

**WHO
MAKES THE
NEWS?**



CANADA

**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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Preface

Global Context

November 10, 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

The Canadian situation is crucial to understanding the importance of continuing to monitor the news media for gender balance. As one of the wealthier countries on the globe Canadian popular mythology suggests that we have also been successful at solving gender disparity. Indeed, the examples of other, 'less enlightened' societies are sometimes displayed in opposition to our 'completed' equality project. There is little recognition of the pervasive structural, cultural and ideological constraints that systematically render women subordinate and, as the GMMP continues to demonstrate, relatively invisible.

While the popular discourse may support the myth that 'we've come a long way', credible empirical evidence – using both quantitative and qualitative research methods, provides a far more precise measurement of where changes have occurred and where they have not. As past reports of the GMMP have stated, it is crucial for news media organizations and those who work in them to understand that fair gender portrayal is a professional criterion for good journalism – like diversity, clarity and balance. Recognizing examples of both the change and continuity of gender disparity gives us the ability to applaud improvements while at the same time acknowledging the persistent historical constraints on, and nascent challenges to, gender equality.

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

Women's rights in Canada are protected by the Canadian Charter of Rights and Freedoms (1982) which enshrined equality of the sexes into the Constitution. Numerous legislative advancements for women's equality were enacted both federally and provincially in the last 28 years including pay equity measures, abortion rights, and gender discrimination. However, in recent years there has been increased concern that the status of women in Canada is backsliding. A report released in February 2010 by the Canadian Feminist Alliance for International Action and the Canadian Labour Congress³ documents how child care, pay equity and advocacy rights have lost ground since 2004. The report shows how the wage gap between men and women has *widened* in the last 6 years. In 1981 the gap between wages for men and women who attending university was 15.6%, while in 2010 this wage gap has increased to 18.4 percent. Further, Canada has fallen to 25th place in 2009 from 14th in 2005 (out of 115 countries) in the World Economic Forum's "gender-gap index" – a calculation that takes account of wages, education, health and political power. All of these indicators suggest that equality of the sexes remains an important and urgent goal in Canada, *not* a finished product. And the news media play a key role in this equality project.

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. And the GMMP remains a valuable tool for change by providing hard facts and figures to enhance the discussion about what is wrong with, or missing from, the pictures of world we get from media content.

Canada has a long history of involvement in the GMMP, having been instrumental in the work of the first report in 1995. As in the past, Canadian involvement in the GMMP was facilitated by a combination of non-government organizations, private researches and scholars from a number of post-secondary institutions. My position in the School of Communication at Simon Fraser University allowed me to involve other university scholars and a total of 69 monitors, mostly students in four universities. We monitored at 17 Canadian print, radio and television media outlets across three regions. This sample gives us a snapshot of the state of the news media in Canada. I am grateful for all of the volunteers who captured and monitored Canadian news, assisted in compiling this report, and helped to make this project possible.

Kathleen Cross, National Co-ordinator for Canada, GMMP 2010

³ *Reality Check: Women in Canada and the Beijing Declaration and Platform for Action Fifteen Years On*. Canadian Feminist Alliance for International Action and the Canadian Labour Congress. 22 February 2010

Executive Summary

The news in Canada does not provide a mirror on our world. Instead, it shows a world where crime is rampant, politics and governing is mostly of concern to only men, and women are almost unseen. After monitoring 17 major news outlets in Canada, here are some of the key findings of this report:

- **Women are dramatically under-represented in the news.** Only 30% of the news subjects – the people who are interviewed, or whom the news is about – are female. While this number represents a relative increase in the proportion of female newsmakers, from 21% in the 2005 results, it still remains consistent with the overall finding that women are marginalized as subjects in the news. Men were 2.5 times more likely to be news subjects, and three times more likely to be found in stories about ‘politics and government’ and ‘celebrity, arts and sports’. Considering women make up just over half of the population of Canada, this is a strikingly inaccurate portrayal of the world.
- **Women are rarely heard from in dominant news topics.** The highest number of stories in the news were represented by the categories of ‘crime and violence’ and ‘politics and government’, together representing over 50% of all stories. However women accounted for 33% of subjects in crime/violence news and only 24% of subjects in politics/ government news. Women were outnumbered by men as newsmakers in every major news topic.
- **Women in the news mostly function as providers of personal accounts, and rarely as knowledgeable experts.** Even when women do make the news in Canada, they are most likely to show up in a news story as offering an eye witness account or giving a personal or popular opinion (35-36% of the time), while expert opinion was overwhelmingly male. Women were quoted as experts, spokespersons for an organizations, or the main subject of the story only 27-29% of the time.
- **Women’s invisibility crosses all news platforms.** Radio in Canada was the least likely to include women as news makers, with an abysmal 23% of all news subject compared to 77% for men. Print news was slightly better with 28% of news subjects women. The most appearances of women as subjects in the news was found in television, with 38% of all news subjects being women.
- **As newsmakers, women were under-represented in professional categories.** ‘Business persons’ and ‘health/social service professionals’ were predominantly male – women accounted for 30% and 36% respectively, even though women’s actual occurrence in these professions is significantly higher. The only categories where women were more likely than men to be identified, not surprisingly, were the ‘homemaker or parent’ (58%), child or young person (56%) and non-managerial office worker (59%).
- **Less than 9% of all news stories (8.8%) have women as a central focus.** However, when stories about issues that concern women were included, they were more likely to be covered by female reporters. In total, 60% of the stories with women as a central focus had women reporters while males represented 40% of the reporters
- **Overall, news stories were dramatically more likely to reinforce gender stereotypes rather than to challenge them.** Only 5% of the news stories challenged gender stereotypes. News stories on gender (in)equality were almost non-existent. Further, sexual stereotypes were reinforced in 87% of the stories about *celebrity and sports*, and 78% of the stories about *crime and violence*. It did not seem to matter whether the reporter was male or female – in all cases, the overwhelming number of stories were seen to reinforce gender stereotypes.
- **Women reporters were least likely to be found reporting on the topics that dominated the news agenda.** Women journalists in Canada were much less likely to be reporting on ‘crime and violence’ or ‘politics and government’ than their male counterparts. Women reporters were responsible for these stories only 35% and 33% of the time respectively, while male journalists were twice as likely to report on these stories. For all other topics, women were just as likely as men (46-50%) to cover the story.

