

**WHO
MAKES THE
NEWS?**



Ghana

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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Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'¹
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

National context

- The media in Ghana is an agenda setter and serve as a platform for issues concerning politics, development, economic and other issues to be discussed.

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

Policy makers and politicians use the media to put across their programmes and the media is also able to carry the concerns of the public to the policy makers. Media monitoring is therefore important to know which issues are of national importance based on media coverage and reportage.

- 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.

Media monitoring is a practice that should be encouraged in every country on the continent. This is to highlight the representation of gender issues. WOMEC as a Civil Society Organization is committed to gender issues. We have observed from this project that we still have to work to improve gender equity in political representation.

Executive Summary

Like any ordinary day, November 10, 2010 passed and most people have forgotten what made news for that day, but for the news monitoring team in Ghana, it was a significant day to measure the depth of interest in gender issues related and the role women play as news makers.

Five people took part in the monitoring. Four (4) newspapers namely Daily Graphic, Ghanaian Times (both state owned), Chronicle and daily Guide (both private), two (2) Television stations namely GTV (state owned) and Tv3 (private) and radio Ghana were monitored.

GTV has a wider coverage than any other television station. It can be viewed in all ten regions in Ghana. Tv3 is the second viewed television station though its coverage does not cover all ten regions.

Radio Ghana was selected for monitoring because it is aired in all 10 regions and beyond Ghana.

Daily Graphic is Ghana's most circulated newspaper followed by the Ghanaian Times. Daily Guide and Chronicle are also circulated as far as private newspapers are concern.

Publications in November 10, 2009 carried news on the economy, politics and government, social and legal, with a small portion of the news on women. Most of the journalists that covered the news for the day were men.

A DAY IN THE NEWS IN GHANA

- **10 November 2009.**
 - Significantly, news on religion, politics and economy dominated the agenda for the day; with very little interest on women. During the monitoring day, almost all the news covered were on the Hajj pilgrimage, activities and comments of the President of Ghana hosting envoys in a controversial Presidential Palace built by the previous administration. Hajj pilgrimage became major news because that was the first time Muslims left Ghana for Mecca without any hitch due to government intervention.
 - Only 1% of the news in both the electronic and the print media were on women and children.

Newspaper: *Daily Graphic* – Ghana (national daily)

Headline:

NDC GUNS IN FIERCE RACE FOR KEY SLOTS IN THE PARTY

by *Donald Ato Dapatem*

Photo: pictures of four politicians including one lady, vying for national leadership positions in a political party.

Photo caption: Dr. Kwabena Adjei, Asiedu Nketiah, Nana Konadu Agyeman Rawlings and Dr. Ekwow Spio-Garbrah.

Text

Intense backstage manoeuvres are underway within the ruling National Democratic Congress (NDC) as the party gears up for its December congress to elect members to occupy various National Executive positions.

The position is expected to be keenly contested for are the Chairman, General Secretary and three vice-chairpersons currently occupied by Mr E.T. Mensah, Alhaji Huudu Yahaya and Ms. Sherry Ayithey.

The names that have come up for the chairmanship include the incumbent, Dr. Kwabena Adjei, who is expected to face a stiff challenge from a party activist from the Western Region and retired military officer, Colonel Kaku Korsah.

There are indications that if Alhaji Yahaya does not restate his claim for the vice-chairmanship positions, he will contest the chairmanship of the party. It is also being speculated that Dr. Ekwow Spio-Garbrah, the Chief Executive Officer of the Commonwealth Telecommunications Organization (CTO), who had earlier indicated his interest in the vice-chairmanship slot, may enter the chairmanship race. Other names that have dropped for the vice chairmanship race include those of the former first lady, Nana Konadu Agyeman Rawlings, and Mr. Samuel Ofori Ampofo, the incumbent National Organizer, who is also the Eastern Regional Minister.

So far, five names have come up for the national Youth Organizer position-Ras Mubarak, Joe Ahamazi, chairman of the recently formed foot soldiers Association, Mr. Micheal Kumbour, a youth activist and Mr. Ludwig Hlodze.

Analysis:

The pictures show three men and one woman; this presupposes that only men are contesting for the various positions.

