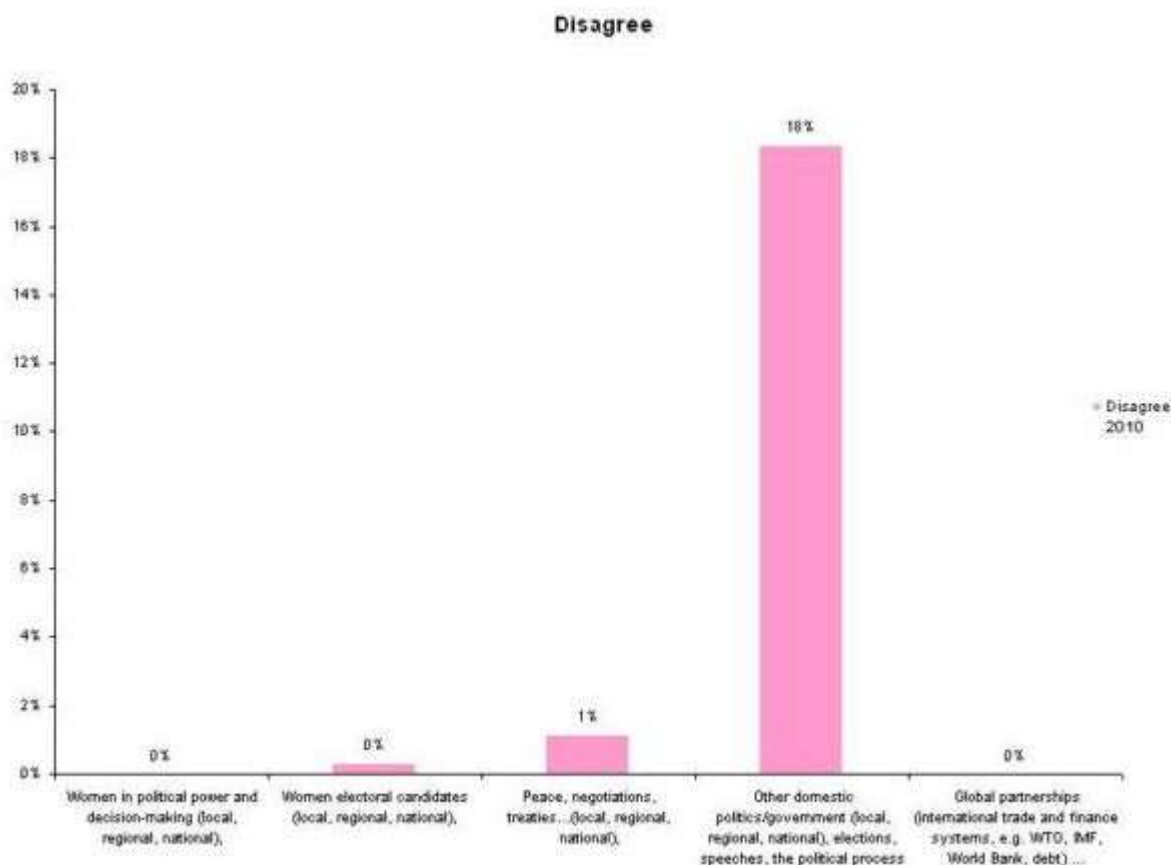|	Agree	N	Disagree	N
regional, national)				
Women electoral candidates (local, regional, national)	0%	0	0%	2
Peace, negotiations, treaties…(local, regional, national)	0%	0	1%	5
Other domestic politics/government (local, regional, national), elections, speeches, the political process	0%	0	18%	66
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping	0%	0	11%	39
National defence, military spending, military training, military parades, internal security …	0%	0	2%	8
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	3%	10
Economic policies, strategies, models (national, international) …	0%	0	1%	5
Economic indicators, statistics, business, trade, stock markets …	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0	2%	5
Poverty, housing, social welfare, aid to those in need …	0%	0	2%	7

Agree

Sorted - Disagree	Agree	N	Disagree	N
Women in political power and decision-making (local, regional, national)	0%	0	0%	0

Women electoral candidates (local, regional, national)	0%	0	0%	2
Peace, negotiations, treaties…(local, regional, national)	0%	0	2%	5
Other domestic politics/government (local, regional, national), elections, speeches, the political process	0%	0	0%	66
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping	0%	0	11%	39
National defence, military spending, military training, military parades, internal security …	0%	0	2%	8
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	3%	10
Economic policies, strategies, models (national, international) …	0%	0	1%	5
Economic indicators, statistics, business, trade, stock markets …	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0	2%	5
Poverty, housing, social welfare, aid to those in need …	0%	0	2%	7

