

**WHO
MAKES THE
NEWS?**



CAMEROON

Global Media Monitoring Project 2010 National Report



Acknowledgements



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

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



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NKONG HILL TOP (NCIG)

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

- Similar to the situation in most parts of the world, patriarchy and male domination are prevalent in Cameroon. These, to a significant extent, account for the poverty and low levels of progress in human development impacting girls and women more acutely than males. Media is important for disseminating information and has the potential to create awareness on gender issues and their impact on development, for instance, on women's unemployment and on women's low representation in decision-making positions. As well, is the problem of negative portrayals of women and gender rampant in media in Cameroon, as in the rest of the world in varying degrees. It is of utmost importance that the Cameroon media be monitored from a gender lens so that the results could provide hard evidence to support the need to redress the situation.

Media monitoring matters because it is a means through which women's invisibility in the news could be reduced and/or eliminated. As such there could be an increase in women's issues in the central stories of the bulk of the news agenda

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

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- We at Nkong Hill Top Group (NCIG) monitored the media in Cameroon for the GMMP. As an organisation whose objectives include promoting gender equality, the GMMP gave us the opportunity to bring to light different ways in which the media too is responsible for the propagation of gender inequalities and to seek ways of addressing them. We also hope our participation will eventually contribute to an increase in women's level of participation in the news.

EXECUTIVE SUMMARY

- The Cameroon reports for GMMP 2010 reflected 2 news situations - the Radio (CRTV) and Television (STV2). It was limited to these few because Cameroon is among the countries that have a low media density. The monitoring exercise was carried out by 10 monitors (9 female and 1 male), all students from the Department of Journalism and Mass Communication (JMC) in the University of Buea.
- These media houses have a national reach and include private media (STV2) and state-owned media (CRTV).

Topics in the news

- News on this day dwelt on Politics and Government (44% of the news) and Social and Legal news (17%). All other topics had an equal amount of news stories: Crime and Violence (10%) and Economy (10%), Science and Health (10%) and Celebrity/Arts/Media (10%), with the exception of 'The girl-child in which no stories were found on that day.

- Key findings: Gender in the news media in Cameroon

Description	Sex	
	% female	% male
Reporters	60	40
News subjects by medium	21	79
- Radio	17	83
- Television	25	75
News sources		
- local affairs	29	71
- national and others	16	84
- Foreign	17	83
Announcers		
- Radio	50	50
- Television	91	9
Reporters		
- Radio	-	-
- Television	54	46
Sex of source	41	59
Challenging or reinforcing stereotypes		
- Stories that challenge stereotypes		2%
- Stories that reinforce stereotypes		98%
- Stories that neither challenge nor reinforce stereotypes		0%

