

**WHO  
MAKES THE  
NEWS?**



# **BOSNIA AND HERZEGOVINA**

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## **Global Media Monitoring Project 2010 National Report**



**GMMP**  
Global  
Media  
Monitoring  
Project

## 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.

### National context

- Electronic and print media in Bosnia and Herzegovina play a significant role in shaping public opinion, and influencing social and political processes in the country. Media monitoring conducted by women's civil society organizations in BiH provides important tools and resources for public advocacy initiatives aimed at improving media focus on gender equality issues, influencing gender imbalance and stereotypical portrayal of women and men

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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

in news, and emphasizing the importance of equal access and opportunities of women and men in making news stories.

Law on Gender Equality of Bosnia and Herzegovina (adopted in 2003, changed and amended in 2009) as the key legislative framework in BiH that promotes and protects gender equality contains specific provisions aimed to ensure gender equality in media. Besides that, the Press Council of BiH as the self-regulatory body of print media in BiH issued the Press Code of BiH<sup>3</sup> that prohibits discrimination based on gender and promotes gender equality in the print media of Bosnia and Herzegovina.

- 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 matter. 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.
- One of the key strategic priority areas of work of the NGO "United Women" Banja Luka represents advocacy for gender equality in the media of Bosnia and Herzegovina. Our participation in the GMMP provides us with the opportunity to enhance networking and joint work of women NGO activists and women journalists in the struggle for gender equality in media of BiH, and enhance our efforts to make electronic and print media in the country more sensitive to gender equality issues and women's human rights. GMMP also provides us with the opportunity to collaborate with human rights and media activists across the globe, and enhance the visibility of specific challenges we face in fighting for non-stereotypical portrayal of women in BiH media.
- A previous GMMP was conducted in 2005, and "United Women" Banja Luka collaborated with the "Helsinki Citizens Assembly" Banja Luka on preparation of the BiH Country Report on Gender in Media. Results of GMMP for BiH in 2005 showed that 52% of presenters and 49% of reporters of news were female, while only 15% of news subjects focused on women. Women were news subjects in 18% of TV news programs, 16% of radio news programs, and 13% of newspaper articles. Women in Bosnia and Herzegovina were news subjects in 11% of news stories related to politics and government, 13% of news stories related to economy and business, and 14% of news stories related to crime and violence. In relation to function of the news subjects, 39% of women represented popular opinion, 12% represented personal experience, 17% were represented as eyewitnesses, 14% of women represented subject of the news stories, 21% represented experts, and 10% of women represented spokespersons.

## Executive Summary

**Topics that made the news on 10 November 2009, the monitoring day in Bosnia and Herzegovina** focused dominantly on **politics and government** – 33% of news stories in television, 29% news stories in print media, and 29% news stories in radio. The second dominant topics in news stories were related to the **social and legal** field – 22% of news stories in television, 20% of news stories in radio, and 19% of news stories in print media. The third dominant topics in news stories focused on **crime and violence** – 26% of news stories in television, 18% of news stories in radio, and 10% of news stories in print media.

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<sup>3</sup> Press Code of Bosnia and Herzegovina can be accessed at: <http://www.vzs.ba/en/?ID=2>

**Science and health and social and legal topics were the news stories reported by the largest number of female reporters (75%) in Bosnia and Herzegovina.** Female reporters were also dominantly reporting on topics related to economy (70%), politics and government (68%), and crime and violence (66%), while male reporters were only slightly more dominant in relation to female reporters in reporting on news topics related to celebrity, arts and media, and sports (55%).

**Women are considerably less present in relation to men as news subjects, reporters and presenters** – only 23% of the total news topics monitored. Topics where women have the smallest presence are crime and violence (12%), and economy (13%), followed by politics and government (20%), and celebrity, arts and media, and sports (24%).

**Male news subjects were overwhelming in all three mediums that were focus of monitoring in BiH** – 81% in radio, 76% in print media, and 75% in television. Female news subjects were 25% present in television, 24% in print media, and 19% in radio.

**Male news subjects were dominantly quoted as sources of information in stories about local, national, and international affairs in newspapers of Bosnia and Herzegovina.** The largest percentage of male news subjects were quoted as sources in stories related to international affairs - 80%, and national affairs - 79%, followed with local affairs - 67%. Contrary to that, female news subjects were quoted as sources of information in 33% of news stories related to local affairs, 21% of news stories related to national affairs, and 20% of news stories related to international affairs.

**Male news subjects are on the whole dominantly present by story topic -77%, while only 23% female were present as news subjects.** Male news subjects are absolutely dominant in fifteen (15) out of fifty (50) story topics that were focus of media monitoring. Female news subjects were dominant only in one story topic in media monitored in BiH – other stories on celebrities, arts and media, while in thirty two (32) out of fifty (50) story topics that were monitored, female news subjects were invisible.

**Results of media monitoring in relation to the position/occupation of female and male news subjects in Bosnia and Herzegovina** show that female news subjects are absolutely dominant only in two (2) out of twenty six (26) positions/occupations that were the focus of monitoring - office or service worker, non-management worker in office, store, restaurant, catering, and unemployed, while they are invisible in twelve (12) positions/occupations. Male news subjects are dominant in almost all positions/occupations, and the most visible in police, military, prison officer, security officer, fire officer (100%); tradesperson, artisan, laborer, truck driver, construction, factory, domestic worker (100%); religious figure (100%); sportsperson, athlete, player, coach, referee (100%); student, pupil (100%); and criminal suspects (100%). Such monitoring results mirror the socially constructed roles of women and men in Bosnia and Herzegovina, which are burdened with a patriarchal tradition still dominant in our country. The results also point to key areas where men hold power positions in the public sphere – 83% of news stories focus on male news subjects in the position of government official, politician, president, government minister, political leader, political party staff, and spokesperson, while only 17% of news stories focus on female news subjects holding the same positions.

Media monitoring in Bosnia and Herzegovina identified that **male news subjects are dominant in relation to female news subjects by their function in the news story.** Eyewitness is the function in the news story where female news subjects are absolutely invisible, and male news subjects are the most dominant as spokespersons (85%), by their personal experience (77%), subject of the news story (75%), as a popular opinion (74%), and as experts or commentators (66%).

Women are most likely appear in the news story as experts or commentators (34%), or as reflecting popular opinion (26%), however here they are still relatively invisible in comparison to men.

**Male news subjects are dominantly portrayed as victims in the news stories** – 64%, in relation to female news subjects that are portrayed as victims in 36% of news stories of monitored media in Bosnia and Herzegovina.

**In almost all focus topics of monitored media in Bosnia and Herzegovina, news stories are steadily reinforcing stereotypes**, with economy (100%), social and legal (96%), crime and violence (95%), and politics and government (91%) as the most critical areas. Celebrity, arts and media, and sports are focus topics with news stories that are potentially challenging gender stereotypes (16%), however their contribution to overall change of perception of women and men as news subjects and focus of the news in Bosnia and Herzegovina is still insufficient, bearing in mind that all key ‘news making’ topics stories reflect gender stereotypes about women and men. Gender blind stories – those that neither challenge nor reinforce stereotypes – are visible only in the news stories related to politics and government (6%), and contributing 3% to overall news stories that were focus of monitoring in BiH.

**Despite increased role of women as reporters and announcers across BiH media, positive change in terms of challenging gender stereotypes in news is still not visible.** In almost all focus topics of monitored media in Bosnia and Herzegovina, news stories are steadily reinforcing stereotypes, with economy (100%), social and legal (96%), crime and violence (95%), and politics and government (91%) as the major and the most critical areas. Both female and male reporters are largely contributing in reinforcing gender stereotypes in monitored media of Bosnia and Herzegovina.

## A DAY IN THE NEWS IN BOSNIA AND HERZEGOVINA

**10 November 2009.** The main news stories focused on the following events: discussion in Parliament of Federation of BiH about a blockage in the work of Government of Federation of BiH due to non-appointment of a Minister of Environment by Borjana Kristo, President of Federation of BiH, rejection of a petition of Government of Republika Srpska in front of BiH Court against nine (9) persons accused of harming the interests of Republika Srpska, robberies of money for pensions in two post offices in Republika Srpska, and situation related to spreading virus H1N1 in Bosnia and Herzegovina and the region. These news stories dominated all monitored media. There was no unusual or dramatic event that could make this an atypical news day.

GMMP monitoring findings show that women’s voices are relatively absent in the news of Bosnia and Herzegovina. As an example, we point to the news story titled “The Final Battle of Tihic and Covic in Parliament,” published in daily newspapers “Dnevni list” on the monitoring day. The news story focuses on the fight of two male political leaders of the largest national political parties in Federation of Bosnia and Herzegovina over responsibility for the problems in functioning of the government in this BiH entity, namely delay in appointment of the ministers.

Federation of BiH has female president, Ms. Borjana Kristo, who was appointed in February 2007, as the first woman performing this duty. By the Constitution of FBiH, she is responsible for appointing ministers in FBiH Government, with subsequent approval of the House of Representatives in FBiH Parliament. Recently she has been accused of avoiding appointing the Minister of Environment of FBiH, and therefore causing a blockage in the functioning of the government. Borjana Kristo is politically affiliated with Croatian Democratic Union, whose president in BiH is Dragan Covic, one of the leaders in focus of the news story.