Thus, the story mentioned all the males vying for different portfolios but kept quiet on the other female contestants. The former first lady was only mentioned since her husband is the founder of the party. The story depicts chauvinist male dominance in Ghanaian political landscape because it seems almost all the positions will be fiercely contested by men.

THE CONTEXT

Ghana's media landscape tends to get shaped by political allegiances. A well-informed public, a pluralistic media free from government intervention, objective state owned media and journalists adherence to professional standards and codes of ethics are some of the most important pre-conditions for a thriving democratic society. The vibrancy of the media landscape is reflected in the number of media networks available in the country. New publications appear on the newsstand every week much as there are over 150 FM radio networks FMs scattered across the country with over 30 in the Capital City of Accra alone.

As at January 2010, there were over 49 authorised TV stations in Ghana with the the National Broadcaster – Ghana TV having the widest audience.

- **Media monitored:**

In selecting the media for monitoring, factors such as ownership, coverage and popularity were considered.

Media selected were:

Newspapers:

- Daily Graphic (The most widely circulated daily newspaper in Ghana and State-owned)
- The Ghanaian Times (The second most widely circulated daily newspaper in Ghana and State-owned)
- The Chronicle (Daily newspaper with high circulation – Private)
- The Daily Guide (Daily newspaper with high circulation) – Private

Radio:

- Radio Ghana of the of Ghana Broadcasting Corporation (GBC) major bulletin at 13 hrs

Television

- Ghana Television (GTV) of the Ghana Broadcasting Corporation major bulletin at 19hrs
- TV3 major bulletin at 19hrs

Reasons

Daily Graphic is Ghana's biggest selling newspaper since 1950 which is most read across the country. The Daily Graphic is a publication of the Communications Group in Accra and is State-owned. It is sold in all the 10 regions of Ghana on daily basis. The daily Graphic devotes three pages a week to women's issues.

The Ghanaian Times is a state-owned newspaper, published by the New Times Corporation. It is the second most read newspaper in the country.

Daily Guide and the Chronicle are privately owned news papers. They are widely read in Ghana and tend to give good coverage to gender and rights issues. Daily Guide is managed by a woman.

Radio Ghana of GBC is a state owned radio station with a nationwide coverage and beyond the borders of Ghana. It broadcast major news bulleting from within and outside the country.

GTV is a state-owned television station that has a nationwide coverage and beyond the borders of Ghana. It has offices in all the 10 regions of Ghana and covers various activities both in the rural and urban areas.

TV3 is the second most viewed television station in the country. It is privately owned television station, which viewed in almost all the 10 regions of Ghana.

- **The monitors:** The following members participated in the Global Media Monitoring Project for 2009-2010.
- Mrs. Charity Binka (Country Coordinator) – Executive Director, Women, Media and Change (WOMEC) & Manager/Lecturer-Ghana Institute of Management and Public Administration (GIMPA) Gender Development and Resource Centre
- Professor Kate Adoo-Adeku- Director, People and Development Associates (PAD) & Senior Lecturer, University of Ghana
- Thywill Cudjoe Kudese- Information Analyst, WOMEC
- Elizabeth Gyemfa Anim, Project Coordinator, WOMEC
- Oscar Adoo-Adeku – Project officer, PAD Associates

90 news stories were monitored. 49 stories were from the newspapers, 25 stories were from television and 16 stories were from radio. 118 people were identified as subjects of the news.