A DAY IN THE NEWS IN CANADA

The 10th of November 2009, GMMP monitoring day in Canada, fell on the day before a significant public holiday - Remembrance Day, Canada's national day of mourning for veterans of the military. Consequently, the news agenda for the day included a number of personal war stories from veterans and their families (with an historical focus on WWII & the Korean War). In addition most of the news media included one or more stories on the awarding of military sacrifice medals the day before by the Governor General Michaëlle Jean - including a moving photo of her embracing the mother of a fallen soldier. Interestingly, while there remains on-going controversy in Canada about this country's involvement in the conflict in Afghanistan, the topic was largely absent in the day's coverage.

Monitoring day also fell on the 20th anniversary of the fall of the Berlin wall, which resulted in significant coverage of these and related international news stories. Further, there had been an outbreak of the H1N1 pandemic resulting in numerous flu vaccine clinics, and characterized by much concern (if not mild panic) about availability of the vaccine and the line ups at clinics and clinic closures due to excess demand. These were the key public sphere events in the news on the day of monitoring. And finally, November 2009 marked three months before Canada hosted the Winter Olympics, and while there were no particularly dramatic stories in Olympic news that day, this general topic had been increasing in frequency throughout the fall of 2009.

THE CONTEXT

Country background:

- Canada has what could be termed a 'mixed ownership' media system. Broadcasting in Canada is regulated by the CRTC (Canadian Radio-Television and Telecommunications Commission) which includes limited but enforceable requirements for standards of news content. We have a major public broadcaster, the Canadian Broadcast Corporation (CBC), similar to the BBC in the UK in that it has a long history of public service and non-commercial funding from the government. However, Canada also has a large corporate commercial media that has been a significant part of the media landscape for decades. As a geographically large country with a relatively small population concentrated along the southern border with the US, Canada is strongly influenced by the dominance of US media. Indeed, the US population is ten times that of Canada, resulting in large US companies being able to dominate our airwaves, and to some extent, our news. Nonetheless, Canadians prefer to watch Canadian news, and much of the news content is fundamentally Canadian in tone and scope.
- There are three national television stations, the CBC, CTV and Global. Only CBC has national coverage on radio. Two major daily newspapers, the Globe and Mail and the National Post, reach across the nation. Ownership of the commercial news outlets in Canada - print, radio and television - is highly concentrated. At the time of the monitoring, three large corporations – CanWest Global Communications, CTVglobemedia & Quebecor – owned the largest collection of news media outlets in the country.

Media monitored:

- In selecting which media to monitor for the GMPP we focused on large circulation and large impact media sites in Canada, including the daily newspapers who reached the largest audiences, the three national-reach television stations, and the only national radio (public service radio- CBC). The sources were further supplemented to capture a few regional examples with large circulation or listener/viewership. The geographical focus was primarily from Ontario (highest population province) with supplements from British Columbia (most westerly) and Quebec – the second largest population province and one of two bilingual (English/French) speaking provinces. We captured all the national media sources, however we recognize that three regional areas not directly represented in this study: the central prairie provinces, the northern territories, and the east coast maritime region of Canada.
- **Print:** Seven daily newspapers were monitored;
 - Globe and Mail – daily newspapers in Canada with national distribution
 - National Post – daily newspaper with national distribution
 - Vancouver Sun – largest circulation daily newspaper in British Columbia (west coast)
 - Toronto Star – large circulation daily newspaper in Canada's economic hub city
 - Hamilton Spectator – large circulation daily, reaches much of southern Ontario
 - Montreal Gazette – large circulation daily (English) in Canada's largest bilingual city.
 - Le Devoir – large French language daily based in Montreal, with distribution over French-speaking Quebec

- **TV** – We monitored 6 television newscasts:
 - CTV – commercial broadcaster, national news
 - CBC – public broadcaster, national news
 - Global National – commercial, national news with regional affiliates
 - Global BC – regional affiliate on west coast
 - Global TO – regional affiliate in Toronto, economic centre
 - CHCH-TV – regional commercial television, southern Ontario
- **Radio** – We monitored 5 radio stations:
 - CBC public broadcaster, national radio news
 - CKNW – Vancouver based, provincial-wide commercial talk-radio station
 - News 1130 – Vancouver based commercial news station
 - CHML AM 900 – local news radio, commercial, in central Canada (uses wire services)
 - CFRB (CFRT680) – Toronto commercial music based station
- **Internet** – We used a list of ‘most accessed’ sites in Canada for news to determine the top 6 sites: msn.com (Canadian version); ctv.com (CTV television site); cbc.ca (public broadcaster site); thestar.com (from Toronto Star newspaper group); globeandmail.ca (Globe and Mail national newspaper site); canoe.ca (general Canadian site, with news).
- **The monitors:** There were a total 59 monitors who monitored almost 300 stories (279) and identified a total of 695 people as ‘subjects’ in the news. The bulk of monitors were university students working under the supervision of professors in four universities:
 - Dr. Philip Savage, McMaster University in Hamilton, Ontario – 28 student monitors.
 - Dr. Susan Bryant, University of Windsor, Ontario – 5 student monitors
 - Dr. Anne-Marie Kinahan, Wilfred Laurier University, Ontario – 7 student monitors
 - Dr. Kathleen Cross (National Coordinator), Simon Fraser University (SFU) in Vancouver, British Columbia – 10 student monitors .
- In addition, there were nine individual monitors, some of them associated with interested organizations and/or universities. These included: a graduate student from Carleton University conducted this and other monitoring as part of an assignment; two research scholars of *Media Action Média* - formerly *MediaWatch Canada*, the organization who began the first GMMP study in 1995; and individual monitors associated with the Anglican Church of Canada, the YWCA, and the United Church of Canada. The full list of monitors can be found in Annex 2.

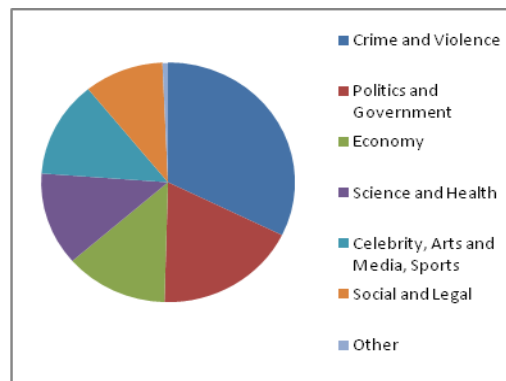
TOPICS IN THE NEWS

- Crime news held the top spot on topics in the news on November 10, 2009, garnering almost twice as much coverage overall as the next most popular topic “politics and government”, with 32% and 18% respectively. Rounding out the third most common topic in all media was a three-way tie between celebrity, arts, sports (13%), the economy (13%), and ‘science and health’ news (12.5%). Together, these five categories account for the vast majority of the news topics.

