

**WHO  
MAKES THE  
NEWS?**



# Croatia

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## Global Media Monitoring Project 2010 National Report



## Acknowledgements



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

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



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**B.a.B.e.** *Be active. Be emancipated.*

## Preface

### 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

- Media monitoring has always proved to be extremely useful since it helps us understand how the world we live in has been reflected in the media due to power relations and specific interests of media owners. Figures and analysis bluntly show who has the power to shape media discourse and decide on what news is worthy, and what should be left out as unimportant. Despite many changes in legislation, gender equality remains *de facto* unchallenged if social reality created by societal institutions remains unchanged. Media play an extremely important role in defining and creating power foundations within a culture. Since Croatia has adopted the Gender Equality Act and created a National Policy for the Promotion of Gender Equality, it is of vital importance to monitor and evaluate how things look in practice. While trying to alter the unequal position of women and men in Croatia, we have understood that traditional values have proved to be the most persistent and the most difficult to challenge. Without continuous different representation of sexes/gender in school text books and the media significant changes are not going to occur.

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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

- 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.
- B.a.B.e. learned about GMMP in 1996 after the results had already been published. It then conducted their own research using the GMMP guidelines, and decided that from 2000 we would take active part in all future GMMPs. Consequently, we participated in the GMMP in 2000, 2005 and 2010. Our organization started a program on Women and Media in 1996, as we thought that gender representation in the media influences all aspects of women's lives and it became of utmost importance to compare national results with those in the region and other parts of the world. Change in percentage of women presented in the news media became an important indicator of the influence of our work too. Although we are far from being satisfied with gender representation in Croatian media, we have witnessed a continuous rise in the number of women who appear as news subjects in analyzed news stories (13% in GMMP 2000 of women as news subject doubled to 26% in the GMMP 2005). Longitudinal research has proved to be extremely valuable since it gives us a perspective on how things related to gender equality in the media develop. It provides us with information vital for deciding on how to proceed with our activities.

## Executive Summary

An average day in Croatia without any specially exciting or important political event that grabbed the attention of the media proved again that women have a long way to go before reaching the same status as men when it comes both to real life and the media. If we look at the numbers, we must admit that women are far from being equally important decision makers in matters of politics and economy. However, in comparison to the GMMP 2005, Croatia documents a rise in the percentage of women presented as subjects of the news (28% in 2010 vs. 26% in 2005). That result is also slightly higher (by 2%) than average percentage achieved in Europe.

But, that media often present distorted reflections of reality proved a fact that, despite having in Croatia a woman prime minister and also a very competent woman politician as a presidential candidate, the percentage of female news subjects in the topic area "politics/government" remained the same as in the GMMP 2005 when there was not a single woman occupying that high position. On the other hand, feminization of the journalist profession continues to be present as journalism is a less privileged, honoured and well paid occupation than it was a decade ago, but still in the prime time and top news men slightly prevail as reporters (53%). The fact is also that media owners in Croatia, as almost everywhere in the world, go after profit and pay less attention to quality and professionalism. Therefore, more and more crime stories are found among the most important news. On the other hand public services are under the strong influence of politics and business, and do not perform their tasks according to proclaimed and proscribed standards. Women continue to make 100% of victims of domestic violence, and women reporters only present news subjects by their family status (yet, with an almost balanced percentage of male and female news subjects being presented in that manner).

All in all, findings demonstrate laziness and ignorance of the media in accepting legal and policy standards that demand and improve gender equality, and the media are definitely not going to become a societal institution that will play a leading role in challenging existing gender inequalities.

## A DAY IN THE NEWS IN CROATIA

- **10 November 2009**

That was an ordinary day in regard to politics and the economy, but breaking news concerned communicating information on the spread of swine flu with a special focus on the death of a baby which occurred as a consequence of the epidemic and even more because the parents only earned of child's death from the media and not hospital staff. News also covered the warm-up to the presidential elections scheduled for the end of December 2009. The Arbitrage Agreement between Slovenia and Croatia, recently signed by two prime ministers, was commented on by several experts in all the media as it was an extremely important outcome of the very tense long-running process of negotiations that significantly influenced Croatia's accession process to the European Union, and was perceived by many as controversial.