TOPICS IN THE NEWS

- **Topics in the news:**

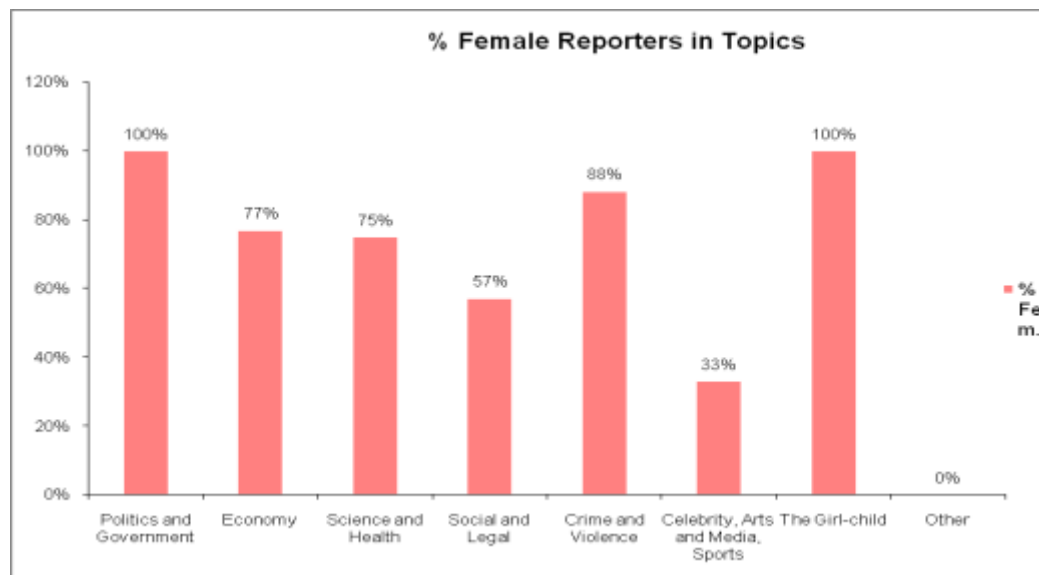
Print media, remain very important sources of 'news' as it sets the agenda for discussion on radio and even on television for the elite. For the rural dwellers, however, Radio remains a very significant source of information

For all the news monitored, issues on Economy as well as legal represented 31% each with less than half of this coverage focusing on Crime and Violence. The remaining 24% was evenly distributed among issues relating to the Girl-Child; Politics and Government and Science & Health.

On radio, Social and Legal news had the highest airtime of 29% closely followed by Science and Health which recorded 24% of the news cast. 'Politics & Government', 'Crime &

Violence' both recorded 18% each of the news. 16% each of the news cast were on the 'Economy', 'Celebrity, Arts and Media'.

Television news had a similar trend like the print media with equal proportions (29%) of the news focusing on the Economy as well as Celebrity, Arts and Media. 14% each of the news casts were on Social & Legal, Crime & Violence and other.



The graph above shows that female reporters outnumbered male reporters in the field of Politics and Governance. 100% of the news reported in the both electronic and print media was covered by female reporters.

In economy 77% of the news was covered by female reporters, while male reporters covered 23% of the news.

In Social and Health reporting, 75% of the news was covered by female reporters with male reporters covering 25% of the news.

Considering Social and Legal news, the table shows that 57% of the news was covered by female reporters leaving 43% to male reporters.

88% of news covered on Crime and Violence were reported by females while 12% were by male reporters.

The number of female reporters who reported on Celebrity, Arts and Media,... dropped to 33% leaving 67% of the news to be covered by male reporters.

The story on Girl-child was covered by a female reporter giving 100% reportage to female.

THE NEWS

Overall presence of women and men in the news in Ghana as news subjects, reporters and presenters:

Fig. 9aF shows that 25% of women were subjects in the news on Politics and Government. This implies that 75% of men were subjects in the news on Politics and Government.

The presence of women as news subjects increased to 33% in the Economic news while that of men dropped to 67%.

Men recorded 100% as subjects in the news on Science and Health.

Only 8% of women were subjects in the news covered on Crime and Violence as against 75% presence of men

Celebrity, Arts and Media, Sports ... had 25% of women as subjects in the news against 75% of men as subjects in the news.

News on Girl-child had 100% presence of men as news subjects.