Table 1.1 - Topics in the News

Topics	
Crime and Violence	32%
Politics and Government	18%
Celebrity, Arts and Media, Sports	13%
Economy	13%
Science and Health	12.5%
Social and Legal	10%
Other	0.7%

Figure 1.2 - Topics in the News

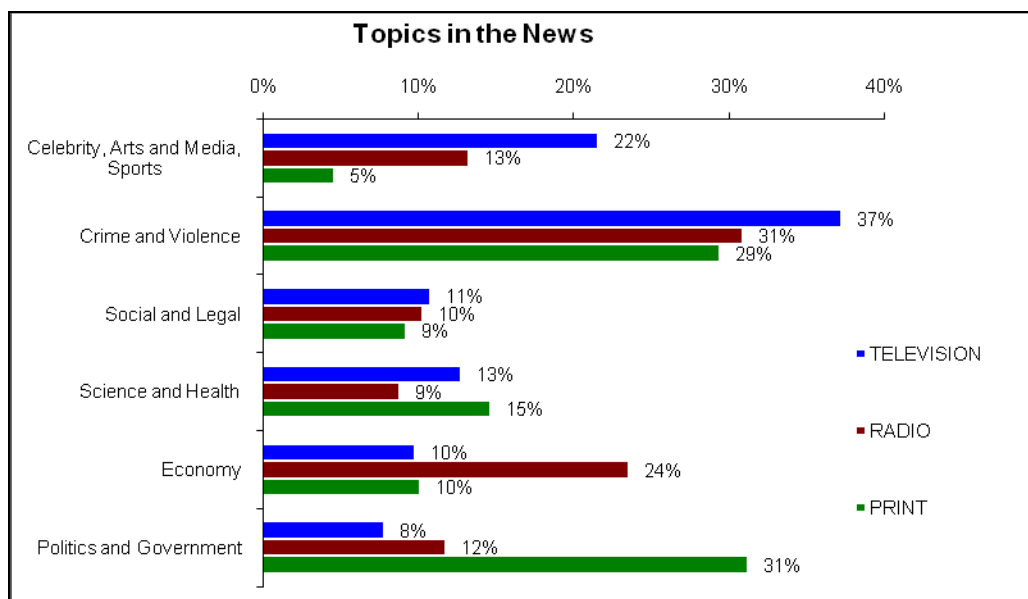


- However, there were clear differences between the news media platforms. In both television (37%) and radio (31%) crime news was the most frequent topic, however in radio the second dominant topic was the economy at 24% of all stories, while in television it was celebrity news that came second at 22%. This result is consistent with the research that shows how crime and celebrity news relies more on visuals than economic news, thus making it more likely to dominate on television. See Table 1.3 and Figure 1.4 below.
- In print news the most frequent topic was about ‘politics and government’ at 31% of all topics, while crime news came a close second at 29%. Print news was more than twice as likely as radio, and almost 4 times as likely as television to cover stories about ‘politics and government’, the latter of which had this as a topic only 8% of the time.
- Television news was dominated by crime news, then ‘celebrity, arts, sports’ news (22%) and ‘science and health’ news third at 13%. The prevalence of science and health news (at between 9-15% in all media) was due to the H1N1 virus and the resulting government sponsored vaccination clinics that were occurring throughout the country.
- Thus, all three media carried high numbers of stories about crime, likely due to the ease and economy of collecting such news. After that, television preferred celebrity news, radio favoured stories about the economy, and print media selected stories about politics and government.

Table 1.3 – Topics in News by Medium

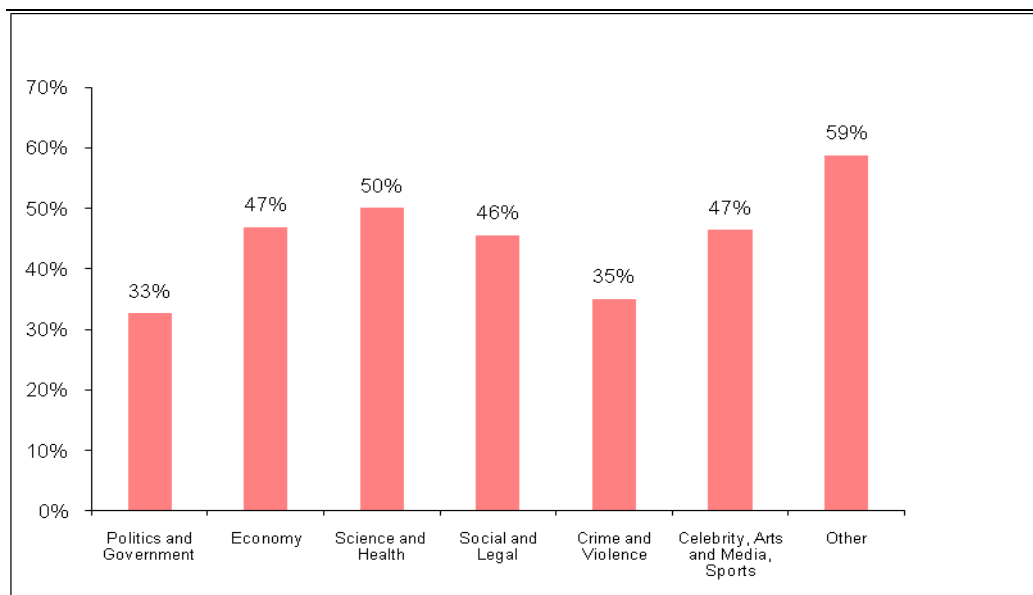
Topic	PRINT	RADIO	TELEVISION
Crime and Violence	29%	31%	37%
Politics and Government	31%	12%	8%
Celebrity, Arts and Media, Sports	5%	13%	22%
Economy	10%	24%	10%
Science and Health	15%	9%	13%
Social and Legal	9%	10%	11%
Other	1%	1%	0%

Figure 1.4 – Topics in the News by Medium



- Women journalists in Canada were much less likely to be reporting on crime or ‘politics and government’ than their male counterparts. Women reporters were responsible for these stories only 35% and 33% respectively, while male journalists were twice as likely to report on these stories. For all other topics women were just as likely as men (46-50%) to cover the story. See Figure 1.5 below.