A DAY IN THE NEWS IN CAMEROON

STV2 (Television)	CRTV (Radio)
National	An extraordinary session of the National Decentralisation Council takes place in Yaounde presided by Philemon Yang, head of Government
A working visit to Douala-Littoral Region by Alain Mebe Ngoh, Minister Delegate at the presidency in charge of defence. He visited services under his Ministry like the gendarmerie.	An international colloquium on the theme Sustainable Development, Rehabilitation of the town to be attended by town planners, Scientific innovation and Ministry of Higher Education.
His visit coincided with a clash at the New Bell in Douala where a soldier of the Military Rapid Intervention Battalion known by his colleague as "B" stabbed a young man -Njiki Alain. The said soldier is in jail	Social Affairs Minister, Catherine Mbakambog leading the Cameroonian Delegation to the International Conference on the Development of children in Africa at Dakar- Senegal.
A woman is accused at a funeral in Bamenda for selling meat from the protected wild life species by the forestry guards.	Minister of Tourism, El Hajj Baba Ahmadou is in London to take part in a meeting of Common Wealth Tourism Ministers having as theme: The Revival of World Tourism Confronted by Economic Crisis and Climate Change. Official inauguration of the new John Hopkins Cameroon research laboratories in health and that of University of Buea will take place in Yaounde today. The laboratory based at the Military Research Centre will be charged with the solvent of influenza and other major infectious diseases. John Hopkins TVFI Cameroon is a research and public health prevention organisation in Cameroon which signed an agreement with the government of Cameroon since 2003 and a partnership with the Ministry of Public Health in Cameroon
One Polycap of Tabinkeng village is out of his palace with his community to raise funds for the construction of the Tabinkeng palace in Bamenda. This is organised by Tabinkeng and FOCUDA. They started fund raising in Yaounde, Douala and it is now in Bamenda. It's a gigantic project that will cost over 33million for a period of 2 years.	Centre Pasteur celebrates its 10 th year of health care delivery by organising a social week with a price cut of medication and laboratory test at 50 – 60% till November 13 th .
All Mayors of the Social Democratic Front (SDF) who were sanctioned are possibly going to be reinstated according to a revelation.	Minister of Small and Medium Size Enterprise and Handicraft pays an official visit to the East Region. Minister Etoundi Ngwa Laurent Serge presides in the launching of the 2010 International Trade Fair built for Yaounde .
CPDM militants of Nanga Eboko in the centre region were motivated by Bernard Aborn to be hopeful and watchful and to mobilise their party leader. this was during the 27 th anniversary of president Paul Biya succession to power	A Regional forum to discuss the participation of francophone countries of the Central Africa and Indian Ocean region in peace.....initiatives around the globe has begun in Yaounde to last for 3 days. A delegation comprising military officials, diplomats and heads of some regional organisations will present papers on the need for francophone countries to take part in peace keeping mission around the world. The forum has been organised by the francophone inputs from Cameroon, Canada and France.
A top commercial bank – Commercial Bank of Cameroon was put under supervision by the regional banking regulatory, COBAC for not respecting rules governing the body i.e. increasing the capital structure and the structure of the bank	The national executive committee of Catholic Men Association (CMA) meeting in Bambili of the North West Region, resolved that the national congress will take place in Yaounde from April 9-10 th 2010
Unemployment among youths, poverty alleviation continues in the country and received financial support of 15million from PIASSI project created 5 years ago. PIASSI offer support to youths after every semester, agriculture, fishing, petty trading and handicraft.	The European Union anti piracy mission states Somali pirates have attacked on.... 10,000 miles on the coast. A maritime expert reports that pirates have ceased the ship carrying weapons.
World heroes and all those who fell in the different wars in the world were remembered on Sunday in a ceremony organised by the British High Commission in Cameroon-Common Wealth Remembrance Day for the world fallen at the Limbe Botanic Garden	World leaders, Angela M., Gordon Brown, Sakozy and Hillary Clinton, marking the 20 th Anniversary of the Berlin Walls Fall have said the battle against injustice around the world must continue. Sport: Tiko United Football Club climbed to the top along side Sable de Batie and Panthere de Bangangte

THE CONTEXT

- **Country background:** Cameroon has only one daily print media which is the national newspaper “Cameroon Tribune”. The country records as many as 120 print media but with just a handful that publishes at least once a month. Most of them gain their publicity during political upheavals and elections, and student demonstrations with the intention of increasing sales.

With the CRTV radio we usually have 03 national news programmes per day – the one at 6:30am, another at 3:00pm and the evening news at 7:00pm. All 03 news programmes were considered for the monitoring.

- **Media monitored**

Media type	Media name	Reason for the Choice
Television	Spectrum Television 22(STV2)	It is private and watched by the greatest part of the Cameroonian population in and out of Cameroon. It is also more diverse in news than the national television which often lays emphasis on issue of the ruling party and singing the glories of those in power.
Radio	Cameroon Radio and Television Corporation (CRTV)	This is a national media whose news programme the Luncheon Date” is read in all the 10 regions of the country daily. The news here is bilingual in nature

- **The monitors:**

Media type	No. of monitors	Timing	
		Recording	Coding
Television	4 (3female/1male)	30 minutes	5 hours
Radio	3 (female)	90 minutes	6hrs 45min

TOPICS IN THE NEWS

- **Topics in the news:** The GMMP methodology classifies news stories under seven major topic areas: Politics/government, Economy, Science/health, Social/legal news, Crime/violence, Celebrity/Arts/Media/Sports, and the girl-child.