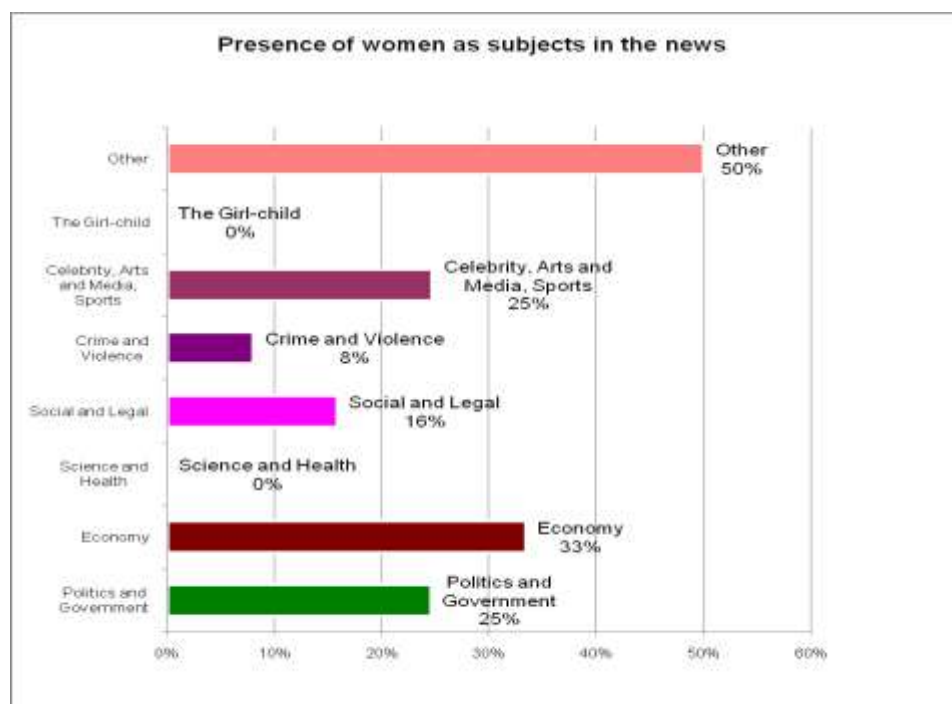


Figure 19aF

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

The print media recorded 18% of women were subjects as against 82% of men as news subjects.

16% of females were recorded as news subjects on radio as against 84% presence of men

22% of females were recorded as news subjects in the television compared to 78% of men recorded as news subjects in the news

- **News Sources:**

According to fig 9cF, 23% of women were quoted as sources of information in the local news while 77% of men were quoted as sources of information within the same scope.

22% of women as against 78% of men were quoted as sources of information in national level.

National and international levels recorded 100% of men quoted as news sources

In all 18% of women were quoted as news sources in all the scopes as against 82% of men quoted as news sources.

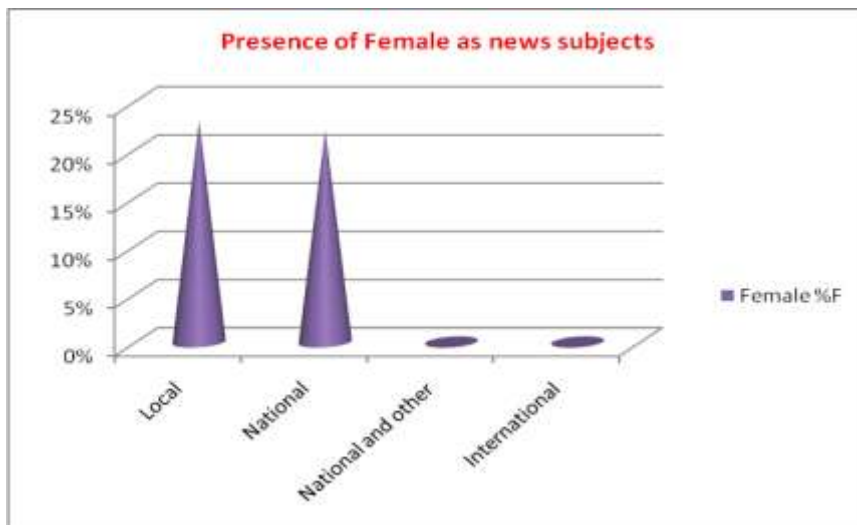


Figure 9cF

18% of female were captured as subjects in the political, social and legal, science and health, and economic news as compared to 82% of male subjects.

- **Who are the newsmakers?**

27% of female news subjects recorded are government officials, presidents, politician etc as compared to 73% of male subjects.

19% of female subjects are government employees, public servants etc whilst 81% are male subjects captured under the same jurisdiction.

26% of female subjects are from the military, police, etc whilst men scored 74% as news subjects.

26% of female news subjects are civil society workers as compared to 74% of male news subjects in the same field.