Figure 1.5 - % Female Reporters by Topics



THE NEWS

Overall presence of women and men in the news in Canada as news subjects:

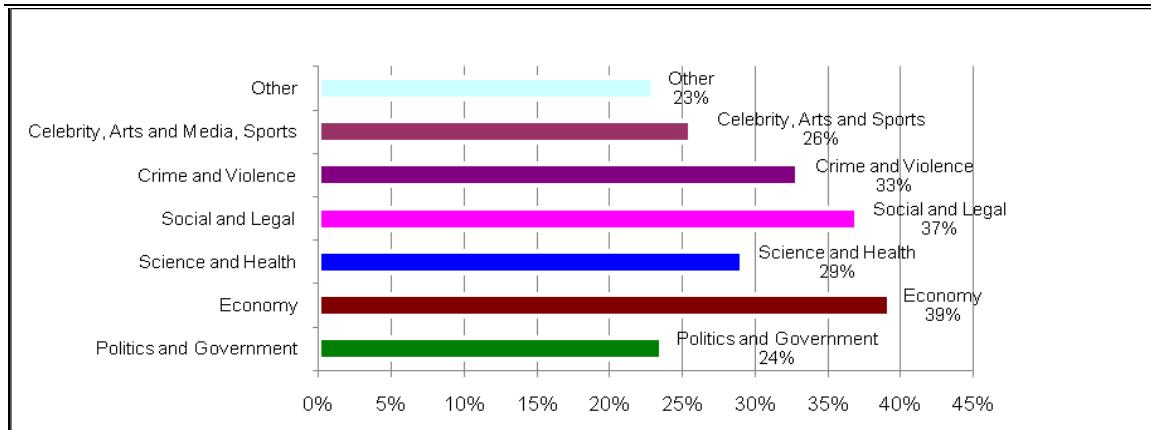
- The term ‘news subjects’ is used in two ways: 1) a subject could be people whom the news story is about, that is, the ‘subject’ of the news story, and 2) a subject could also be someone who appears in the story as a source of information and plays a *function* in each story, e.g.: is quoted.
- Women were in the news less than one third of the time compared to men (30% compared to 70% of all news subjects, see Table 2.1). While this number represents a statistically significant increase in the proportion of female newsmakers, from 21% in the 2005 results for Canada, it remains consistent with the overall finding that women are marginalized as subjects in the news. Men were 2.5 times more likely to be news subjects, and three times more likely to be found in stories about ‘politics and government’ and ‘celebrity, arts and sports’. Considering women make up just over half of the population of Canada, this continues to be a dramatic under-representation.

Table 2.1 – Overall Presence of women in news

Topic	Female		Male	
	%F	N	%M	N
Politics and Government	24%	42	76%	136
Economy	39%	28	61%	44
Science and Health	29%	21	71%	46
Social and Legal	37%	27	63%	46
Crime and Violence	33%	66	67%	133
Celebrity, Arts and Media, Sports	26%	26	74%	72
Other	23%	2	77%	6
	30%	212	70%	483

- More specifically, and interestingly, women were more likely to show up in news stories about the economy (39%), social and legal issues (37%) and crime and violence (33%), and less likely to show up in stories about ‘politics and government’ (24%) and ‘celebrity, arts and sports’ (26%). See Figure 2.2.

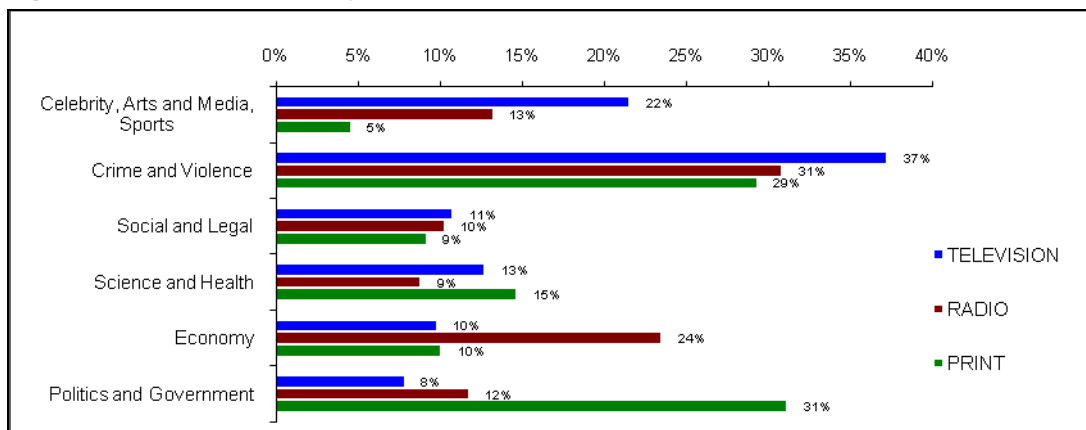
Figure 1.2 - Presence of women in news by topic



Presence of female and male news subjects in Canada by medium – radio, TV and newspapers:

- Radio in Canada was the least likely to include women as news makers, with an abysmal 23% of all news subject compared to 77% for men. Print news was slightly better with 28% of news subjects women. The most appearances of women as subjects in the news was found in television, with 38% of all news subjects being women.

Figure 2.3 - Women in News by Topic



- **News Sources:** Female news subjects were slightly less likely to be quoted as sources of information in stories about local and international affairs (29% and 28%) and slightly more likely to be quoted in stories about national issues (32%). See Table 2.4.