The story uses Borjana Kristo as an object and victim of political conflict between two key male political leaders. Already in the sub-headline of the article, a journalist uses language that conveys a stereotype, and could lead women and men readers to such conclusion – “Borjana Kristo will most likely draw the shortest stick in the war of Covic and Tihic, as she will pay the price of crushing the pumpkin<sup>4</sup> with the most attractive armchair in the Federation.”

The whole news story uses only male sources. Three male politicians are interviewed - Dragan Covic, President of the Croatian Democratic Union, Damir Masic, Representative of Socialist

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<sup>4</sup> Crushing the pumpkin is an expression in common usage in Bosnia and Herzegovina. Generally it is used to refer to a breakdown of good relations between partners or friends. In this case, it is used to point to the breakdown of good relations between key political leaders of two main ethnic groups living in Federation of BiH, Bosniaks and Croats.



Democratic Party (SDP) in FBiH Parliament, and Omer Vatric, Representative of Party for BiH (SZBiH) in FBiH Parliament, and their position on the issue is presented.

Although two of three interviewed male politicians directly comment on the role of Borjana Kristo in the current crisis of the FBiH Government, and her work as President of the Federation of BiH, the story does not interview Borjana Kristo to give her opinion on the issue of governmental crisis. She is voiced through a defensive statement by a male leader of her political party as “a woman who works the most in Federation of BiH.”

Such framing of the story conveys subtle stereotypes, as the opinion of a woman that performs the most important function in executive governance is ignored as insignificant, and she is subject to being defended and voiced by her male leader. Additionally, such a statement could be seen to contain the implicit judgment that other women in politics and public life of Bosnia and Herzegovina are inefficient and inactive, contrary to Borjana Kristo who is active and works toward solving the problems.

## THE CONTEXT

### Country background:

Media landscape in Bosnia and Herzegovina is largely influenced by the complex administrative and political structure, slow process of reconstruction after the war (1992-1995), and devastated economy. Content of print media is influenced by national affiliation of the readers, (predominantly three key national groups – Bosniaks, Serbs, and Croats that make up the majority of the country’s population) as they write for specific national groups in their regions, and the content of these media matches the interests of these groups. Predominant national focus on local and regional news tends to leave little room for topics of country-wide interest. “United Women” Banja Luka took this into consideration when choosing media to monitor for GMMP 2009/2010.

Women are underrepresented in media management structures in Bosnia and Herzegovina, although women make majority of journalists in both public and private media. According to the field research “Access and Real Influence of Women in Development of Media of BiH” conducted by United Women Banja Luka in 2006, only 39% of women participate in decision making in BiH media. According to this research, 73% of BiH media say they do not have written procedures to ensure gender equality, and greater participation of women in development of media programs.

Communication Regulatory Agency (CRA) of Bosnia and Herzegovina<sup>5</sup> is independent body that issues licenses for the work of both private and public electronic media in BiH, and monitors their work. In order to ensure that programs broadcast do not contain offensive, harmful, incorrect or unfair content, or content that incites racial, religious or national hatred, CRA has created codes and rules concerning broadcasting and all public and private broadcasters are obliged to comply with them.

Beside CRA, there is Press Council of Bosnia and Herzegovina<sup>6</sup> as a self-regulatory agency of printed media that monitors the work of print media, and reacts to citizens’ complaints about print media content. It issued a gender sensitive Press Code of BiH, which prohibits discrimination based on gender and promotes gender equality in print media of BiH.<sup>7</sup>

**Media monitored:** GMMP 2009/2010 in Bosnia and Herzegovina included monitoring of ten (10) electronic and print media, as follows:

#### *Four daily newspapers:*

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<sup>5</sup> More information on Communication Regulatory Agency of Bosnia and Herzegovina can be found at: <http://www.rak.ba/index.aspx>

<sup>6</sup> More information on Press Council of Bosnia and Herzegovina can be found at: <http://www.vzs.ba/en/>

<sup>7</sup> Press Code of Bosnia and Herzegovina can be accessed at: <http://www.vzs.ba/en/?ID=2>

**1. Daily Newspapers “Dnevni Avaz”** – a popular daily newspaper among readers of Bosniak nationality, private owned, has one of the highest circulation, with headquarter in Sarajevo, capital of Bosnia and Herzegovina,

**2. Daily Newspapers “Dnevni List”** – a popular daily newspaper among Bosnian Croats, has high circulation, with headquarter in Mostar, one of the largest cities in BiH,

**3. Daily Newspapers “Nezavisne Novine”** – a popular daily newspaper, privately owned, has one of the highest circulations in BiH, with headquarter in Banja Luka, Republika Srpska,

**4. Daily Newspapers “Oslobodjenje”** – is a popular daily newspaper, has high circulation, with headquarter in Sarajevo, capital of Bosnia and Herzegovina.

**Three radio stations:**

**1. BiH Radio 1** – radio station run by Radio Television of Bosnia and Herzegovina, state public broadcaster,

**2. RTFVBIH (Radio Television of Federation of Bosnia and Herzegovina) – Radio BH** – radio station run by Radio Television of Federation of BiH, entity public broadcaster,

**3. Radio of Republika Srpska** – radio station run by Radio Television of Republika Srpska, entity public broadcaster.

**Three TV stations:**

**1. BH Television 1** – TV station run by Radio Television of Bosnia and Herzegovina, state level public broadcaster,

**2. RTRS (Radio Television of Republika Srpska)** – TV station run by Radio Television of Republika Srpska, entity level public broadcaster,

**3. FTV (Federal Television)** – TV station run by Radio Television of Federation of BiH, entity level public broadcaster.

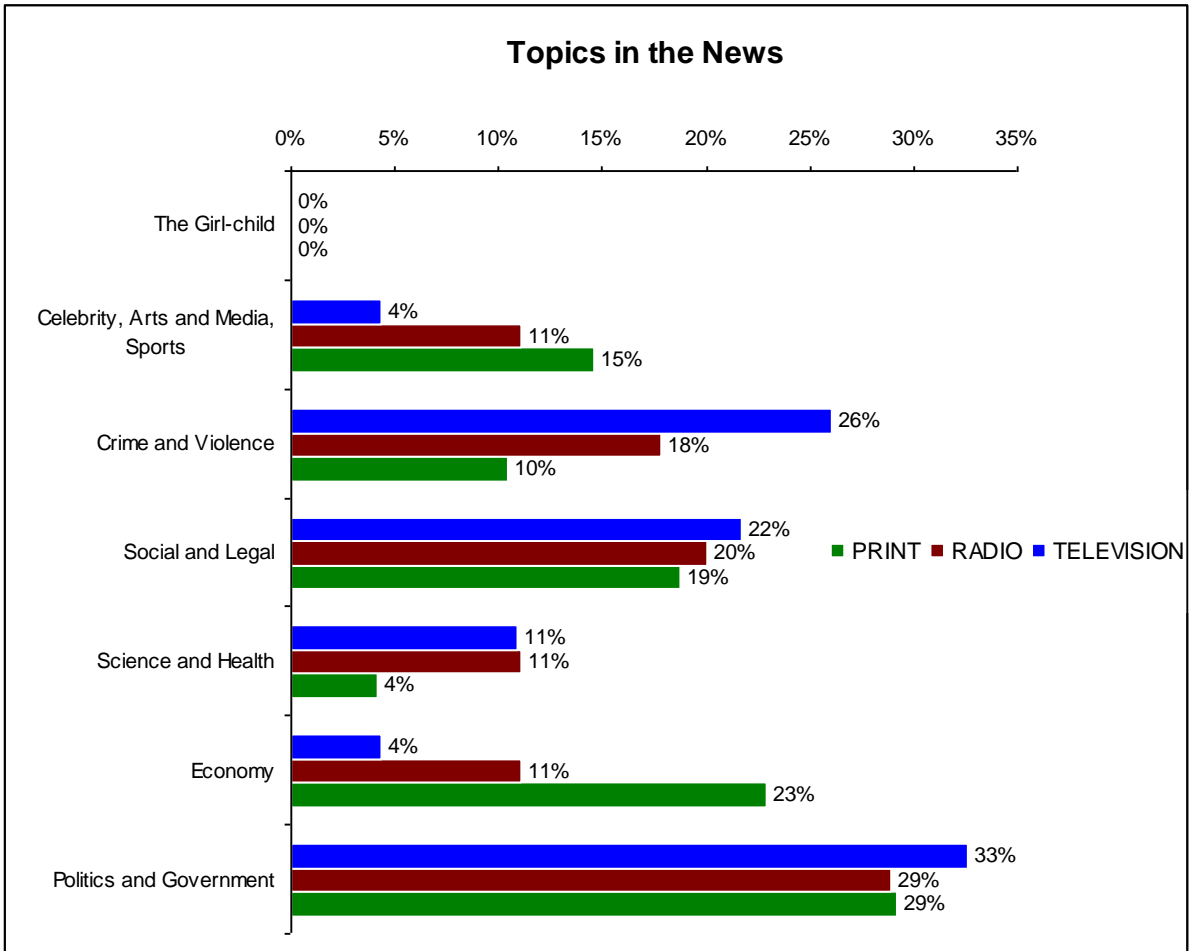
**The monitors:** On 10 November 2009, eighteen (18) NGO activists and journalists conducted monitoring of ten (10) electronic and print media in Bosnia and Herzegovina, and they identified three hundred and fifty three (353) people as subjects of news.