Disagree

Stories where stereotypes are challenged/ supported by news topic

Topic	Disagree	Agree	Neither	N
Women in political power and decision-making (local, regional, national),	100%	0%	0%	2
Women electoral candidates (local, regional, national),	0%	0%	0%	0
Peace, negotiations, treaties…(local, regional, national),	100%	0%	0%	2

| Topic				
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	83%	0%	17%	6
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	100%	0%	0%	1
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	100%	0%	0%	1
National defence, military spending, military training, military parades, internal security …	0%	0%	0%	0
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	100%	0%	0%	2
Economic policies, strategies, models (national, international) …	100%	0%	0%	28
Economic indicators, statistics, business, trade, stock markets …	0%	0%	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	100%	0%	0%	2
Poverty, housing, social welfare, aid to those in need …	0%	0%	0%	0

Challenging or reinforcing stereotypes? (Stories where stereotypes are challenged/ supported by news topic)

Topic	Disagree	Agree	Neither	N
Politics and Government	93%	0%	0%	14
Economy	98%	0%	0%	50
Science and Health	93%	7%	0%	14
Social and Legal	95%	0%	0%	19
Crime and Violence	93%	0%	0%	14
Celebrity, Arts and Media, Sports	100%	0%	0%	14
The Girl-child	0%	0%	0%	0
Other	0%	0%	0%	0
Total	96%	1%	3%	125

Stories where stereotypes are challenged/ supported by gender of rep

	%F	%M	N
Disagree	100%	89%	45
Agree.	0%	4%	1
Neither	0%	8%	2

Stories where stereotypes are challenged/ supported by gender of rep
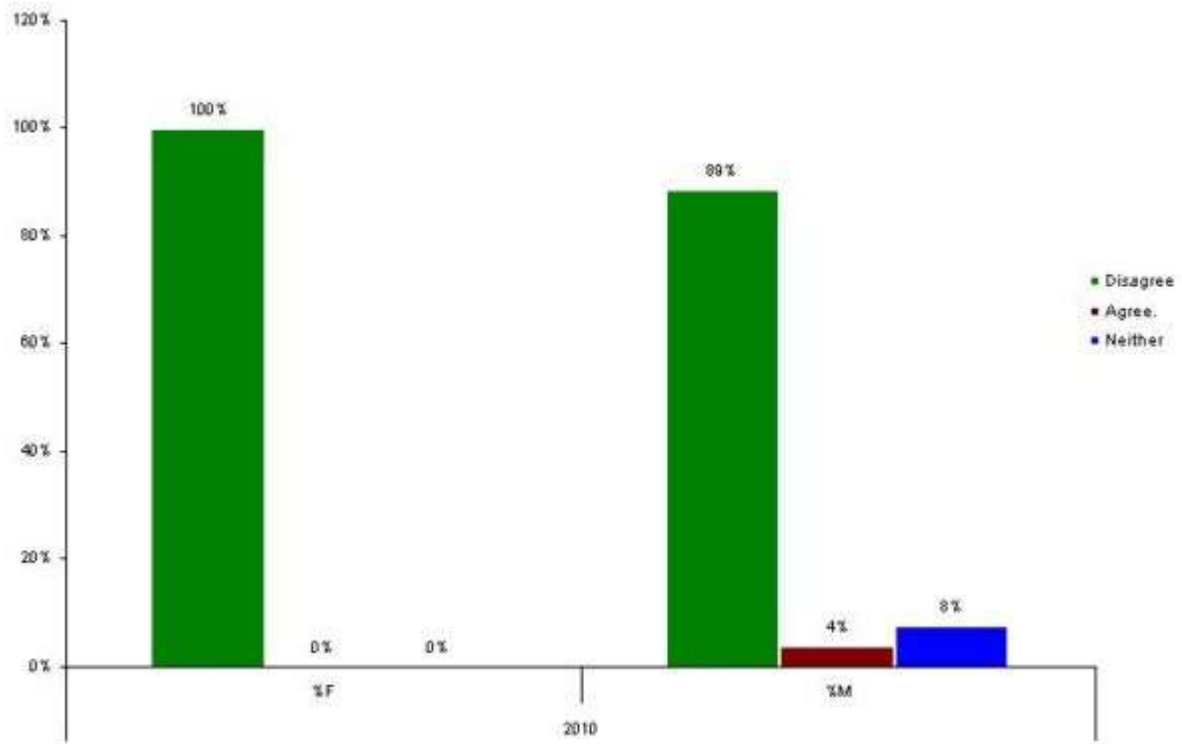
GENDER AND JOURNALISTIC PRACTICE

- **One story from newspaper in Belarus from 10 November 2009 that is an example of subtle stereotyping with an analysis to show how the news item subtly stereotypes women and/or men.**

Case Study. A story that conveys more subtle stereotypes

Title of article: "I open the door and see a shelter in the hall…" A school head, Member of Parliament and caring mother Nina Kulsha shares her secrets of family well-being.