Table 2.4 – Female subjects by scope of news story

Scope	Female		Male	
	%F	N	%M	N
Local	29%	89	71%	210
National	32%	62	68%	128
National and other	33%	23	67%	49
International	28%	35	72%	87
Total	30%	209	70%	474

- As noted above, the most frequent story topic was ‘crime and violence’, an area where women were subjects one third of the time (33%) compared to men. Within this larger topic, the major three sub-topic areas and women’s visibility included: ‘violent crime, murder, abduction, assault’ which accounted for almost half of all crime stories, and where women were subjects 35% of the time; ‘disaster, accident, famine, plane crash, etc’ where women made up 34% of the subjects; and ‘war, terrorism, state-based violence’ where women made up 27% of the subjects.
- Within the second most common topic of ‘politics and government’ the most common sub-topic, and one that accounted for almost half of all the stories within this topic, was ‘other domestic politics, elections, speeches’. Men accounted for 81% of the subjects in these stories and women only accounted for 19%. The economic topic was an areas where women were most likely to show up , as noted above, and by looking at the sub-topics within this area we can see that women’s visibility was most apparent in stories that discussed consumer issues. In this sub-topic area, the largest within the economy stories, women represented almost 42% of all subjects.
- Table 2.5, below, lists the top eight story sub-topics, representing almost 80% of all stories in the news that day, combined with the gender of the subjects . Women’s visibility is highest in stories related to violent crime and disasters, as well as celebrity and entertainment news, while the lowest levels of visibility are found in stories about domestic politics and national defence.

Table 2.5 – Top 80% of all story sub-topics and female /male subjects

Topic	Sub-topic	% female	% male	# stories
Politics and Government	Other domestic politics, government, elections, etc...	19	81	77
Crime and Violence	Violent crime, murder, abduction, assault, etc	35	65	77
Crime and Violence	Disaster, accident, famine, plane crash, etc	34	66	39
Celebrity, Arts, Sports	Sports events, players, training, funding	24	76	39
Politics and Government	Foreign and international politics	27	73	38
Crime and Violence	Non violent crime, bribery, theft, drug-dealing, etc	27	73	37
Celebrity, Arts, Sports	Arts, entertainment, leisure, cinema	32	68	34
Politics and Government	National defence, military, security	20	80	33

Who are the newsmakers?

- Of the overall 30% of women who were subjects in the news, women were represented in different proportions depending on the occupations or positions they held. The most frequent occupations in the news that day where those described as ‘government official, politician, president, government minister, political leader, political party staff, spokesperson, etc’. In this category 27% of the subject were female while 73% were male. (See table 2.6). Similarly in the second most common subject for that day, that of a ‘police, military, para-military, militia’ group where women were subjects only 12% of the time. Together these two categories make up over half of all subjects in the news that day. Obviously the numbers related to both military and government can be explained as reflecting the relative percentage of women in these occupations, however this was not the case for all occupations noted.
- For example, the third and fourth most common occupations for subjects in the news were ‘business person’ and ‘health or social service professional’. In these categories, women represented 30% and 36% of subjects respectively. However, according to Statistics Canada reports women account for much greater numbers than represented here. Women make up over half (52%) of all those employed as business professionals. Even more telling, women account for a large majority of those working in the health and social service areas, making up 87% of nurses and health-related therapists, and 55% of all doctors and dentists. ⁴ Similarly women are identified as ‘lawyer, judge, magistrate, legal advocate, legal expert, legal clerk...’ only 23% of time even

⁴ Statistics Canada (2006). *Women in Canada: A gender-based statistical report*. & Almey, Marcia. (2007) *Women in Canada: Work Chapter updates*. Statistics Canada.

though women make up over 34% of all practicing lawyers in Canada and much higher levels of legal advocates. Finally, the categories where women were more likely than men to be identified, not surprisingly, were the ‘homemaker or parent’ (58%), child or young person (56%) and non-managerial office worker (59%). Many of the other occupations noted below are too small in number to represent statistical significance.

Table 2.6 - Position or Occupation of News Subjects by Sex

Position or Occupation	All	%F	N	%M	N
Government official, politician, president, government minister, political leader, political party staff, spokesperson ...	151	27%	40	73%	111
Police, military, para-military group, militia, prison officer, security/fire officer...	85	12%	10	88%	75
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist ...	42	36%	16	64%	26
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	43	30%	13	70%	30
Government employee, public servant, bureaucrat, diplomat, intelligence officer ...	30	27%	8	73%	22
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	21	23%	5	77%	16
Office/ service worker, non-management office worker, store, restaurant, catering ...	19	59%	11	41%	8
Activist or civil society organisation worker, non-governmental org., trade union, human rights, consumer issues, environment, aid agency, UN...	18	35%	6	65%	12
Celebrity, artist, actor, writer, singer, radio or television personality ...	16	34%	6	66%	10
Student, pupil, schoolchild	16	48%	8	52%	8
Homemaker, parent, either female or male. Code this only if no other occupation is given,	15	58%	9	42%	6
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given.	14	49%	7	51%	7
Criminal, suspect. Code this only if no other occupation is given	14	8%	1	92%	13
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker ...	13	28%	4	72%	9
Media professional, journalist, video or film-maker, theatre director ...	12	7%	1	93%	11
Sportsperson, athlete, player, coach, referee ...	12	32%	4	68%	8
Royalty, ruling monarch, deposed monarch, any member of royal family ...	10	22%	2	78%	8
Tradesperson, artisan, labourer, truck driver, construction, domestic worker ...	8	22%	2	78%	6
Child, young person (up to 18 years). Code this only if no occupation/position is given (eg: child labourer)	7	56%	4	44%	3
Science or technology professional, engineer, technician, computer tech ...	4	23%	1	77%	3
Retired person, pensioner. Code this only if no other occupation is given.	4	0%	0	100%	4
Agriculture, mining, fishing, forestry worker ...	3	26%	1	74%	2
Unemployed. Code this only if no other occupation is given	3	0%	0	100%	3
Religious figure, priest, monk, rabbi, mullah, nun ...	2	0%	0	100%	2
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	1	0%	0	100%	1
Sex worker, prostitute ...	0	0%	0	0%	0
Total		30%	159	70%	404

Function of female and male news subjects:

- While women may show up in the news as subjects overall 30% of the time in Canada, this does not mean that their function in the news story is the same as men. Women were most likely to show up in a news story as offering an eye witness account or giving a personal or popular opinion (35-36% of the time), while they were least likely to be quoted as experts, spokespersons for an organizations, or the main subject of the story (27-29%).