## TOPICS IN THE NEWS

**Topics in the news:** Topics that made the news on 10 November 2009, the monitoring day in Bosnia and Herzegovina focused dominantly on **politics and government** – 33% of news stories in television, 29% news stories in print media, and 29% news stories in radio. The second dominant topics in news stories were related to the **social and legal** field – 22% of news stories in television, 20% of news stories in radio, and 19% of news stories in print media. The third dominant topics in news stories focused on **crime and violence** – 26% of news stories in television, 18% of news stories in radio, and 10% of news stories in print media. These three key dominant topics in news of Bosnia and Herzegovina on the monitoring day were followed by economy, celebrity, arts and media, sports, science and health, with no news topics focusing on the girl child.

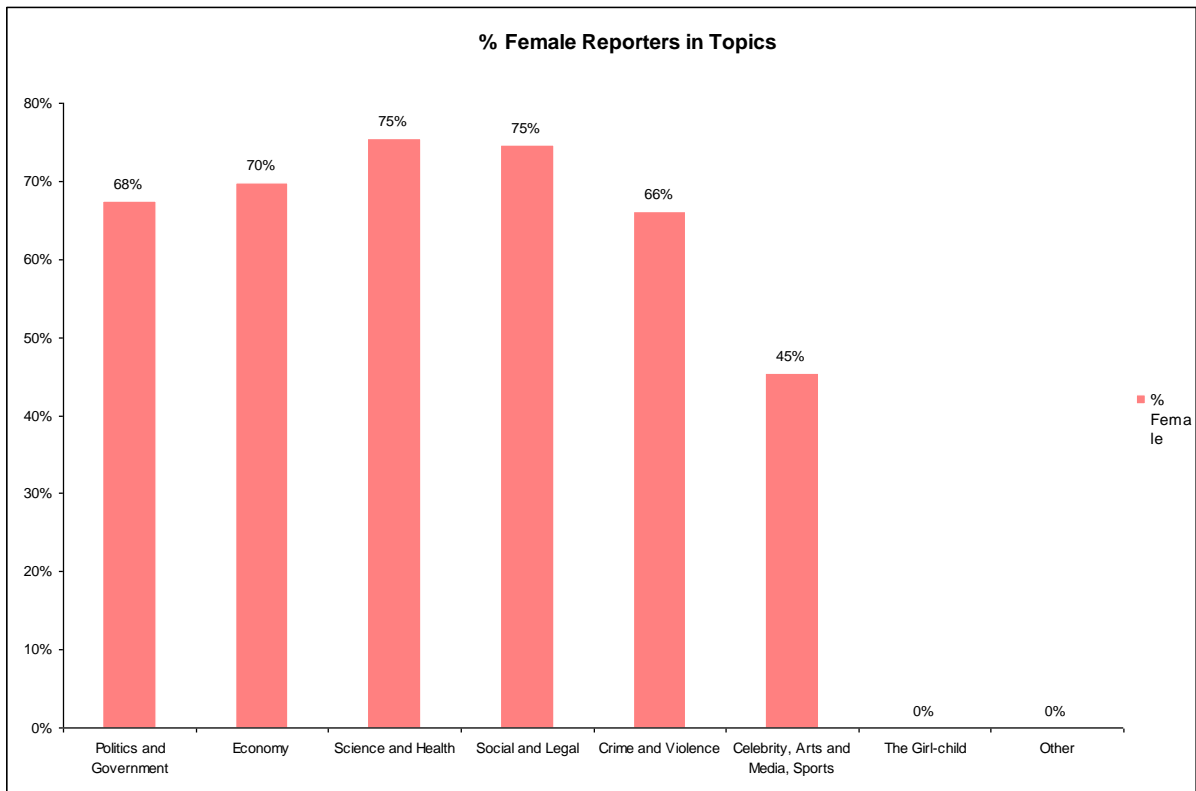
	Topic	2010			N
		PRINT	RADIO	TELEVISION	
1	Politics and Government	29%	29%	33%	42
2	Economy	23%	11%	4%	18
3	Science and Health	4%	11%	11%	12
4	Social and Legal	19%	20%	22%	28
5	Crime and Violence	10%	18%	26%	25
6	Celebrity, Arts and Media, Sports	15%	11%	4%	14
7	The Girl-child	0%	0%	0%	0





Science and health and social and legal topics were the news stories reported by the largest number of female reporters (75%) in Bosnia and Herzegovina. Female reporters were also dominant in topics related to economy (70%), politics and government (68%), and crime and violence (66%), while male reporters were only slightly dominant in relation to female reporters in reporting on news topics related to celebrity, arts and media, and sports (55%).

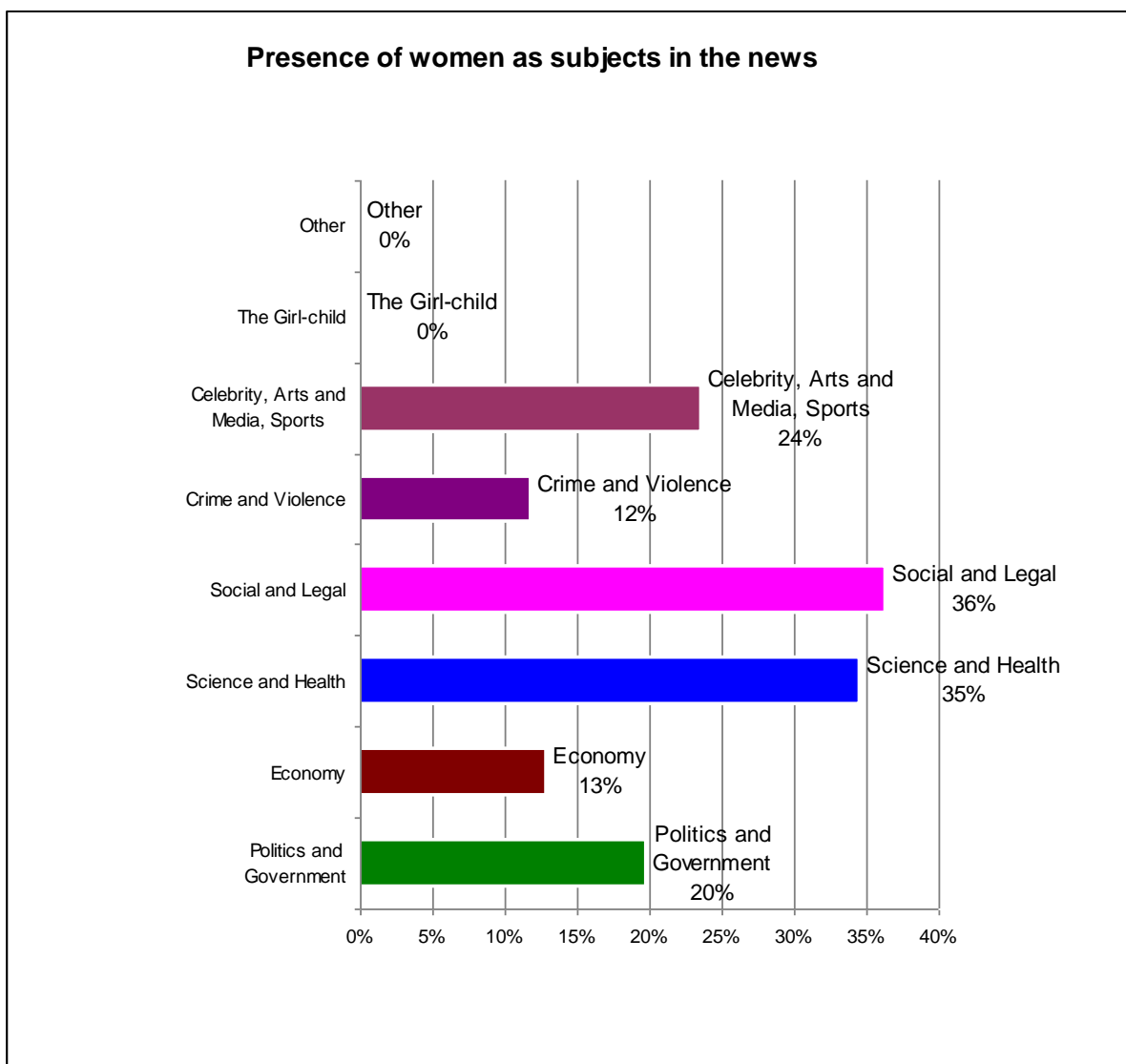
TOPIC	% Female	N-F	% Male	N-M
Politics and Government	68%	30	32%	14
Economy	70%	12	30%	5
Science and Health	75%	12	25%	4
Social and Legal	75%	25	25%	8
Crime and Violence	66%	17	34%	9
Celebrity, Arts and Media, Sports	45%	6	55%	7
The Girl-child	0%	0	0%	0
Other	0%	0	0%	0



## THE NEWS

**Overall presence of women and men in the news in Bosnia and Herzegovina as news subjects, reporters and presenters:** Women are considerably less present in relation to men as news subjects, reporters and presenters – only 23% of the total news topics monitored. Topics where women have the smallest presence are crime and violence (12%), and economy (13%), followed with politics and government (20%), and celebrity, arts and media, and sports (24%).

Topic	Female %F		Male %M	
	2010	N	2010	N
Politics and Government	20%	22	80%	89
Economy	13%	6	87%	44
Science and Health	35%	13	65%	25
Social and Legal	36%	29	64%	50
Crime and Violence	12%	6	88%	47
Celebrity, Arts and Media, Sports	24%	5	76%	17
The Girl-child	0%	0	0%	0
Other	0%	0	0%	0
	23%	81	77%	272



**Presence of female and male news subjects in Bosnia and Herzegovina by medium – radio, TV and newspapers:** male news subjects were overwhelming in all three mediums that were focus of monitoring in BiH – 81% in radio, 76% in print media, and 75% in television. Female news subjects were 25% present in television, 24% in print media, and 19% in radio.