Men on the field as lawyers, religious leaders, sportsmen, academics scored 100% with women recording nothing.

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

50% each of women and men were recorded victims of accidents, natural disaster, poverty, diseases, and illness.

26% of women and 74% of men were victims of domestic violence.

100% of men were victims of war, vigilantism, terrorism, etc.

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

Year	2010					
Sex of reporter/announcer	Female			Male		
Sex of news subject	Female	Male	N	Female	Male	N
No	0%	80%	4	100%	67%	4
Yes	100%	20%	2	0%	33%	1

Female reporters/announcers were able to identify 100% female subjects by their family status. 80% of male news subjects could not be identified by family status whilst 20% were identified.

Male reporters identified 100% female subjects in the news but could not indicate their family status. 67% of male subjects in the news were not identified by their family status compared to 33% who were identified by family status.

Female reporters thus mentions identity and family status of subjects as indicated on the table above.

- **Images in the news:**

67% of female news subjects appeared in photographs whilst 23% of male news subjects appeared in photographs

WHO DELIVERS THE NEWS?

- **Overall Presenters:**

	2010	N
Female	77%	17
Male	23%	5

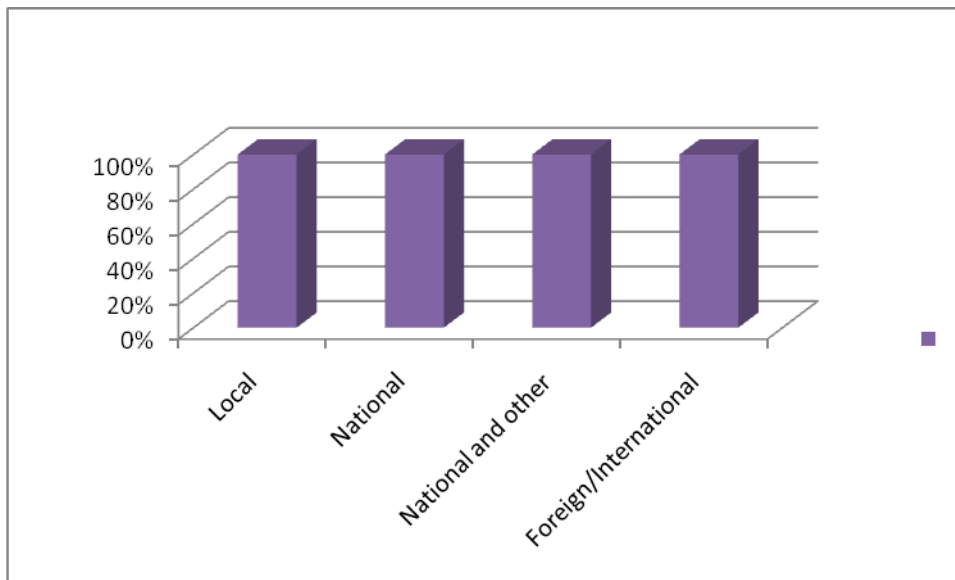
The presence of female reporters exceeded their male colleagues. As can be followed above, 77% of female presenters presented the news as compared to 23% by male.

- **Age of presenters and reporters:**

100% of female reporters were between the ages of 35-49 years. 67% were between the ages of 50-64, whilst 61% were not known.

- **Announcers:**

All announcers on radio were female



Women presented all news under local, national, and international/foreign. This is represented in the graph above.

Story Topic	% Female		% Male	
	2010	N	2010	N
Politics and Government	100%	3	0%	0
Economy	100%	1	0%	0
Science and Health	100%	2	0%	0
Social and Legal	100%	2	0%	0
Crime and Violence	100%	3	0%	0
Celebrity, Arts and Media, Sports	100%	1	0%	0
The Girl-child	0%	0	0%	0
Total	100%	12	0%	0

The table above shows the presence of women during the major news bulleting that was monitored.

- **Reporters.**

Media Type	% Female		% Male	
	2010	N	2010	N
Print	44%	4	56%	5
Radio	25%	1	75%	3
Television	67%	4	33%	2
Total	48%	9	52%	10

Statistically, the table show that 44% of women reported for print as compared to 56%. The presence of female reporters as compared to male reporters on radio is 25% as against 75%. Television had 67% of female reporters as against 33% of male reporters.