Topics in news in Cameroon on November 10, 2009

Topic	PRINT	RADIO	TELEVISION	N
Politics and Government	0%	36%	62%	18
Economy	0%	7%	15%	4
Science and Health	0%	14%	0%	4
Social and Legal	0%	21%	8%	7
Crime and Violence	0%	7%	15%	4
Celebrity, Arts and Media, Sports	0%	14%	0%	4

- Stories by female reporters outnumbered stories by male reporters under almost all story topics. 69% of political/government news was reported by women, compared to 31% men. 63% of social/legal news was reported by women.

TOPIC	% Female	N-F	% Male	N-M
Politics and Government	69%	18	31%	8
Economy	20%	1	80%	4
Science and Health	50%	2	50%	2
Social and Legal	63%	5	37%	3
Crime and Violence	60%	3	40%	2
Celebrity, Arts and Media, Sports	50%	2	50%	2

THE NEWS

- **Overall presence of women and men in the news in Cameroon:** 79% of news subjects were male, compared to only 21% female. For every 1 woman in seen, heard or read about in the news in Cameroon, there are 4 men.
- Male news subjects far outnumber female news subjects in broadcast media. Only 17% of subjects on radio and 25% of those on television, were female.

Sex	RADIO		TELEVISION	
	2010	N	2010	N
Female	17%	3	25%	4
Male	83%	15	75%	12

- **News Sources:** Looking at the scope of stories we find male news subjects are over-represented in local, national and foreign news stories.

Scope	Female %F		Male %M	
	2010	N	2010	N
Local	29%	2	71%	5
National	16%	3	84%	16
National and other	50%	1	50%	1
Foreign	17%	1	83%	5
Total	21%	7	79%	27

- Presence of female and male news subjects by story topic.

Story Topics	Female %F		Male %M	
	%F	N	%M	N
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	22%	2	78%	7
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	0	100%	1
National defence, military spending, military training, military parades, internal security ...	33%	2	67%	4
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	100%	1
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	0	100%	1
Environment, nature, pollution, global warming, ecology, tourism ...	0%	0	100%	2
Development issues, sustainability, community development ...	50%	1	50%	1
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	0%	0	100%	7
Sports, events, players, facilities, training, policies, funding ...	25%	1	75%	3

- **Who are the newsmakers?**

- Government official, politician, president, government minister, political leader, political party staff, spokesperson ...

Female = 31%, Male = 69%

- Business person, executive, manager, entrepreneur, economist, financial expert, stock broker

Female = 50%, Male = 50%

- Government employee, public servant, bureaucrat, diplomat, intelligence officer ...

Female = 0%, Male = 100%

- Police, military, para-military group, militia, prison officer, security officer, fire officer ...

Female = 0%, Male = 100%

- Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations ...

Female = 0%, Male = 100%

- Sports person, athlete, player, coach, referee ...

Female = 0%, Male = 100%

- 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.

Female = 0%, Male = 100%

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

Function in News Story	Female %F		Male %M	
	2010	N	2010	N
Subject: the story is about this person, or about something the person has done, said etc.	13%	2	87%	13
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	27%	3	73%	8
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	33%	2	67%	4
Other. Use only as a last resort (describe the function in 'Comments' section of coding sheet).	0%	0	100%	1
Total	21%	7	79%	26

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

Victim Type	% Female		% Male	
	2010	N	2010	N
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	0%	0	100%	1
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	50%	2	50%	2
Victim of other crime, robbery, assault, murder ...	0%	0	100%	1
Victim of war, terrorism, vigilantism, state-based violence ...	0%	0	100%	1
Total	29%	2	71%	5

- **Overall Presenters.**

Female is 60% while male is 40%

Announcers: Overall presence of women and men as news announcers in Cameroon

Radio: Female = 50% TV: Female = 91%,
 Male = 50% Male = 9%

The presence of female announcers on radio and TV across stories.