In relation to gender representation one fact needs to be highlighted before presenting findings: as Croatia had a woman prime minister, and she was extremely popular at the time when the GMMP was conducted due to the fact that she initiated some concrete actions to be finally undertaken against omnipresent corruption, it is quite remarkable that not one story communicates her positive acts and highlights her competence. On the contrary, in periods of prime minister's unpopular moves, all gender stereotypes and biased approaches could (and still can) be witnessed in all the media. The story of her appointment might be quite interesting if viewed from a gender equality perspective too, but unfortunately, as it had happened prior to the GMMP, and was not debated in the news on the monitoring day, it has to be left out.

## THE CONTEXT

- **Country background**

In January 2009 human rights activists and distinguished journalists tried to alert the general public and decision makers about the extremely difficult situation of the Croatian media, which negatively influenced Croatian society as a whole, and generated devastating consequences. They demanded active involvement of all institutions of the State and society in restraining negative trends in the media which were equally harmful for freedom of speech as well as the development of democracy. As in the year 2008 many journalists were forced to leave their positions in the mainstream media (some leaving journalism completely), and the findings of an investigation carried out by experts led to the conclusion that occurrences should be assessed such as restrictions on freedom of expression, blunt censorship and the decline of professional standards in the most powerful media, no matter how hard media owners or public television managers tried to cover it up with techno-managerial discourse, especially by stressing the consequences of economic recession.

It became almost regular practice at the public television for the general director and editor in chief of the News Program to transfer, degrade or publicly warn eminent editors and journalists. Especially harmful was the execution of tasks by the Program Council (selected and ratified by the Croatian Parliament, and therefore responsible for its performance). Instead of conducting discussions guided by professional and legislative standards, or reacting to violations that occurred, members remained stuck in their ideologies and personal interests. Exclusion of discriminated and marginalized groups as less interesting or amusing could be evaluated as an act against the law and ethics by which the public media should be guided.

Public media should continuously, through their own example, demonstrate the professional manner in which information should be delivered in relation to all issues relevant for the State and society. Epidemic discontent and apathy was visibly present among journalists due to both social and political insecurity, (non)subtle forms of censorship, restrictions of publishers as a result of their submission to specific interests of businesses that invest money through advertising or due to direct political pressure. Investigative journalism has turned into "scandal inquiry oriented" journalism or one that transmits the interests of power centres in judiciary, police and secret services who are unwilling to see to any significant change related to organized crime and corruption in Croatia.

According to the Freedom House *Freedom of the Press 2009 Index*, in which ratings are based on an assessment of the legal, political and economic environment in which journalists work, Croatia went 30 points down in comparison to the year 2008, and was positioned among partly free countries. It is worth mentioning that, according to the same evaluation, in 2009 the region of Central and Eastern Europe suffered the biggest drop in press freedom of all the regions in the world.

- **Media monitored:** In view of the fact that Croatia is a small country with a population of approximately 4,5 million, we were obliged to analyze and code limited number of media sources: 3 television national programs (one public – HRT and two private: TV NOVA and RTL), one public radio station and 4 national dailies (Jutarnji list, Večernji list, Slobodna Dalmacija, Novi list). Altogether, we monitored 102 news stories and identified 195 people as news subjects.
- **The monitors:** As we jumped into the GMMP 2010 at the last moment, organizing activities properly was quite a demanding task to. However, since we have many volunteers who support or sympathize with B.a.B.e. work, we succeeded in bringing together 9 volunteers, all students or graduates from two faculties (Faculty of Political Science and the Faculty of Humanities and Social Sciences). Korana Radman agreed to act as liaison person and assistant to the project, and 8 other young women (Jelena Host, Ivana Begić, Marija Trapić, Karla Lončar, Marija Mažić, Sanja Piskrec, Dina Vozab, Mirela Lišinović divided tasks among themselves.