Scope of Story	% Female		% Male	
	2010	N	2010	N
Local	23%	2	77%	4
National	62%	6	38%	5
National and other	0%	0	0%	0
Foreign/International	50%	1	50%	1
Total	48%	9		

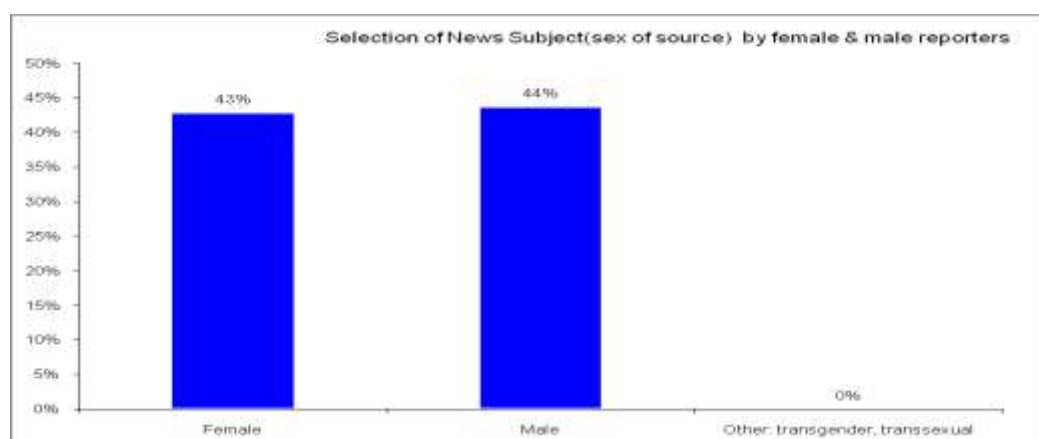
From the above table, of the local news monitored, 23% of the reporters were female whilst 77% of the reporters are male.

67% of female and 38% of male reporters was recorded to have reported for international news.

Female and male reporters shared 50% each of the foreign/international news.

Reporters on major topics	% Female		% Male	
	2010	N	2010	N
Politics and Government	0%	0	0%	0
Economy	71%	3	29%	2
Science and Health	50%	1	50%	1
Social and Legal	40%	3	60%	4
Crime and Violence	66%	1	34%	1
Celebrity, Arts and Media, Sports	0%	0	100%	2
The Girl-child	100%	1	0%	0
Other	0%	0	0%	0

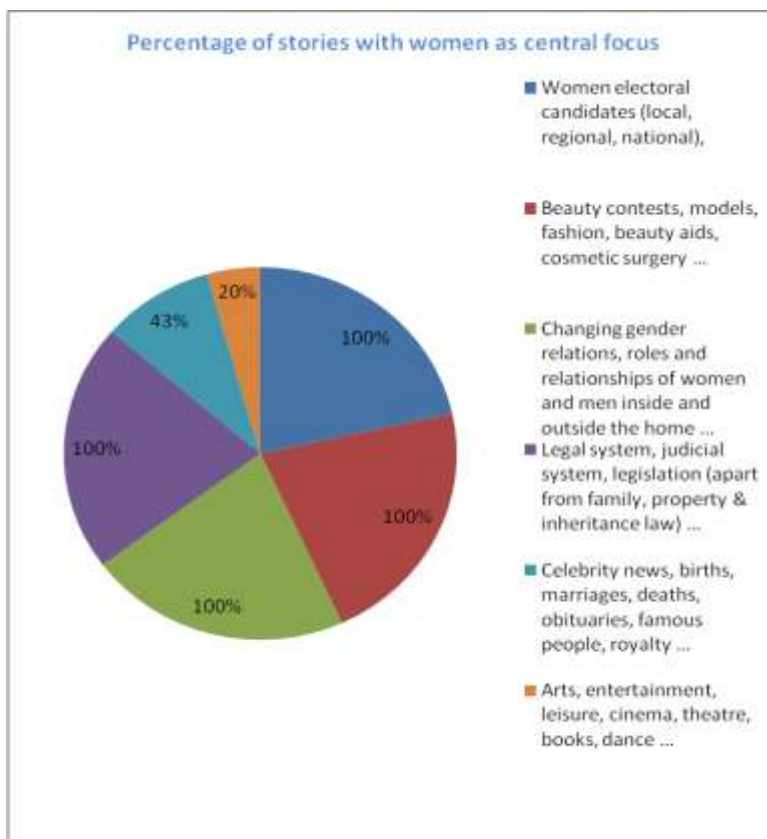
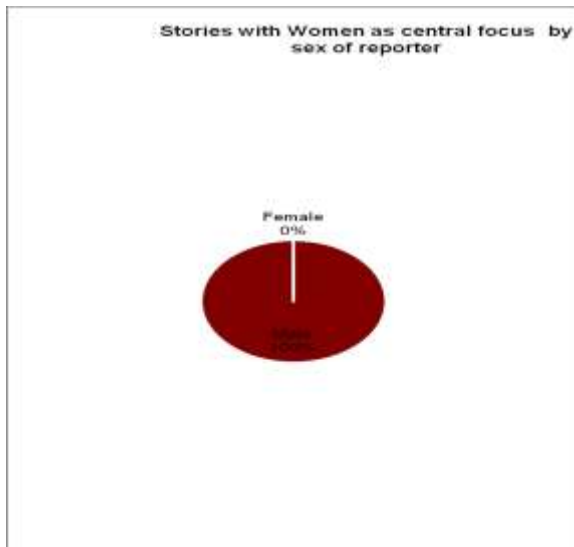
The above table show the presence of reporters by sex on major story topics.