Women 50% on radio , 91% on television

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

Female: Local = 100% Male: Local = 0%
 National = 61% National = 39%

National and other = 100% National and other = 0%
 Foreign/International = 25% Foreign/International = 75%

Total = 62% Total = 38%

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

- **Reporters.** Presence of women and men as news reporters

	% Female		% Male	
	2010	N	2010	N
Media Type				
Television	54%	7	46%	6
Total	54%	7	46%	6

- Domestic and international news by female and male reporters.

	% Female		% Male	
	2010	N	2010	N
Scope of Story				
Local	0%	0	100%	3
National	70%	7	30%	3
Total	54%	7		

- Major story topics by female and male reporters.

Reporters on major topics	% Female		% Male	
	2010	N	2010	N
Politics and Government	67%	6	33%	3
Economy	0%	0	100%	2
Social and Legal	100%	1	0%	0
Crime and Violence	0%	0	100%	1
Celebrity, Arts and Media, Sports	0%	0	0%	0
The Girl-child	0%	0	0%	0
Total	54%	7	46%	6

- Reporters and news sources.

Sex of Source	% Female		% Male	
	2010	N	2010	N
Female	60%	3	40%	2
Male	40%	4	60%	6
Do not know	0%	0	100%	2
Total	41%	7	59%	10

GENDER AND THE NEWS

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

	Stories by female reporters %F		Stories by Male reporters %M	
	2010	N	2010	N
No, women are not central	45%	5	55%	6
Yes, women are central	100%	2	0%	0
Total	54%	7	46%	6

- Stories with women as a central focus

- Women electoral candidates = 100%
- Beauty contests, models, fashion, beauty aids, cosmetics surgery = 100%
- Changing gender relations, roles and relationships of women and men inside and outside the home = 100%
- Legal system, judicial system, legislation = 100%
- Celebrity news, births, marriages, deaths, obituaries, famous people and royalty = 43%
- Arts, entertainment, leisure, cinema, theatre, books and dance = 20%
- Other domestic politics/government = 6%

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

	Agree		Disagree		Comments
	2010	N	2010	N	
Women in political power and decision-making (local, regional, national),	0%	0	0%	0	Political power and decision making are hardcore sectors which require considerable income power to be reached as such most women have very low level of income talk less spending it on politics and not household.
Women electoral candidates (local, regional, national),	0%	0	0%	2	Same as above. In addition political meetings often stretch into the nights which cannot be tolerated by most husbands.
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 defense, 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	

- **Challenging or reinforcing stereotypes?**

Topic	Disagree	Agree	Neither	N
Politics and Government	100%	0%	0%	18
Economy	100%	0%	0%	4
Science and Health	100%	0%	0%	4
Social and Legal	86%	14%	0%	7
Crime and Violence	100%	0%	0%	4
Celebrity, Arts and Media, Sports	100%	0%	0%	4
Total	98%	2%	0%	41

THE NEXT FIVE YEARS

- What media houses can do:

They need to be gender sensitive and allow for gender equality and women's access to, control and effective participation in the media activities at all levels.

News items and images should be edited with the intention of eliminating issues that would go to denigrate the woman.

Increase training opportunities for female journalists/media practitioners.

- What can citizens or media consumers can do:

- To feed the media with appropriate and reliable sources of information on the diverse problems and issues faced by both women and men in their various communities.
- Being open minded to reports concerning women and men and also calling on the attention of the media in cases where women's issues are neglected.

- What civil society organisations can do:

- Organisation of seminars and workshops through which sensitization campaigns can be meted out to the public.
- Subsidies payments for news items.
- Supports news programmes
- Organise training program for media practitioners
- Advocate for gender justice in the media

- Who others can do:

- Individuals and in cases where the individual probably is a victim or an eyewitness to an event should ensure that the media reports it
- Women should tell them stories themselves

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

Estherine Njumbe

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Basong

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