Table 2.7 – Function of news subjects in story, by sex

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.	29%	67	71%	159
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	27%	43	73%	112
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	29%	37	71%	90
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	35%	43	65%	77
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	36%	7	64%	12
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.	36%	7	64%	13
Other. Use only as a last resort	28%	6	72%	16
NA – Used for secondary source only	0%	0	0%	1
Total	30%	210	70%	480

- **Constructing ‘victims’ in the news:** When news subjects were identified as victims they were counted to determine the presence of women and men. See table 2.8 below. Overall, women were less likely than men to be identified as victims, with women representing 36% of all victims in the news. In particular, they were *least* likely to be in the news as victims of war or terrorism (11% women, 89% men) or victims of discrimination based on gender, race, age, etc (22% women and 78% men). Interestingly, women were also less likely to be identified as victims of domestic violence, representing 37% (compared to 63% men) of those identified as being victims of domestic violence (physical, psychological, marital rape, murder, etc) by a family member.

Table 2.8 - News Subjects who are portrayed as victims, by sex

Victim Type	% Female		% Male	
	% F	N	% M	N
Victim of an accident, natural disaster, poverty, disease, illness ...	45%	13	55%	16
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	37%	8	63%	14
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	0%	0	100%	1
Victim of other crime, robbery, assault, murder ...	46%	3	54%	4
Victim of war, terrorism, vigilantism, state-based violence ...	11%	2	89%	17
Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...	22%	2	78%	6
Other victim	56%	8	44%	6
Total	36%	36	64%	64

- **Identity and family status in the news:** Women were also more likely to be identified by their family status (as mothers, wives, etc) than men, at 19% vs. 13%.
- **Images in the news:** There was no statistically significant difference in the photographs of women and men, where 13% of women subjects appeared in photographs and 11% of men news subjects.

WHO DELIVERS THE NEWS?

Since 1995, the GMMP has coded the number of presenters and announcers (in television and radio) and reporters (in all media) for each story. However, importantly these numbers do not represent the number of women and men in newsrooms or present in each newscast. There is a subtle difference. In a television newscast, for example, we coded each story in the newscast to note the sex of each reporter and announcer/presenter in that story. In an ordinary newscast there will be one or two presenters and many stories and reporters. The presenter/announcer is coded several different times, as many times as the number of stories in that newscast. Thus, it is important that readers of this report recognize that we are not providing information about the overall percentage of female reporters in the news, or in newsrooms – that is beyond the scope of this project. Rather, we provide the percentage of *stories* by female reporters or percentage of *stories* introduced by female presenters/announcers. Since we do not study newsrooms *per se*, the GMMP research cannot tell us what percentage of reporters or presenters are women. Instead, the research tells us what percentage of stories are reported by women. With this explanation in mind, we can identify the following.

- **News Presenters and Announcers:** The overall percentage of stories with female announcers in broadcast news (radio and television) in Canada was 40% (Table 3.1). Radio news stories were much more likely to have female announcers than television stories with 46% compared to 30 of the stories having female news announcers.
- In all broadcast news stories (both television and radio) most women announcers were found in national news (55%) while local news stories were least likely to have women reporters (34%). As for foreign or international news, 41% of the stories in television and radio had women announcers. (see Table 3.2).
- In the two most frequent story topics – *crime and violence*, and *politics and government* – women announcers were present in 34% of crime stories and 28% of political stories and almost equally likely as men to be announcers in stories about the *economy* (47%) and *celebrity news and sports* (48%). Women announcers were *most* likely to be found in stories about social and legal issues (58%), although the low numbers of these stories makes this statistic less reliable. See Table 3.3.

Table 3.1 - Announcers by medium type, by sex

	%Female	% Male
Radio	46%	54%
Television	30%	70%
	40%	60%

Table 3.2 – Television and Radio Announcers in domestic & foreign stories by sex

Media Type	% Female	% Male
Local	34%	66%
National	55%	45%
National and other	18%	82%
Foreign/International	41%	59%
	40%	60%

Table 3.3 – Television and Radio Announcers by major story topic by sex

Story Topic	% Female	% Male
Crime and Violence	34%	66%
Politics and Government	28%	72%
Celebrity, Arts and Media, Sports	48%	52%
Economy	47%	53%
Science and Health	25%	75%
Social and Legal	58%	42%
	40%	60%

- **Reporters.** While the percentage of stories by female reporters was 42% of all stories, an interesting statistic shows that the presence of women reporters was dramatically different depending on the news platform. Stories were *least* likely have female reporters in radio news, where they represented just 29% of all stories. Both television and print fared better with 45% and 43% of stories being reported on by female reporters. See Table 3.4.
- In terms of scope of the story, women reporters were least likely to be reporting on stories with a news scope that had a reach of *'national and other'*, where only 23% of all reporters were women, and stories with *foreign/international* scope, where 33% of the reporters were female. Women reporters were most likely to show up in news stories with a *local* scope where they represented exactly half of all reporters (50%), and *national* scope (47%). (Table 3.5).
- In terms of the major story topics covered by female and male reporters, men were almost twice as likely to be assigned *crime and violence* stories than women (63% vs. 37%), and *politics and government* stories (66% vs. 34%). In contrast, female reporters were *more* likely to be covering stories about health and science than males (58% women) and almost equally likely to be reporting on stories about the *economy* (47%) and *celebrity and sports* (46%). Figure 3.6.
- While the vast majority of news subjects were men, there was no statistical difference found in the selection of female or male news subjects based on the sex of the reporter.

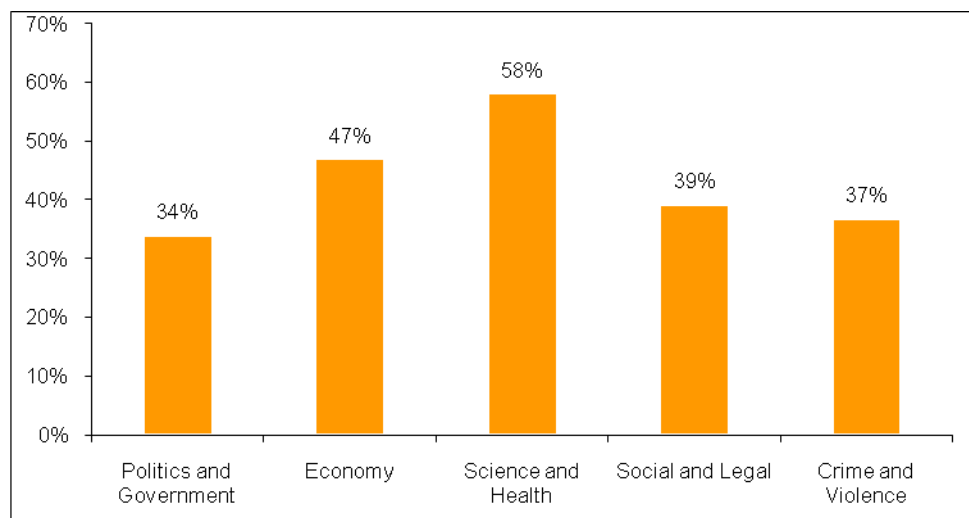
Table 3.4 - Television, Radio & Newspapers Reporters, by sex