	PRINT		RADIO		TELEVISION	
	2010	N	2010	N	2010	N
Sex						
Female	24%	31	19%	22	25%	28
Male	76%	96	81%	94	75%	82

**News Sources:** male news subjects were dominantly quoted as sources of information in stories about local, national, and international affairs in newspapers of Bosnia and Herzegovina. The largest percentage of male news subjects were quoted as sources in stories related to international affairs - 80%, and national affairs -79%, followed by local affairs - 67%. Contrary to that, female news subjects were quoted as sources of information in 33% of news stories related to local affairs, 21% of news stories related to national affairs, and 20% of news stories related to international affairs.

Scope	Female %F		Male %M	
	2010	N	2010	N
Local	33%	19	67%	36

National	21%	42	79%	165
National and other	23%	13	77%	41
International	20%	7	80%	30
Total	23%	81	77%	272

**Presence of female and male news subjects in Bosnia and Herzegovina by story topic:** male news subjects were on the whole dominantly present by story topic -77%, while only 23% female were present as news subjects.

Male news subjects are absolutely dominant in fifteen (15) out of fifty (50) story topics that were the focus of media monitoring, as follows: global partnerships; national defence and military affairs; economic crisis, state bailouts of companies, company takeovers and mergers; majority of labour issues; transport, traffic, roads; other economic issues; development issues, sustainability, community development; religion, culture, tradition, controversies, teaching, celebrations; non-violent crime, bribery, theft, drug-dealing, corruption (including political corruption/malpractice); gender-based violence, harassment, domestic violence, rape, and trafficking; riots, demonstrations, and public disorder; celebrity news, births, marriages, deaths, obituaries, and famous people; and media, including new media (computers, internet), portrayal of women and/or men, pornography.

Female news subjects were dominant only in one story topic in media monitored in BiH – other stories on celebrities, arts and media. In three (3) story topics - economic indicators, statistics, business, trade, stock markets; war, civil war, terrorism, state-based violence; and arts, entertainment, leisure, cinema, theatre, books, dance – number of male and female news subjects was equal (50%), while in thirty two (32) out of fifty (50) story topics that were monitored, female news subjects were invisible.

Story Topics	Female %F		Male %M	
	%F	N	%M	N
Women in political power and decision-making (local, regional, national),	45%	3	55%	4
Women electoral candidates (local, regional, national),	0%	0	0%	0
Peace, negotiations, treaties...(local, regional, national),	11%	1	89%	8
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	21%	14	79%	52
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	0%	0	100%	2
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	10%	2	90%	17
National defense, military spending, military training, military parades, internal security ...	0%	0	100%	1
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	29%	2	71%	5
Economic policies, strategies, models (national, international) ...	20%	2	80%	8
Economic indicators, statistics, business, trade, stock markets ...	50%	1	50%	1
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	100%	3
Poverty, housing, social welfare, aid to those in need ...	20%	3	80%	13
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labor)	0%	0	0%	0
Other labor issues, strikes, trade unions, negotiations, other employment and unemployment ...	0%	0	100%	3
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	0%	0	0%	0
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	0	0%	0
Transport, traffic, roads .....	0%	0	100%	11
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	0%	0	100%	5
Science, technology, research, funding, discoveries, developments ...	0%	0	0%	0
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	20%	1	80%	4
HIV and AIDS, incidence, policy, treatment, people affected ...	0%	0	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	37%	12	63%	21

Birth control, fertility, sterilization, amniocentesis, termination of pregnancy ...	0%	0	0%	0
Environment, nature, pollution, global warming, ecology, tourism ...	0%	0	0%	0
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Development issues, sustainability, community development ...	0%	0	100%	1
Education, child care, nurseries, pre-school to university, adult education, literacy ...	19%	3	81%	14
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 ..	47%	9	53%	9
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	0%	0	100%	4
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 ...	0%	0	0%	0
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	44%	17	56%	22
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	0%	0	100%	12
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	8%	2	92%	21
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	0%	0	100%	3
Child abuse, sexual violence against children, trafficking, neglect.	0%	0	0%	0
War, civil war, terrorism, state-based violence ...	56%	3	44%	3
Riots, demonstrations, public disorder ...	0%	0	100%	5
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	21%	1	79%	3
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0



Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	0%	0	100%	1
Arts, entertainment, leisure, cinema, theatre, books, dance ...	50%	3	50%	3
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	0%	0	100%	1
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	0%	0	0%	0
Sports, events, players, facilities, training, policies, funding ...	9%	1	91%	12
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	100%	1	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
Total	23%	81	77%	272

**Who are the newsmakers?** Results of media monitoring in relation to the position/occupation of female and male news subjects in Bosnia and Herzegovina show that female news subjects are absolutely dominant only in two (2) out of twenty six (26) positions/occupations that were the focus of monitoring - office or service worker, non-management worker in office, store, restaurant, catering, and unemployed, while they are invisible in twelve (12) positions/occupations.

Male news subjects are dominant in almost all positions/occupations, and the most visible in police, military, prison officer, security officer, fire officer (100%); tradesperson, artisan, laborer, truck driver, construction, factory, domestic worker (100%); religious figure (100%); sportsperson, athlete, player, coach, referee (100%); student, pupil (100%); and criminal suspect (100%).

Positions/occupations in which female news subjects are relatively more dominant than male news subjects in Bosnia and Herzegovina are villager or resident engaged in unspecified occupation (73%), child, young person (67%), health or social service professional, doctor, nurse, laboratory technician, computer specialist (57%), science or technology professional, engineer, technician, computer specialist (56%), and lawyer, judge, magistrate, legal advocate, legal expert, legal clerk (54%).

Such monitoring results mirror the socially constructed roles of women and men in Bosnia and Herzegovina, which are burdened with a patriarchal tradition still dominant in our country. The results also point to key areas where men hold power positions in the public sphere – 132 news stories, or 83% focus on male news subjects in position of government official, politician, president, government minister, political leader, political party staff, and spokesperson, while only 27 news stories or 17% focus on female news subjects holding the same positions.

Position or Occupation	Female %F		Male %M	
	2010	N	2010	N
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 ...	17%	27	83%	132
Government employee, public servant, bureaucrat, diplomat, intelligence officer ...	31%	8	69%	17
Police, military, para-military group, militia, prison officer, security officer, fire officer ...	0%	0	100%	16
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker ...	29%	2	71%	5
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist ...	57%	6	43%	4
Science or technology professional, engineer, technician, computer specialist ...	56%	1	44%	1
Media professional, journalist, video or film-maker, theatre director ...	50%	3	50%	3
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	54%	12	46%	10
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	14%	4	86%	23
Office or service worker, non-management worker in office, store, restaurant, catering ...	100%	1	0%	0
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...	0%	0	100%	3
Agriculture, mining, fishing, forestry worker ...	0%	0	0%	0
Religious figure, priest, monk, rabbi, mullah, nun ...	0%	0	100%	3
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues,	25%	4	75%	13

environment, aid agency, peasant leader, United Nations ...				
Sex worker, prostitute ...	0%	0	0%	0
Celebrity, artist, actor, writer, singer, radio or television personality ...	42%	2	58%	3
Sportsperson, athlete, player, coach, referee ...	0%	0	100%	9
Student, pupil, schoolchild	0%	0	100%	3
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.	40%	2	60%	3
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.	67%	2	33%	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.	73%	5	27%	2
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.	0%	0	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.	0%	0	100%	11
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.	100%	1	0%	0
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	0%	0	0%	0
<b>Total</b>	<b>23%</b>	<b>80</b>	<b>77%</b>	<b>262</b>

**Function of female and male news subjects:** Media monitoring in Bosnia and Herzegovina identified that male news subjects are dominant in relation to female news subjects by their function in the news story. Eyewitness is the function in the news story where female news subjects are absolutely invisible, and male news subjects are the most dominant as spokespersons (85%), by their personal experience (77%), subject of the news story (75%), as a popular opinion (74%), and as experts or commentators (66%).

Women the most likely appear in the news story as experts or commentators (34%), or as reflecting popular opinion (26%), however here they are still relatively invisible in comparison to men.

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.	25%	28	75%	85
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	15%	19	85%	111
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	34%	27	66%	51
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	23%	3	77%	10
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	0%	0	100%	6
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.	26%	2	74%	6
Other. Use only as a last resort (describe the function in 'Comments')	0%	0	0%	0

section of coding sheet).				
NA – Use this where you are coding a secondary source only	0%	1	0%	0
Total	23%	80	77%	269

**Constructing ‘victims’ in the news:** male news subjects are dominantly portrayed as victims in the news stories – 64%, in relation to female news subjects that are portrayed as victims in 36% of news stories of monitored media in Bosnia and Herzegovina.

Male news subjects are dominantly portrayed as a victim of other crime, robbery, assault, murder (100%), victim of an accident, natural disaster, poverty, disease, illness (80%), and victim of war, terrorism, state-based violence (55%). Male and female news subjects are equally portrayed as victims of violation based on religion and tradition; victim of discrimination based on gender, race, ethnicity, age, ability; and other victim.