Name of newspaper**: «Respublika»**

Analysis:

The first thing to note is the role of the picture taking up the dominant part of the article. It portrays a smiling woman holding several flower bouquets, a young man and an older man standing next to her and a young woman standing at some distance away from her. The text of the article makes it clear that the illustration depicts a member of parliament Nina Kulsha with her husband of whom there is no single reference in the article (but there is a signature from a family album), her daughter and her son. Nina is the member of a permanent committee of the House of Representatives of the National Assembly of Belarus for education, culture, science and scientific and technological development.

The title of the article makes use of the word "shelter" as a reference to a well-known saying «With a loved one a shelter is heaven"

stressing the primary role of love in the family despite economic difficulties. All in all, the article raises the question of the crisis of modern family and state support in solving the problems of the upbringing of the new generation. Who is it to be responsible for children's upbringing: family or school?

When speaking to Nina Kulsha (a former teacher in a regional school and now a Member of Parliament), journalist Taisia Lysova stresses her womanly care of her children. Highlighting these traits in a woman politician leads to new "domestification" of women and placing them inside the "home and hearth" in the role of mother. As a result, Nina Kulsha is not perceived as a full-grown professional and a subject of political life, but solely as a housewife. Moreover, the article cites a semolina cake recipe from Member of Parliament Nina Kulsha. Such a patriarchal representation furthers recognition of the most conservative images of women as mothers whose value is determined not by professional achievement but by their care of the well-being of the home.

- **One story from TV, in Belarus from 10 November 2009 that is an example of a missed opportunity with an analysis to show how the news item is a missed opportunity to provide a gender-aware perspective**.

Title of article: Songs from behind bars but of free will (in an evening news block at 20:30)

Name of television**: «ONT»** the Second National TV channe

Analysis:

Journalist Stanislav Galkovsky recounts a contest for singer poets from various Belarusian prisons (about 100 applications are reported to have been sent to the contest). The report is shot only in a penitentiary for women. A participant singer poet Olga is interviewed. She has been convicted for 12 years for a murder (a son and a daughter are waiting for her outside). She says that music has helped her to get over her depression and start thinking of the future. The piece of reporting doesn't speak of any male convicts (they are not interviewed and they don't sing their songs), although the journalist announces that 9 songs by male song writers have been recorded. Furthermore, the general manager of an FM radio station who is male says that he likes the lyrics of the songs written by women (about home, mothers, and children). He makes no comment concerning songs authored by men. The reportage ends up with an assumption that songs recorded thanks to the project can become radio hits and discourage youth from getting behind bars. The piece of reporting has no visual balance. It is the women offenders whom viewers memorize while the images of male offenders stay out of focus. As a result, there is the impression that the state TV channel is more interested in preventing female crime in the Republic of Belarus rather that in fighting crime as it is.

- **One story from TV in Belarus from 10 November 2009 that that is gender-aware**

Title of article: the story about a new savings system in Belarus which can become an alternative to preferential credit (evening news block at 20:30)

Name of television: «Second national TV channel» ONT

Analysis:
Larisa Abramchuk, the correspondent, tells us in her item about the system of building savings introduced in Belarus that can become an alternative to preferential credit. She draws in a man and a woman as experts – the deputies of the Belarusian parliament who explain the essence of the innovation with even competence. But the journalist herself while trying to explain the situation to the listeners uses the scheme where "the <u>person</u> who brings money to the bank each month" is represented by a male silhouette with a case.

Also the story starts with the visit of the film crew to a family with many children. Their flat has been bought by means of preferential credit. The interview is with the mother of 5 children, whose father is off-camera.
Large families have the right to preferential credit. In general today there are more than 700,000 people awaiting their turn who would like to improve their living conditions through the system of preferential credits.

SUMMARY AND CONCLUSIONS

- Women are portrayed differently than men in news stories: their ages are reported on 2 times more often than men, they appear in photographs 1.5 times more than male news subjects and news stories do not represent women in professional or authority roles in the same degree they are actually present in reality.
- Women report only 38% of news stories in newspapers, on radio and television combined.
- News stories by female reporters are almost twice as likely to challenge gender stereotypes than stories by male reporters.

THE NEXT FIVE YEARS

What can be done in the next five years to promote the fair and balanced representation of women and men in the news in your country?

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

1. Irina Solomatina
2. Alex Moiseenko
3. Olga Gapeeva

WACC

WACC

308 Main Street

Toronto

ON M4C 4X7

Canada

Tel: +1 416 691 1999

Fax: +1 416 691 1997

Email: info@waccglobal.org

Web: www.waccglobal.org

www.whomakesthenews.org

«Creative women milieu».

14-24 Fabrichnaya str., 220033 Minsk
Country: Belarus

Telephone/fax number:+375-17-298-26-57
Email address irasol@nsys.by
Contact person: Irina Solomatina

Web: http://gender-route.org