## TOPICS IN THE NEWS

- **Topics in the news:**

The percentage of news stories under seven major topic areas differs for radio, television and print. As far as print stories are concerned the highest percentage was in politics and government (30%); economy (19%); two areas shared the same percentage (17%): science and health, as well as crime and violence. Least space was devoted to celebrity/arts/media (9%) and social and legal issues (7%).

In television news crime and violence reached the highest percentage (30%), followed by politics and government (21%), and economy (16%). celebrity/arts/media reached 12%, and the lowest percentage went to social and legal issues (5%), while all topics that fall under category “other” have 2%.

Radio covered economy with 40%, while three topic areas that follow have the same 20%: politics and government, science and health and social and legal affairs. Crime and violence, celebrity, arts and media did not have any coverage.

The most striking information is that topic area of celebrity, arts, media and sports is covered predominantly by male reporters (91%), while female reporters prevailed in covering stories related to science and health (79%). In three topic areas we find balanced proportion of male and female reporters: politics and government (51% female and 49% male reporters); economy (49% of female, and 51% of male reporters), and crime and violence was covered by 51% female and 49% male reporters. Social and legal issues were covered by 45% of female and 55% of male reporters. However, it also important to look at the number of reporters who were engaged in covering different topic areas: on celebrity/arts/ and media/sports, in reality reported only 10 persons altogether, while, for example, 27 reporters were engaged on covering politics and government.

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

When we look into the number of women who appear as news subjects, we find that the highest percentage is found in topics related to science and health (41%). Politics and government follow with 27%, and then two topic areas - social and legal area; crime and violence - with the same percentage (22%). The lowest percentage of women is detected in the topic area related to celebrity, arts, media and sports (14%). When we compare these results with findings of sex of reporters, it is striking that the highest number of women (41%) as news subjects appeared in stories predominantly covered by female reporters (79%). When men prevail as reporters (such as 91% in the area “celebrity/arts/media/sports”), women as news subjects appear only in 14% of stories.

- **Presence of female and male news subjects in your country by medium – radio, TV and newspapers:**

There is a significant difference between the three media in presenting male and female news subjects. The lowest percentage of women appeared in the print media – only 20% of women. Data on radio demonstrate a similar discrepancy between the number of women and men as news subjects: 21% of females in contrast to 79% of males as news subjects. Television is less gender biased when it comes to the number of women presented as news subjects, as we found 37% of women in analyzed news stories.

- **News Sources:**

The highest percentage of women that are sources as news subjects appears in “national” and “national and other” news (altogether 60%), while the least is found in local (27%) and international news (29%).

- **Describe the results on the presence of female and male news subjects in your country by story topic.**

When looking into the presence of female and male news subjects in story topics, it is only relevant to look into the number of persons and not the percentage since the only story topic where we have 100% presence of female subjects, for example, actually depicts only one female subject (rural economy, agriculture, farming practices). One woman (50%) was subject of the news about riots, demonstrations/public disorder. In contrast to these figures, seven women that were found in the topic “other domestic politics, government...” made 24% out of all news subjects in that topic.

Five women (trade union representatives and workers) appeared in news stories covering the area of “negotiations, employment...” which makes 64% of all news subjects. In “development, sustainability...” three women appeared which makes 60% of all news subjects. Women in political power and decision making, on the other hand, make 46% of all news subjects, although again, only three female subjects were involved. Topics covering medicine, health, etc. introduce two women as news subjects which makes 44% of all news subjects. Four women appear in topics related to foreign/international politics (33%), while 30% and less of women as news subjects were found in all other topics.