Victim Type	% Female		% Male	
	2010	N	2010	N
Victim of an accident, natural disaster, poverty, disease, illness ...	20%	1	80%	4
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	0%	0	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	100%	4
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	50%	2	50%	2
Victim of war, terrorism, vigilantism, state-based violence ...	45%	5	55%	6
Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...	50%	1	50%	1
Other victim: describe in 'Comments' section of coding sheet ...	50%	1	50%	1
Total	36%	10	64%	18

**Identity and family status in the news:** Identification of male and female news subjects by their family status in news stories of monitored media in Bosnia and Herzegovina is more the exception than the rule. However, here media monitoring also revealed gender differences – 10% of female news subjects, and only 2% of male news subjects were identified by their family status.

Whether identified by family status	% Female		% Male	
	2010	N	2010	N
No	89%	73	98%	268
Yes	10%	7	2%	4

**Who mentions identity and family status?** Media monitoring in Bosnia and Herzegovina revealed that female reporters/announcers are dominantly mentioning identity and family status of female news subjects – 24%, and only 4% of male news subjects, while male reporters/announcers do not mention identity and family status of both sexes.

Year	2010					
Sex of reporter/announcer	Female			Male		
Sex of news subject	Female	Male	N	Female	Male	N
No	71%	96%	29	100%	100%	24
Yes	29%	4%	3	0%	0%	0

**Images in the news of Bosnia and Herzegovina:** Small variance is identified in relation to female and male news subjects appearing in newspaper photographs – 70% of male news subjects and 68% of female news subjects do not appear, while 32% of female news subjects and 30% of male subjects appear in the photographs of monitored newspapers in Bosnia and Herzegovina.

	% Female		% Male	
	2010	N	2010	N
Whether photographed				
No	68%	19	70%	60
Yes	32%	9	30%	26

## WHO DELIVERS THE NEWS?

**Overall Presenters.** 70% of news stories were presented by women, while 30% of news stories were presented by men in monitored media of Bosnia and Herzegovina.

	2010	N
Female	70%	93
Male	30%	39

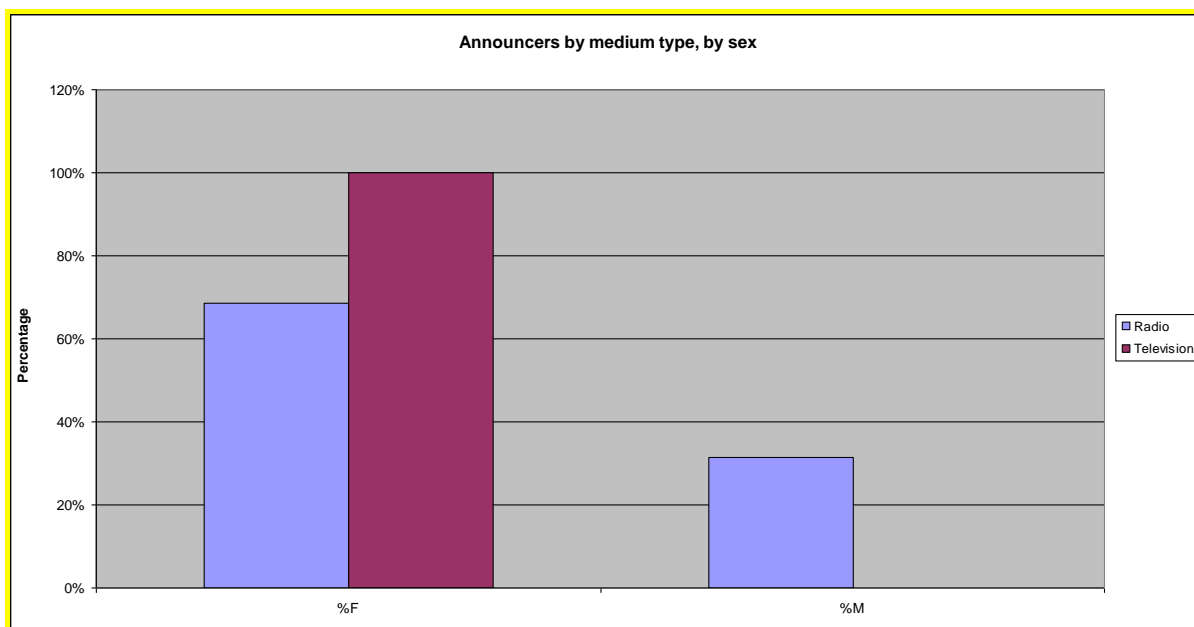
**Age of presenters and reporters in Bosnia and Herzegovina:**

	Female %F	
	2010	N
<b>Age of announcers</b>		
Do not know: (e.g., the person may not be seen clearly)	100%	12
12 years or under	0%	0
13-18	0%	0
19-34	100%	8
35-49	100%	28
50-64	100%	31
65 years or more	100%	3
	Female %F"	
<b>Age of reporters</b>		
Do not know: (e.g., the person may not be seen clearly)	56%	34
12 years or under	100%	2
13-18	0%	0
19-34	78%	7
35-49	62%	23
50-64	69%	18
65 years or more	100%	5

**Announcers:** Women are dominant as news announcers in radio and TV of Bosnia and Herzegovina - 85%, in relation to male news announcers that are represented as news announcers in only 15% of radio and TV news. There are differences between radio and TV news – women are absolutely dominant news announcers in TV news, while they are news announcers in 69% of radio news in BiH.

Media Type	2010		N
	%F	%M	

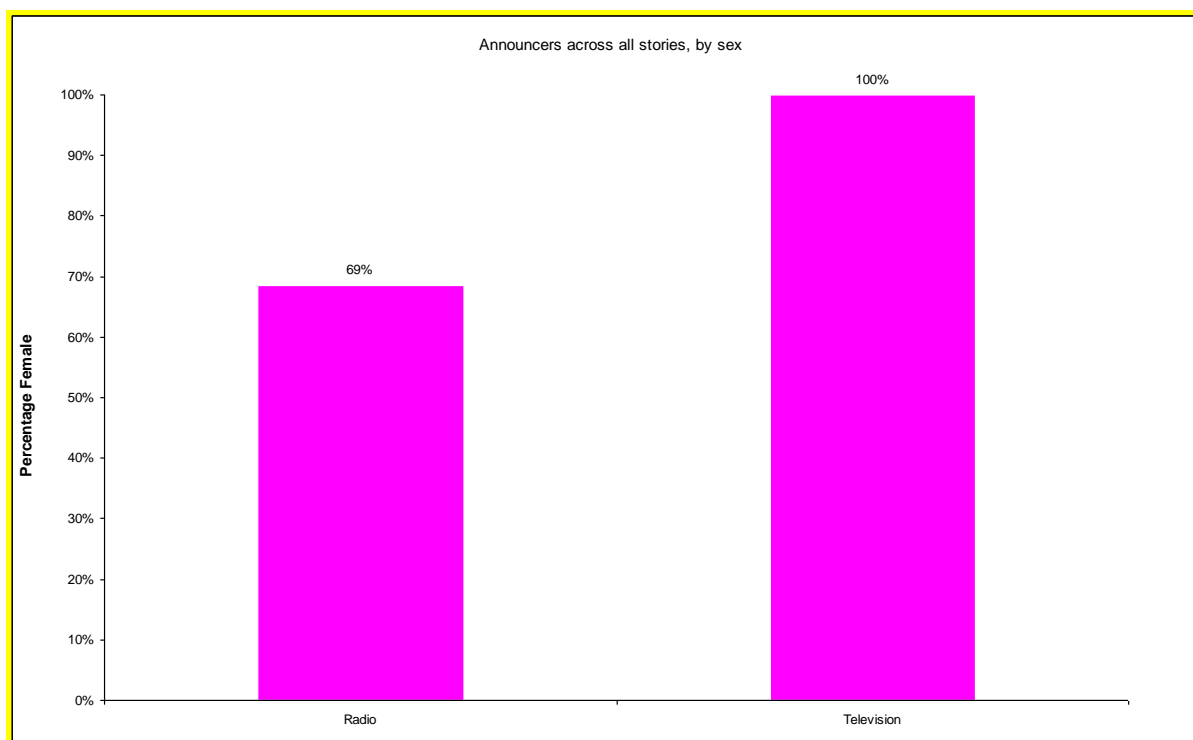
Radio	69%	31%	35
Television	100%	0%	36
Total	85%	15%	71



**The presence of female announcers on radio and TV across stories in Bosnia and Herzegovina:** female announcers were absolutely dominant in TV news stories (100%), and significantly more present in radio news stories (69%) than male announcers (31%).

Media Type	% Female		% Male	
	2010	N	2010	N
Radio	69%	24	31%	11
Television	100%	36	0%	0
	85%	60		





**Presence of women and men as announcers in domestic and foreign stories of monitored media in Bosnia and Herzegovina:** women are dominant as announcers in news stories from local to international context.

Media Type	% Female		% Male	
	2010	N	2010	N
Local	88%	7	13%	1
National	81%	34	19%	8
National and other	91%	10	9%	1
Foreign/International	90%	9	10%	1
	85%	60	15%	11

**Presence of women and men as announcers in major news topics of monitored media in Bosnia and Herzegovina:** women are dominant as announcers in all major news topics, with the highest presence in topics related to crime and violence (93%), and politics and government (91%). Male reporters only have significant presence in news topics related to economy (40%).