Most of the stories that concerns women are often reported by female reporters.

GENDER AND THE NEWS

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



From the pie chart above, all news on legal issues, beauty contest and women electoral candidates had women as central focus..

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

SORTED – AGREE

	Agree		Disagree	
	2010	N	2010	N
Women in political power and decision-making (local, regional, national),	0%	0	0%	0
Women electoral candidates (local, regional, national),	0%	0	0%	2
Peace, negotiations, treaties...(local, regional, national),	0%	0	1%	5
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	0%	0	18%	66
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	0	11%	39
National defence, military spending, military training, military parades, internal security ...	0%	0	2%	8
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	3%	10
Economic policies, strategies, models (national, international) ...	0%	0	1%	5
Economic indicators, statistics, business, trade, stock markets ...	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	2%	5
Poverty, housing, social welfare, aid to those in need ...	0%	0	2%	7

Table 1

SORTED – DISAGREE

	Agree		Disagree	
	2010	N	2010	N
Women in political power and decision-making (local, regional, national),	0%	0	0%	0
Women electoral candidates (local, regional, national),	0%	0	0%	2
Peace, negotiations, treaties...(local, regional, national),	0%	0	1%	5
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	0%	0	18%	66
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	0	11%	39
National defence, military spending, military training, military parades, internal security ...	0%	0	2%	8
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	3%	10
Economic policies, strategies, models (national, international) ...	0%	0	1%	5
Economic indicators, statistics, business, trade, stock markets ...	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	2%	5
Poverty, housing, social welfare, aid to those in need ...	0%	0	2%	7