- **Who are the newsmakers?**

Politicians, government officials, political leaders, etc. prevail as subjects of the news. Among them we find 22% of female in contrast to 78% of male news subjects (in numbers: 19 women and 66 men). This is closely followed by the percentage of news subjects that present an occupational category “government employees/public servant/bureaucrat /diplomat” - 21% of women and 79% of men (in figures, 5 female and 19 male news subjects). Occupation category “business person/executive manager/entrepreneur/economist” encompasses 6% of female and 94% of male news subjects (1 woman and 18 men). Occupations “health or social service professional/doctor/nurse...” show, as expected, the second highest number of women (11) which makes 41% of female subjects under this category. Within the category “lawyer/judge/legal expert...” there is not a single woman in contrast to 10 men (100%). In the occupational category “homemaker/parent” we find 9 women (63%), and 5 men (37%). All other occupational categories have less than 10 news subject involved.

- **Function of female and male news subjects:** Women are least represented as experts when they appear as news subjects (10% of all experts are female news subjects). In the category “eye witness” we find 24% of female news subjects, while in the category “subject: the story is about this person” 28% are female subjects. The same percentage is found in the category “spokesperson”. A higher percentage of female news subjects fall under the following categories: “personal experience” (40% of female news subjects) and “popular opinion” (71% of female news subjects). In all categories but the last mentioned, male news subjects are 50% and more.

- **Constructing ‘victims’ in the news:**

News subjects who are portrayed as victims appear with the highest percentage in the category “victim of an accident/mature or disaster” (altogether 10 news subjects) where 63% are male and 37% female subjects. However, in category “victims of domestic violence” we have 100% of female news subjects. In the category “victims of other crime (robbery, assault, murder)” we find 57% female and 43% male news subjects.

- **Identity by family status in the news:**

Predominantly, news subjects have not been identified by their family status (87% of female and 94% of male news subjects). However, among those who are identified by family status we have a higher percentage of female (13%) than male (6%) news subjects.

- **Who mentions identity and family status?**

Extremely interesting is the fact that only women reporters (100%) identify news subjects by their family status. They did that in a quite balanced manner with 19% of female and 15% of male news subjects.

- **Images in the news:**

Of all represented news subjects 28% female and 24% male appear in photographs.

## WHO DELIVERS THE NEWS?

- **Overall Presenters.** In Croatia 47% of news stories were presented by women versus 53% of news stories presented by men in broadcasting.
- **Announcers:**  
Women make up 52% of announcers on television, and only 17% on radio, which means that male reporters prevail on public radio while on television we find quite a balanced number of women and men as news announcers (52% vs. 48%).
- **Presence of women and men as announcers in domestic and foreign stories.**  
Women mostly announce national and other stories (altogether 83%), followed by local stories (63%), while men prevail in international/foreign stories (60%).
- **Presence of women and men as announcers in major news topics.**  
Women appear as television and radio announcers with the higher percentage in covering two news topics: “economy” and “science and health” (both with 60%). Gender balance can be seen in the presence of women and men as announcers in two news topic categories: “social and legal” and “crime and violence” (50% vs. 50%). The lowest percentage of women announcers is found in the category “celebrity/arts and media/sports” – only 20%.
- **Reporters.**  
The highest percentage of women is found in press (58%), slightly less in television (52%), and the lowest percentage of female reporters exists on radio (20%). However, when we look into the total number of reporters by sex, women present a majority (54%) versus 46% of men reporters.
- **Domestic and international news in your country by female and male reporters:**  
Scope of news stories covered by women reporters goes as follows: 15 women (57%) covered national level news, 11 women (51%) cover local news, 6 women (44%) cover national and other news, and 3 women (75%) covered foreign/international news.
- **Major story topics in your country by female and male reporters:**  
Figures denote that women dominate in covering the category “science and health” (11 women reporters, 90%), following by topic “politics/government” (8 women reporters, 57%). Topic “crime and violence” covered 7 women reporters (61%) vs. 5 men (39%). Again 7 women reporters (but here it makes only 45% of the total) covered “economy” in contrast to 9 men (55%). In the topic “social and legal” two women are found (41%) in contrast to 3 men (59%).
- **Reporters and news sources:**  
49 women (72%) as opposed to 19 men (28%) were news sources addressed by female reporters, while 95 women (61%) as opposed to 65 men (39%) were news sources addressed by male reporters.

## GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:**  
To women reporters 51% of female sources are not central focus, and the same value counts for men reporters too. Only in four cases were women central figures to women reporters, and not a single one for men reporters. In total, in all news covered both by male and female reporters, the appearance of women as a central focus adds up to only 6%.
- **Stories with women as a central focus in your country, by topic:**  
Women as central focus appeared in the following topics: “women electoral candidate...”, “other domestic politics, government”, “beauty contests, fashion, models”, “change in gender relations”, “legislation”, “celebrity news, births”.

- **Challenging or reinforcing stereotypes?**

In news topic “politics and government” 54% of stories reinforce, while only 14% challenge gender stereotypes. The rest (32%) do not target the issue. In the topic “economy” 49% reinforce, while not a single story challenges gender stereotypes. In the category “social and legal” 32% reinforce and not a single one challenges gender stereotypes. In “crime and violence” 50% reinforce and 46% remain neutral, while 4% challenge stereotypes. In the topic “celebrity, arts, media and sports” 69% reinforce, 9% challenge and 23% remain neutral towards gender stereotyping.

Less than 50% of both male and female reporters reinforce gender stereotypes, while only 9% challenge issue. The most striking fact is that only men reporters challenged the issue of gender equality.

## GENDER TRENDS IN INTERNET NEWS

- N.A.

## GENDER AND JOURNALISTIC PRACTICE

- One story from TV, radio, newspaper (or Internet news) in your country from 10 November 2009 that is an example of blatant stereotyping with an analysis to show how the news item blatantly stereotypes women and/or men.

Name of newspaper: Večernji list

The story was published in the crime and violence section of the newspaper. Stereotypically, women are most often portrayed as victims, but here we have some “additional value” as we learn that the victim should not be mourned. The article is shockingly cold since it describes a murder that occurred in one family: the mother was murdered by her son. The author tends to be understood as fully accurate, giving only data and pure facts. However, if you read it carefully, you find very clear positioning of the journalist: the murder could be justified because of the mother’s behaviour since the son has been presented in the title as a drug addict. In the first sentence of the article the journalist states: “One among many fights due to alcohol abuse, callous and lustful life style of Silvana Babić (46 years old), ended as a tragedy on Sunday. Her son Dino (22) strangled her with a silk tie and beat her to death with a statuette.” After describing how exactly the crime was committed, the journalist introduces the father into the story. Father left home 18 years ago. Again, although mentioning that the son was first registered by the police at the age of 12, when interfering in the parents’ fight (he hit the father who was probably beating his mother, but that is not mentioned in the article), the journalist does not refer to the father’s responsibility for his son’s behaviour, but states that the father was shocked when informed about the tragic event. We learn also that he was striking his mother in June “because she was bringing many men into the apartment.”

It is clear from several adjectives (callous and lustful life, addicted to men and alcohol) that “describe” murdered woman, as well as descriptions of the violent behaviour of the son that occur alongside descriptions of the inappropriate behaviour of his mother, that the journalist takes it as understood that: mothers are only responsible for raising their children; if mothers drink and lead a promiscuous life, it is expected they will have children who are drug addicts and perpetrators; moreover, even beating and murder are quite likely to occur in such circumstances, and nobody should be shocked.

There is not a single positive statement related to the murdered mother, although at the beginning the term “family tragedy” is used. Without any effort at in depth analysis, the journalist only reveals disgust for a woman who was not a responsible mother and wife.

- One story from TV, radio or newspaper (or Internet news) in your country from 10 November 2009 that is an example of subtle stereotyping with an analysis to show how the news item subtly stereotypes women and/or men.

Croatian Public Television

The news story presents presidential candidates and their recent activities. Stereotyping is not explicit as at the beginning each candidate gets the same amount of time, and among them one female candidate. However, while male candidates say something of their expectations and their opposition candidates, the female candidate, Vesna Pusić, is presented in the first shot at the moment a man is giving her flowers. She does not say anything about her chances and is not asked to say something

about her opposition candidates. At the end of the story only photographs of four male candidates are presented to the audience. Although there is no explanation or voiceover during this short scene, it is obvious that the journalist sees the four male candidates as the ones with the most chance of winning, although the female candidate is a very well known politician, extremely well educated and competent. I would say that she is by many standards the best of all.