Story Topic	% Female		% Male	
	2010	N	2010	N
Politics and Government	91%	20	9%	2
Economy	60%	3	40%	2
Science and Health	75%	6	25%	2
Social and Legal	81%	13	19%	3
Crime and Violence	93%	13	7%	1
Celebrity, Arts and Media, Sports	83%	5	17%	1
The Girl-child	0%	0	0%	0
Total	85%	60	15%	11

**Presence of women and men as news reporters in Bosnia and Herzegovina by medium – TV, radio and newspaper:** female news reporters are dominantly reporting in TV news (63%), while both female and male reporters are, with small variance, reporting in news stories of radio and printed media of BiH.

	% Female		% Male	
	2010	N	2010	N
Media Type				
Print	53%	9	47%	8
Radio	56%	15	44%	12
Television	63%	17	37%	10
Total	57%	41	43%	30

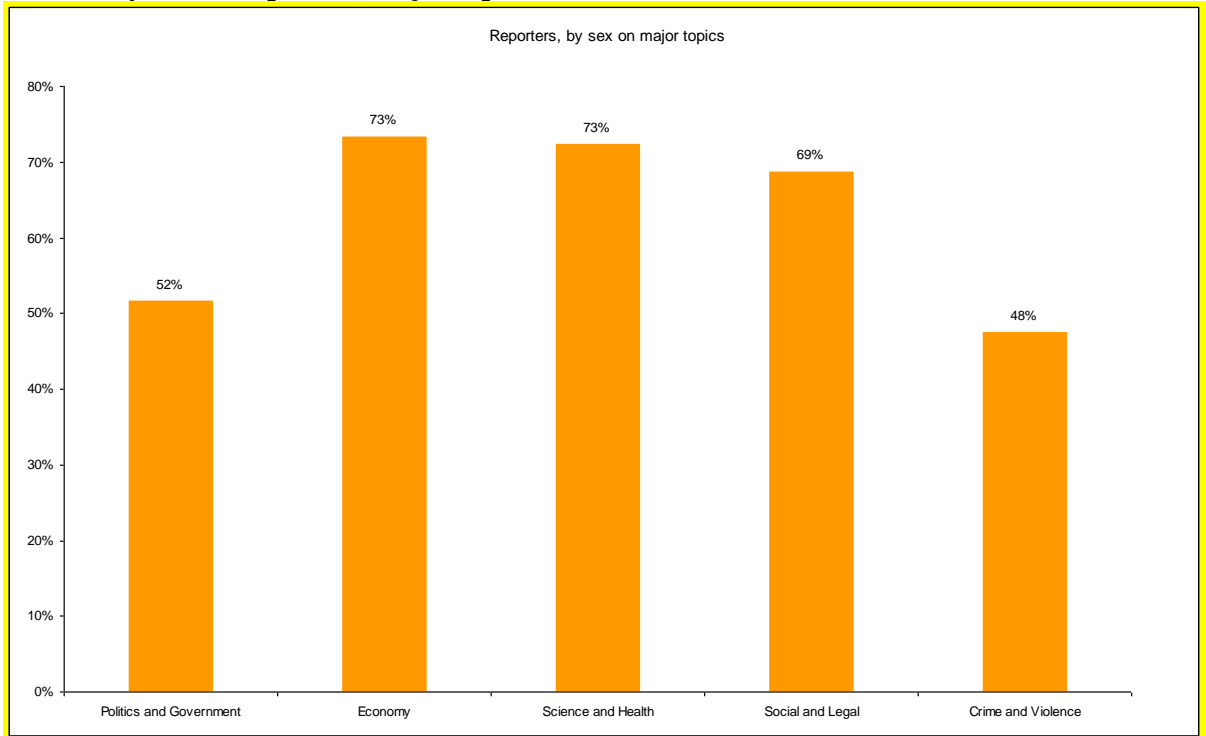
**Domestic and international news in Bosnia and Herzegovina by female and male reporters:** female reporters are dominantly reporting on news stories with local context (74%), while male reporters are slightly more active than female reporters in reporting news stories with foreign/international context (54%).

	% Female		% Male	
	2010	N	2010	N
Scope of Story				
Local	74%	6	26%	2
National	58%	22	42%	16
National and other	54%	9	46%	7
Foreign/International	46%	4	54%	5
Total	57%	41		

**Major story topics in Bosnia and Herzegovina by female and male reporters:** female reporters are dominantly reporting on topics related to economy (73%), science and health (73%), as well as social and legal topics (69%), while male reporters outnumber female reporters in reporting news topics related to celebrity, arts, media, and sports (84%).

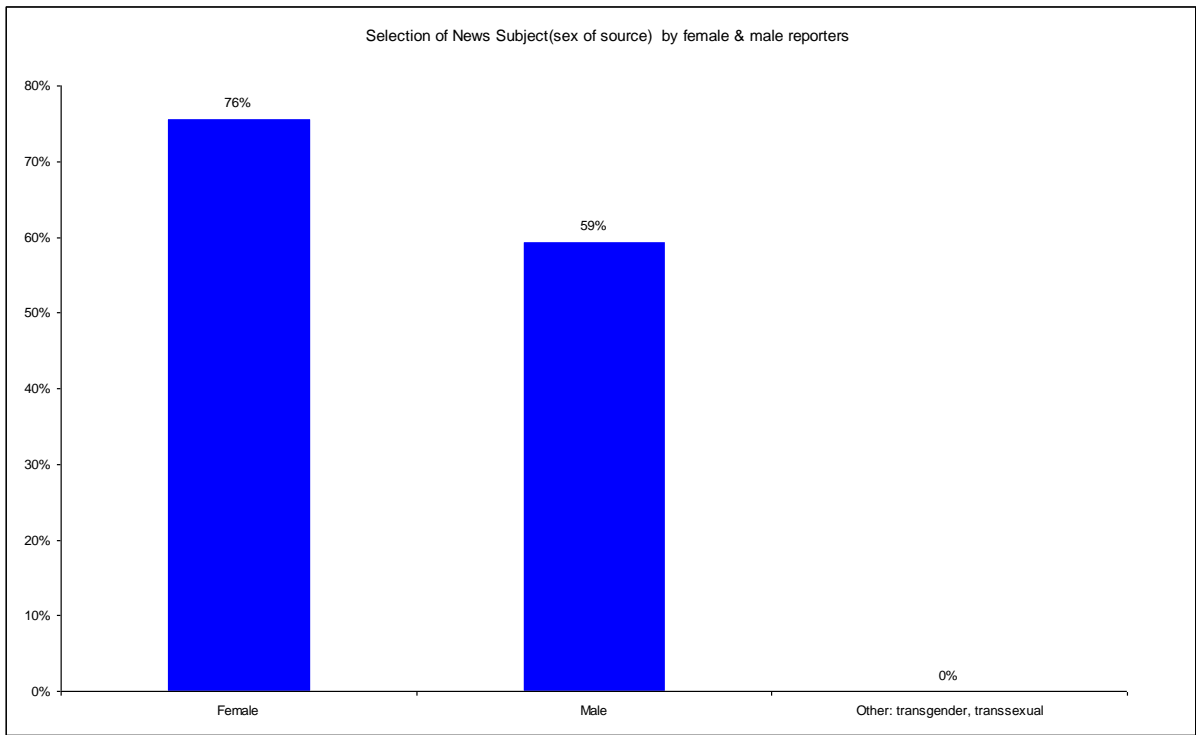
Reporters on major topics	% Female		% Male	
	2010	N	2010	N
Politics and Government	52%	10	48%	9
Economy	73%	9	27%	3
Science and Health	73%	5	27%	2
Social and Legal	69%	12	31%	5
Crime and Violence	48%	4	52%	5
Celebrity, Arts and Media, Sports	16%	1	84%	6
The Girl-child	0%	0	0%	0
Other	0%	0	0%	0
Total	57%	41	43%	30

### % of stories by female reporters, major topics



**Reporters and news sources in Bosnia and Herzegovina:** Female news sources are dominant in stories reported by women – 76%, in relation to 24% of female news sources in stories reported by men. Additionally, male news sources are also slightly more present in stories reported by women – 59%, in relation to 41% male news sources reported by male reporters in monitored media of BiH.

Sex of Source	% Female		% Male	
	2010	N	2010	N
Female	76%	34	24%	11
Male	59%	109	41%	73
Other: transgender, transsexual	0%	0	0%	0
Do not know	100%	1	0%	0
NA – Use this where you are coding a secondary source only	100%	2	0%	0
<b>Total</b>	<b>63%</b>	<b>146</b>	<b>37%</b>	<b>84</b>

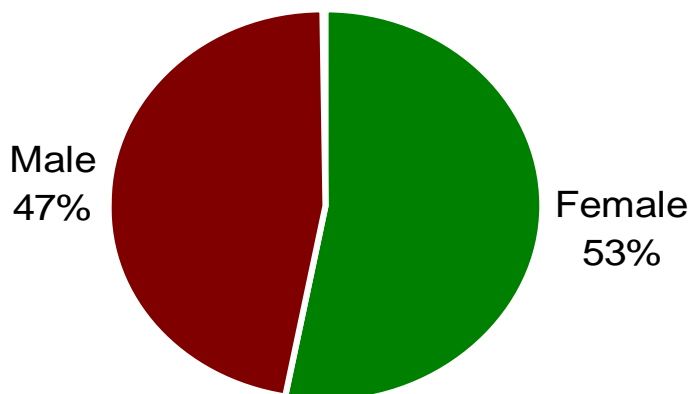


## GENDER AND THE NEWS

### Sex of reporters in stories with women as a central focus in media of Bosnia and Herzegovina:

	Female %F		Male %M	
	2010	N	2010	N
No, women are not central	58%	31	42%	22
Yes, women are central	53%	9	47%	8
<b>Total</b>	<b>57%</b>	<b>40</b>	<b>43%</b>	<b>30</b>

### *Stories with women as a central focus, by sex of reporter*



**Stories with women as a central focus in Bosnia and Herzegovina, by topic:** media monitors identified that news stories where women were a central focus dominate in only seven (7) out of fifty (50) observed news story topic areas. Majority of news stories with women as central focus were related to a story topic on celebrity news, birth, marriages, deaths, obituaries, famous people, and beauty contests, models, fashion, beauty aids, cosmetic surgery, etc.