Media Type	% Female	% Male
Print	43%	57%
Radio	29%	71%
Television	45%	55%
Total	42%	58%

Table 3.5 - Reporters in domestic & foreign stories, by sex

Scope of Story	% Female	% Male
Local	50%	50%
National	47%	53%
National and other	23%	77%
Foreign/International	33%	67%

Figure 3.6 - Reporters, by sex on major topics



GENDER AND THE NEWS

- Women as a central focus:** Less than 10% of all news stories (8.8%) have women as a central focus. When stories about issues that concern women were included, they were more likely to be covered by female reporters.. In total, 60% of the stories with women as a central focus had women reporters while males represented 40% of the reporters. See Figure 4.1.
- Challenging or reinforcing stereotypes?** While perceptions of stereotypes differ widely across global regions, monitors were asked to identify items in the news that ‘clearly’ reinforced or ‘clearly’ challenged stereotypes about women or men. An example of a story that reinforced stereotypes might be one where women are shown as emotional and men as rational – or where a story about a woman in a powerful position emphasizes her role as a mother and/or wife. A story that challenges stereotypes, although there are few of them, may show men as homemakers and nurturing children, or where female strength in sports is given a high profile. An overwhelming number of stories were identified as supporting existing stereotypes (72%) and only 5% of all stories actually challenged sexual stereotypes about gender. A total of 23% of all stories neither reinforced nor challenged gender and sexual stereotypes. Further, sexual stereotypes were reinforced in 87% of the stories about *celebrity and sports*, and 78% of the stories about *crime and violence*. It did not seem to matter whether the reporter was male or female – in all cases the overwhelming number of stories was seen to reinforce gender stereotypes. See Table 4.2.

Figure 4.1 - Stories with Women as central focus, by sex of reporter

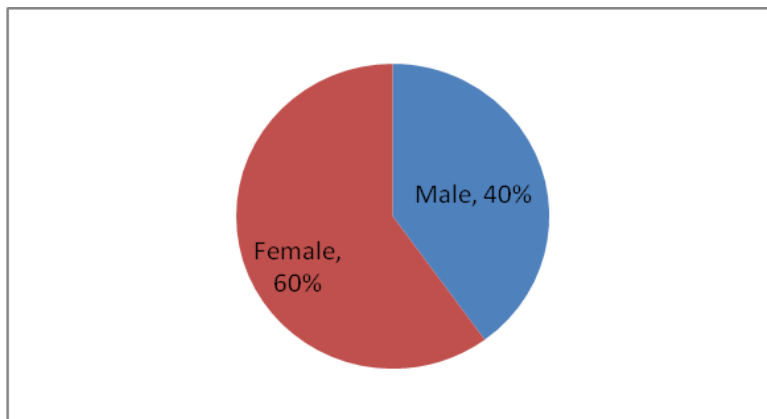


Table 4.2 - Stories where stereotypes are reinforced or challenged by news topic

Topic	Reinforces Stereotypes	Challenges Stereotypes	Neither
Politics and Government	72%	8%	20%
Economy	57%	7%	36%
Science and Health	61%	0%	0%
Social and Legal	73%	8%	19%
Crime and Violence	78%	3%	19%
Celebrity, Arts and Media, Sports	87%	3%	10%
Other	41%	0%	0%
Total	72%	5%	23%

SUMMARY AND CONCLUSIONS

The findings from this, the fourth GMMP study, show a slight increase in the presence of women in the news in most areas, but the increase remains glacially slow. In summary, this report found that:

- Women are still dramatically under-represented in the news – at 30% of the news subjects
- Women are rarely heard in stories about dominant news topics such as politics and government.
- Women in the news mostly function as providers of personal accounts, and rarely as knowledgeable experts. Women were quoted as experts, spokespersons for organizations, or the main subject of the story only 27-29% of the time.
- As newsmakers, women were under-represented in professional categories.
- Less than 9% of all news stories (8.8%) have women as a central focus.
- Overall, news stories were dramatically more likely to reinforce gender stereotypes rather than to challenge them. Only 5% of the news stories challenged gender stereotypes. News stories on gender (in)equality were almost non-existent. Further, sexual stereotypes were reinforced in 87% of the stories about *celebrity and sports*, and 78% of the stories about *crime and violence*.
- Women reporters were least likely to be found reporting on the topics that dominated the news agenda. Women journalists in Canada were much less likely to be reporting on ‘crime and violence’ or ‘politics and government’ than their male counterparts.

There have, been some improvements. The findings from the 2010 research indicate a statistically significant increase in women in the news in Canada, from 21% of news subjects in 2005 to 30%. Stories reported on by women journalists had also increased, from 30% in 2005 to 42% in 2010. Women as subjects in television news had a dramatic increase from 13% in 2005 to 38% in 2010. Print news also increased women subject from 23% to 28%. All of these findings suggest an encouraging trend in women newsmakers.

The most frequent topic in the news – crime and violence – saw women’s visibility increase from 20% to 30%. The second most frequent major topic of *politics and government* it remained statistically equivalent (25% & 24%). Celebrity/sports news - the third most frequent topic – saw an enormous increase of women as subjects from 6% in 2005 to 26% in 2010. Similarly, there was a dramatic increase in women represented in stories about economic issues - 39% compared to 7% in 2005. Still, female subjects reduced in visibility in the area of social & legal stories, from 48% in 2005 to 37% in 2010.