- One story from TV, radio, newspaper (or Internet news) in your country from 10 November 2009 that is an example of a missed opportunity with an analysis to show how the news item is a missed opportunity to provide a gender-aware perspective.

Daily newspaper: Jutarnji list

The journalist reports and comments on findings of a poll conducted among citizens on the (un)popularity of the most powerful politicians. The title states that the woman prime minister is liked by many, while ministers from her party are disliked. The writer then explains the origin of her popularity in only one sentence: her support for institutions that expose corruption, and then continues by elaborating the causes for disliking other male politicians without any further comment on the prime minister's competence or performance.

This woman is the first female prime minister in Croatia, previously called “weeping Suzy”, and while journalists at the beginning of her term expressed huge scepticism about her capacity to govern, in this article her success and capability are not mentioned at all. We might say that the article is gender neutral – no adjectives, no comments, but may also say that something important is missing: at least a few words should have been written about her success. Especially, since only she and one other female politician are mentioned in the article in contrast to 10 men who are vividly described. Actually, we only see a picture of the other woman politician. If the result of the poll had proved that the female prime minister was evaluated negatively, many more words and comments would have been found for sure.

- One story from TV, radio, newspaper (or Internet news) in your country from 10 November 2009 that challenges stereotypes with an analysis to show how the news item does this.

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Daily newspaper: Večernji list

In a regular section of this daily newspaper two public persons, opinion makers, give pro (one) and contra (the other) arguments on certain issues. In this issue the question was should the government organize a referendum for the electorate on the Arbitrage Agreement between Slovenia and Croatia. It was one of the most challenging political issues at that time, and two prominent female politicians explained why one was for a referendum, and the other against it. Two portraits accompany the text that depict two serious middle aged women presented in the same manner as male decision makers are always presented in photos. It is rare to find two female politicians who discuss burning political issues in the media. More common is a situation where male politicians give their opinion on important matters, while female politicians discuss fashion or charity issues.

## SUMMARY AND CONCLUSIONS

- What do the findings tell you about media coverage of women and men in your country? If your country participated in GMMP 2005, how do the GMMP 2005 findings and the GMMP 2010 findings for your country compare?

Although we may say that we are far from being happy with the results, certain satisfaction comes from the fact that again there is a slight rise in the percentage of women who appear as news subjects. As we have participated in the three previous GMMPs, we constantly witness progress which proves that things are moving forward. Maybe too slowly, but still in a positive direction.

## THE NEXT FIVE YEARS

- What can be done in the next five years to promote the fair and balanced representation of women and men in the news in your country? For instance:
  - What can media houses do to counter or even eliminate gender-stereotypical reportage?

To start reading policy papers related to gender equality and begin to understand and respect existing legislation. To stop trying just to go after profit, and understand consequences of their biased gender representation.

- What can citizens or media consumers do to encourage their local and national news media to produce gender-just reportage? That is, reportage that draws attention to issues that impact women and marginalized groups disproportionately, reportage that includes women views on all topics, reportage that draws attention to gender inequality, etc?

To try to understand media messages and not to be just passive consumers. To demand and punish those who repeatedly represent biased and sexist portrayal of women.

- What can civil society organisations do?

To continue to advocate and lobby for changes, to analyze and expose, to educate audiences, and above all, create highly professional but gender sensitive media products (musical videos, soap operas, documentaries, etc).

- Who else can play a role and how?  
Women in power who should repeatedly react to biased portrayal of women.

## 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**

Korana Radman, assistant to the project, and 8 other young women (Jelena Host, Ivana Begić, Marija Trapić, Karla Lončar, Marija Mažić, Sanja Piskrec, Dina Vozab, Mirela Lišinović. Coordinator: Sanja Sarnavka

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