Sorted		
Story Topic	Yes	
	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

*Stories that highlight issues of gender equality or inequality issues in Bosnia and Herzegovina:*

	%F		%M	
	2010	N	2010	N
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	50%	2	50%	2
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	20%	1	80%	4
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	0%	0	100%	3
Sports, events, players, facilities, training, policies, funding ...	50%	1	50%	1
	29%		71%	

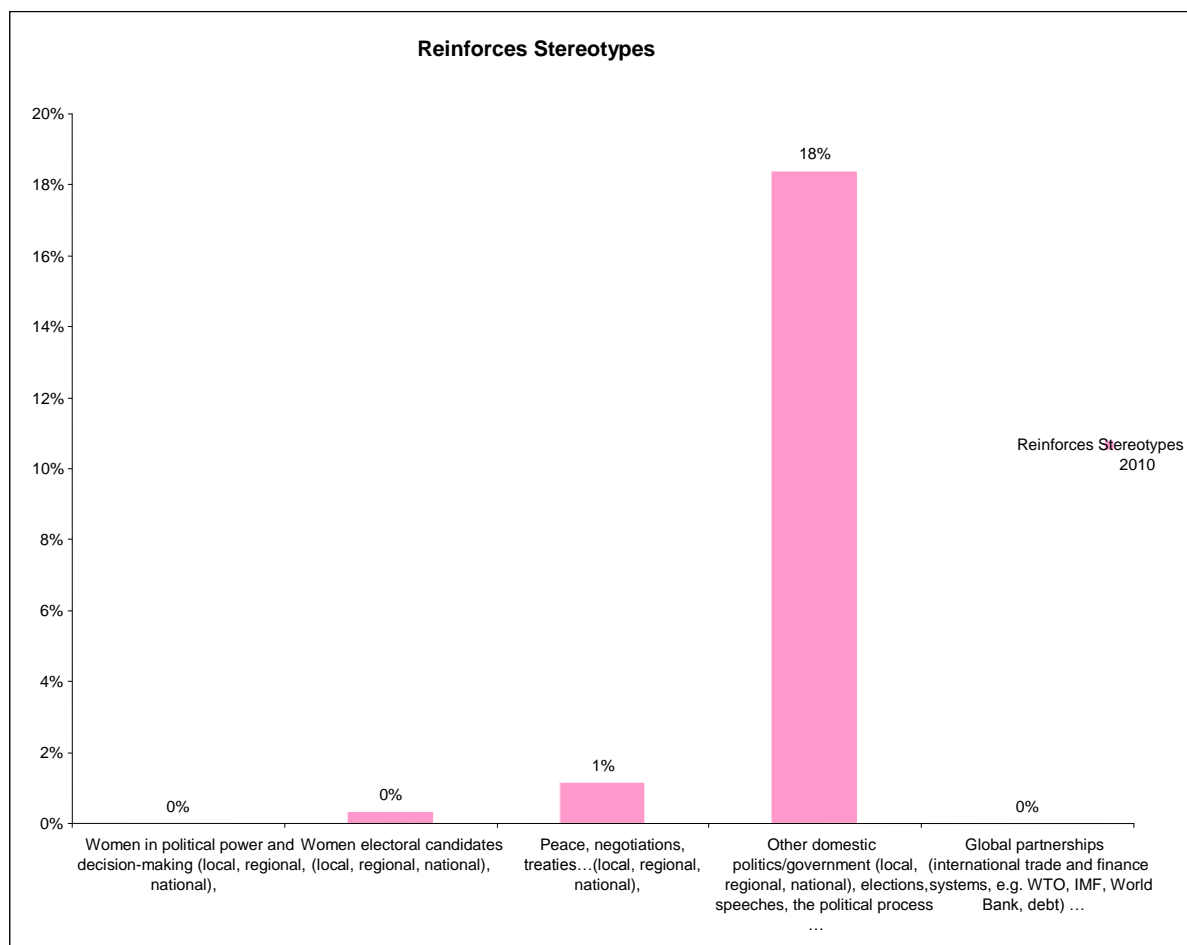
*Challenging or reinforcing stereotypes?*

	Challenges Stereotypes		Reinforces Stereotypes	
	2010	N	2010	N
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
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 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

Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	0%	0	3%	8
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	0	0%	3
Transport, traffic, roads .....	0%	0	1%	2
Science, technology, research, funding, discoveries, developments ...	0%	0	3%	9
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	0%	0	3%	13
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	0%	0	4%	13
Environment, nature, pollution, global warming, ecology, tourism ...	0%	0	1%	3
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	1
Development issues, sustainability, community development ...	0%	0	2%	7
Education, child care, nurseries, pre-school to university, adult education, literacy ...	0%	0	2%	7
Family relations, inter-generational conflict, single parents ...	0%	0	1%	3
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	0%	0	0%	2
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	0%	0	6%	17
Changing gender relations, roles and relationships of women and men inside and outside the home ...	0%	0	0%	1
Family law, family codes, property law, inheritance law and rights ...	0%	0	0%	0
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	0%	0	1%	4
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	0%	0	2%	8
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	0%	0	4%	12
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	0%	0	3%	8
Child abuse, sexual violence against children, trafficking, neglect.	0%	0	2%	5
War, civil war, terrorism, state-based violence ...	0%	0	2%	7
Riots, demonstrations, public disorder ...	0%	0	1%	4
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	0%	0	6%	18
Arts, entertainment, leisure, cinema, theatre, books, dance ...	0%	0	3%	11
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	0%	0	1%	2
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	0%	0	1%	2
Sports, events, players, facilities, training, policies, funding ...	0%	0	4%	13
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	0%	0	3%	10
Other subject: use only if none of the above subject	0%	0	0%	3



codes is suitable (specify the subject in 'Comments' section of coding sheet)				
	0%		100%	



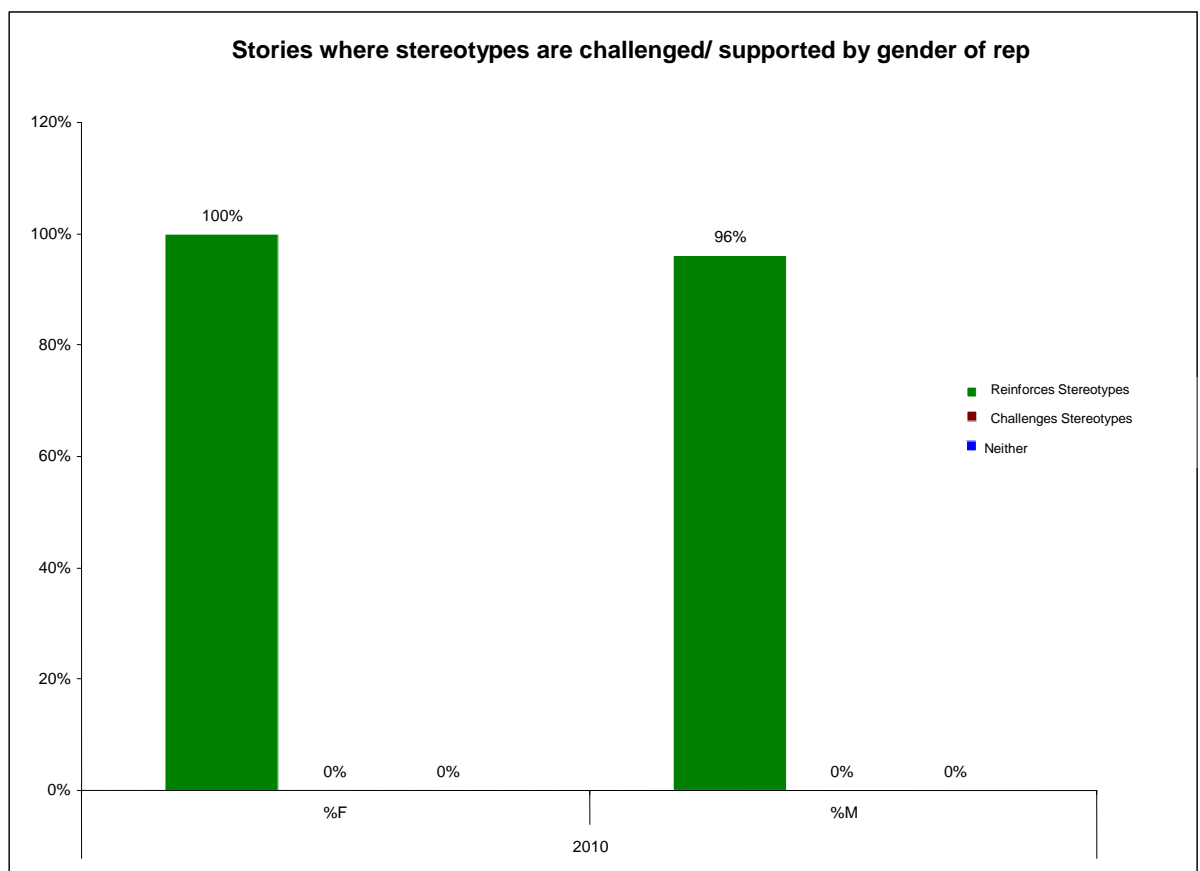
**Challenging or reinforcing stereotypes?** In almost all focus topics of monitored media in Bosnia and Herzegovina, news stories are steadily reinforcing stereotypes, with economy (100%), social and legal (96%), crime and violence (95%), and politics and government (91%) as the most critical areas. Celebrity, arts and media, and sports are focus topics with news stories that are potentially challenging gender stereotypes (16%), however their contribution to the overall change of perception of women and men as news subjects and focus of the news in Bosnia and Herzegovina is still insufficient, having in mind that in all key ‘news making’ topics stories reflect gender stereotypes about women and men. Gender blind stories – those that neither challenge nor reinforce stereotypes – are visible only in the news stories related to politics and government (6%), and contributing with 3% in overall news stories that were focus of monitoring in BiH.