Table 5.1: Change in Presence of women in news by major topic

Topic	2005 %F	2010 % F
Crime and Violence	20%	33%
Politics and Government	25%	24%
Celebrity, Arts and Media, Sports	6%	26%
Science and Health	20%	29%
Social and Legal	48%	37%
Economy	7%	39%

This increase in the visibility of women in Canadian news loses some of its significance when combined with the results of *how* women are presented in the news when they are included. When taken into consideration that the first three topics represent over 70% of all stories in the news, most of the increase in women’s visibility seems to be in the areas of crime/violence and celebrity/sports. Further, although women were in the news stories, they were rarely there as professionals, expert commentators, or the central subjects in the story. As noted earlier, while women may represent only one third of the overall subjects in the news, they are more likely to be present as unnamed or unaffiliated ‘people on the street’ (*vox pop*) or eyewitnesses. Thus, the presence of women in the news in Canada continues to reinforce stereotypes that subjects, experts and spokespersons – *important people* in our country - are men.

THE NEXT FIVE YEARS

The reality of women's lives and experiences remain relatively marginalized in Canadian news media. This in turn reinforces gender stereotypes and guides the way we see our world. Further, the habitual representations of gender in the news become entrenched as journalistic conventions – short-cuts to meaning that continue to reinforce themselves through repetition, regardless of their impact or accuracy. What we are trying to do in this report is to make these conventions visible through empirical research in order to challenge the limiting stereotypes. It is a project that started with the United Nation's 1995 Beijing Platform for Action to improve the status of women around the world. Every five years the GMMP assesses whether and how the media's portrayal of women and men has changed, drawing upon women's organizations, scholars and researchers to do so. The goal of the GMMP is to use these results as a tool for change – as a way to promote fair and balanced representation of women and men in Canada.

Over the next five years these results will be used by countless organizations to begin dialogues, lobby media organizations and governments, and increase the accountability of news to the community they represent. Some of the actions that may help increase the relative invisibility of women as newsmakers include:

1. **Advocacy and Lobbying** – This report, along with the regional and global results, can be used to promote advocacy and lobbying activities, to promote change through dialogue and raise our expectations for how our news *should* be. Too often women and media activists become resigned to unequal representations in the news, and media professionals become immune to reports that critique their work. Yet, we need to continue to expect more from the news media, and make these expectations clear to those who run news organizations. The data in this report, and the three that have come before, show the results of 15 years of media monitoring. The evidence is solid and the conclusions irrefutable. There is a habitual pattern of coverage that under-represents, misrepresents and stereotypes women in Canada, and this needs to change.
2. **Creating Targets and Goals** – One of the best evaluative tools one can use is to create a goal and measure its success. Over the next five years, media organizations and advocacy groups can develop targets for improvement, choosing a few key areas and focusing on those, and provide updates on the results. For example, if a group wishes to have more women represented as experts in the news, create a target and then plan a way to increase the number of women experts known to journalists and media organizations and see how often they are used.
3. **Ongoing monitoring** – the GMMP provides both a template and a data base for advocacy and research organizations to continue to monitor the news in Canada over the next five years. Groups can focus on local media, and compare their results to those identified here. Where is local media doing better and where is it doing worse? Small media organizations are far more open to community input, especially if accompanied by suggestions for change, such as gender training for journalists, or ways to organize in-house targets.
4. **Skill development** – Using these and other tools, groups can increase media analysis skills in the community by holding workshops for youth, women and other marginalized groups on media monitoring and advocacy.
5. **Promote Communication Rights** – everyone has a right to fair representation. Efforts from civil society groups to promote and enhance communication rights have become increasingly vocal. Groups such as CRIS – Communication Rights in the Information Society, and Media Democracy Day in Canada, advance the concept of communications rights and work towards ways to enshrine such concepts through active engagement and advocacy.

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

The Global Media Monitoring Report would not have been possible without the massive commitment of time and effort on the part of all of the hard working monitors across the globe.

In Canada we had a total of 59 monitors who recorded radio and television newscasts and collected major newspapers, then spent two weeks conducting detailed and rigorous coding protocols as designed by the GMMP South Africa, and submitting their results to the national and international organizing units. We cannot thank the volunteer monitors enough.

- The bulk of media monitors were university students working under the supervision of professors in four universities:
 - Susan Bryant, Department of Communication, Media and Film, University of Windsor, (Ontario) – who supervised 5 undergraduate student monitors
 - Kathleen Cross (National Coordinator), Simon Fraser University (SFU) in Burnaby (British Columbia) – who supervised 10 undergraduate student monitors, participants in the news analysis seminar on Gender in the News: Erin Brown-John, Nancy Chan, Hilary Farson, Nani Intan, Michelle Irving, Christina Larabie, Lidia McLeod, Imogen Mutama, Carissa Ropponen, and Bill Tng .
 - Anne-Marie Kinahan, Communication Studies, Wilfred Laurier University (Ontario) – who supervised 7 student monitors, participants in the MA seminar in Gender and Communication
 - Philip Savage, Department of Communication Studies, McMaster University, Hamilton, (Ontario) – who supervised 28 undergraduate student monitors: Colin C., Eddy S., Newsha, Amanda, Stephanie, Judy Y., Harleen, Stehpanie, Vanessa H., Mary B., Kathy W., Sama, Kirsten H., Paul B., Shari L., Joanna B., Kim W., Hannah S., Katie S., Alycia B., Yomi J, Devin, Danika T., Ayoyinka., Rebecca G., Cory B., Lauren J., and Ruth M.
- Individual monitors:
 - Leslie Regan Shade, Media Action Média, Montreal (Quebec) Concordia University
 - Nicole Cohen, Media Action Média, Toronto (Ontario)
 - Sandra Jeppesen, Concordia University, Montreal (Quebec)
 - Nicola Johnston, Carleton University, Ottawa (Ontario)
 - Sarah Shepherd & Claire Huang Kinsley, United Church, Toronto (Ontario)
 - Caitlin MacLennan, YWCA Hamilton (Ontario)
 - Ali Symons, Anglican Church of Canada, Toronto (Ontario)
 - Jenna Hennebry, Wilfrid Laurier University, Waterloo (Ontario)



WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999

Fax: +1 416 691 1997

Email: info@waccglobal.org

Web: www.waccglobal.org

www.whomakesthenews.org



Dr. Kathleen Cross
School of Communication
Simon Fraser University
8888 University Drive
Burnaby, BC, Canada
V5A 1S6

Tel: 778-782-3861/778-782-3687

Fax: 778-782-4024

Email: kcross@sfu.ca