Topic	2010			N
	Reinforces stereotypes	Challenges stereotypes	Neither challenges neither reinforces stereotypes	
Politics and Government	91%	3%	6%	41
Economy	100%	0%	0%	18
Science and Health	90%	10%	0%	12
Social and Legal	96%	4%	0%	28
Crime and Violence	95%	0%	0%	24
Celebrity, Arts and Media, Sports	84%	16%	0%	14

The Girl-child	0%	0%	0%	0
Other	0%	0%	0%	0
Total	93%	4%	3%	137

Both female and male reporters are largely contributing to reinforcing gender stereotypes in monitored media of Bosnia and Herzegovina.

	2010		
	%F	%M	N
Disagree	100%	96%	70
Agree.	0%	0%	0
Neither	0%	0%	0



## GENDER AND JOURNALISTIC PRACTICE

**Example of news story in media of Bosnia and Herzegovina that represents missed opportunity**

**Central TV news at 7:30, P.M. Radio Television of Republika Srpska, news item no. 8, opinion/commentary on the issue of pregnant women getting fired from work**

This story focuses on the issue of women who get fired from work due to pregnancy/maternity leave in Republika Srpska, Bosnia and Herzegovina. It brings into focus a situation where young women are unprotected by the law, if they had a contract for a predetermined time period with employer.

The story brings out the personal experience of a woman whose working contract was terminated, and interviews with three women – one speaking from a position as an expert of the Ministry of Labour, Protection of Soldiers and Invalids of Republika Srpska, and three women representatives in the People’s Assembly of Republika Srpska. The story includes official statistics of Labour Inspectorate of Republika Srpska about 30 petitions of women whose working contracts were terminated due to pregnancy since beginning of 2009.

All sources and voices used in the story were female. Because of its failure to interview fathers, male representatives in the RS Parliament, or male experts in the Labour Ministry of RS, the story misses an opportunity to challenge gender stereotypes that the issue of termination of working contracts of pregnant women is only a women’s issue and not broader issue that affects economy and social development as a whole in Republika Srpska.

The story takes position that a solution to the issue must be found and makes an implicit judgment by introducing interviews with women representatives from RS Parliament. It says that all of them believe it is unacceptable to terminate working contracts for pregnant women, but they do not know how to tackle it. Such story angle and perspective could reinforce gender stereotypes that women in political power positions are incapable or inefficient in finding efficient public policy solutions that would improve the position of pregnant women in Republika Srpska.

## SUMMARY AND CONCLUSIONS

**Media monitoring findings for Bosnia and Herzegovina reveal that although women make up the overwhelming majority of reporters and announcers, they are still largely invisible when it comes to focus and content of the news stories in TV, radio, and print media.**

Overall presence of women as news subjects per key topics areas BiH media is 23%, which represents a small increase compared to GMMP 2005 findings, when overall presence of women as news subjects was 18%.

**There is also small increase in female news subjects per medium monitored.** GMMP 2010 results show that female news subjects are 25% in television, 24% in print media, and 19% in radio, compared to GMMP 2005, when female news subjects are 18% in television, 13% in print media, and 16% in radio.

**Female news subjects are dominant only in one story topic in media monitored in BiH** – other stories on celebrities, arts and media, comparing to male news subjects that are absolutely dominant in fifteen (15) out of fifty (50) topic areas that were the focus of monitoring.

Results of media monitoring in relation to the position/occupation of female and male news subjects in Bosnia and Herzegovina show **that female news subjects are absolutely dominant only in two (2) out of twenty six (26) positions/occupations that were the focus of monitoring in 2010**, and male news subjects are dominant in almost all positions/occupations.

Small progress is visible in relation to GMMP 2005 results on **presence of female news subjects with positions in politics and governance as the public area where men traditionally keep power positions in BiH.** In 2010, 132 news stories, or 83% focus on male news subjects in position of government official, politician, and 27 news stories or 17% focus on female news subjects holding the same positions. In 2005, 22 news stories or 11% focused on women as news subjects in the same positions.

**In relation to their function in the news story**, GMMP 2010 identified **increased role of women as experts and commentators** (34% in relation to 12% GMMP 2005 results), **personal experience** (23% in relation to 5% GMMP 2005 results), and **representing popular opinion** (26% in relation to

12% GMMP 2005 result). However, news stories with women as the central focus of the story decreased from 45% in GMMP 2005 to 25% in 2010 monitoring. These data point to increased usage of women as sources of information, but also losing their central role in making the news in Bosnia and Herzegovina.

**Women have increasing role as reporters and announcers in media of Bosnia and Herzegovina,** and here is the greatest progress identified compared to GMMP 2005 results. Reporting of news stories by female news reporters in print media increased: from 33% in 2005 to 53% in 2010, in television from 56% in 2005 to 63% in 2010, and radio from 41% in 2005 to 56% in 2010. The female announcers on TV across stories in Bosnia and Herzegovina increased: from 46% in 2005 to 100% in 2010, and radio from 55% in 2005 to 69% in 2010. However, **increased role of women as reporters and announcers across BiH media does not bring positive change in terms of challenging gender stereotypes in news.** In almost all focus topics of monitored media in Bosnia and Herzegovina, news stories are steadily reinforcing stereotypes, with economy (100%), social and legal (96%), crime and violence (95%), and politics and government (91%) as the major and the most critical areas. Both female and male reporters are largely contributing to reinforcing gender stereotypes in monitored media of Bosnia and Herzegovina.

## THE NEXT FIVE YEARS

- Media in Bosnia and Herzegovina must take active and concrete steps to counter gender based discrimination in news stories through the increasing role of women as central news subjects, especially in key focus areas where women are traditionally underrepresented, such as politics and governance, as well as using opportunities to challenge gender stereotypes through, for example, making voices of both women and men heard and visible on news topics that are traditionally seen as the priority of only one sex;
- Women and men citizens must use all opportunities to communicate with media in Bosnia and Herzegovina (for example, readers' corner and letters to editors in newspapers, direct calls in live radio and TV programs, e-mails to radio, TV, and print media management, etc.) to express their opinion, point at issues that impact and marginalize women and vulnerable groups in BiH society, and encourage them to search for opinions and views of women on all topics that are important to the social, economic, and political development of BiH, as well as both the private and public spheres of life;
- Nongovernmental organizations must continue with public advocacy and lobbying activities aimed at increasing the focus of BiH media on gender inequalities in BiH society, build strong networks and collaborate with media workers of both sexes, as well as at continuing to support media by providing training and tools for gender sensitive media reporting for women and men journalists, editors, and management structures in BiH media;
- Nongovernmental organizations must strengthen capacities and resources to continue with media monitoring actions, through cooperation, developing joint action plans, and using available institutional mechanisms and self-regulatory media bodies to act against gender discriminative reporting of BiH media (e.g. reporting cases of discrimination in media to Regulatory Agency for Communications of BiH, and Press Council of BiH).

## **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 for Bosnia and Herzegovina**

Sanja Samardžić-Marjanović, NGO „Budućnost“, Modriča  
Igor Vidović, NGO „Budućnost“, Modriča  
Milkica Milojević, NGO „Lara“, Bijeljina  
Željka Todorkov, NGO „Lara“, Bijeljina  
Duška Andrić-Ružičić, NGO „Infoteka“, Zenica  
Jasna Hodžić, NGO „Infoteka“, Zenica  
Rejhana Selimović, NGO „Žene sa Une“ Bihać  
Dženita Džubur, NGO „Žene sa Une“, Bihać  
Desa Rađević, NGO „Žena i porodica“, Gradiška  
Vida Đukić, NGO „Žena i porodica“, Gradiška  
Azra Hasanbegović, NGO „Žena BiH“, Mostar  
Hikmeta Rizvanović, NGO „Žena BiH“, Mostar  
Edita Pršić, NGO „Fondacija lokalne demokratije“, Sarajevo  
Vedrana Frašto, NGO „CURE“, Sarajevo  
Bosa Miletić, NGO „Most“, Višegrad  
Nada Stjepanović, NGO „Most“, Višegrad  
Selma Hukić, NGO „Vesta“, Tuzla  
Ivana Eraković, NGO „Vesta“, Tuzla  
Aleksandra Petrić, NGO „Udružene žene“, Banja Luka, National Coordinator  
Natalija Petrić, NGO „Udružene žene“, Banja Luka, National Coordinator

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