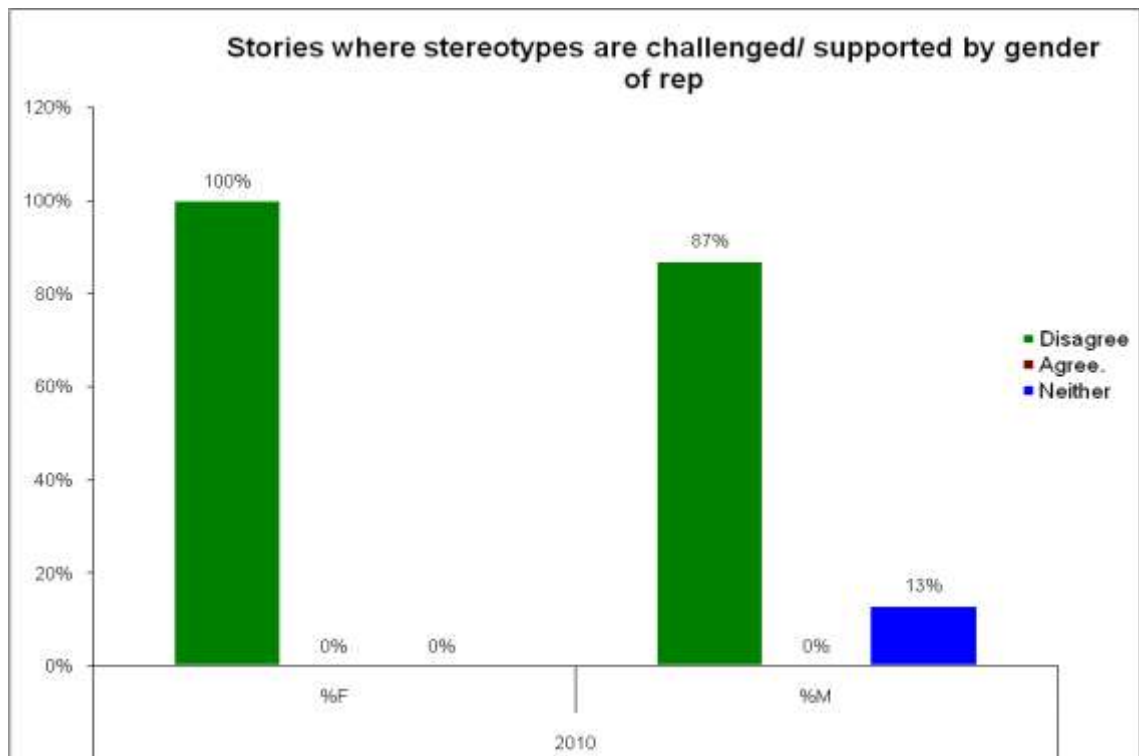
Table 2

Table 1 is sorted from highest to lowest on stories that highlights gender inequality while table 2 is sorted from stories that do not highlights gender inequality.

Both tables show none of the stories monitored highlight gender inequality. From the 2 tables, it can be deduced that news on politics and government under the sub topic; other domestic politics/government (local, regional, national), elections etc had the highest percentage of stories that do not highlight gender inequality.

Challenging or reinforcing stereotypes?

All the news items monitored reinforced stereotypes.



From the above chart, none of the stories coded from both the print and electronic media supported or challenged stereotypes

GENDER AND JOURNALISTIC PRACTICE

A story that is a missed opportunity or gender-blind

Title of article: Avoid Expensive Funerals-Bagbin

Name of Newspaper: Daily Guide

Date: November 10, 2009

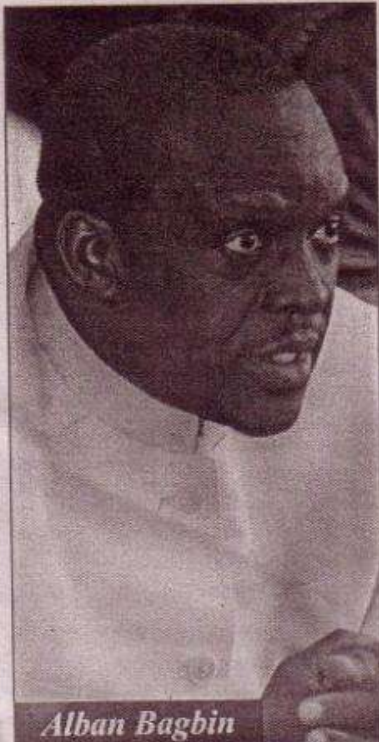
Story is scanned below

Avoid Expensive Funerals - Bagbin

By Awudu Mahama

MAJORITY LEADER in Parliament, Alban S. K. Bagbin has kicked against what he described as over concentration on the dead rather than the living, lamenting the colossal amounts of money frequently spent on "decorating and celebrating corpses."

"We have a large community in the country which spends huge sums of money to decorate and celebrate corpses," Hon. Bagbin who



Alban Bagbin

is also Member of Parliament for Nadowli West, pointed out in an interview with *DAILY GUIDE*.

"As a nation and a people we spend too much time and resources on funerals. Even when people are sick, nobody cares about them but after they are dead, we organize and attend expensive funerals," he added.

Decoration of corpses with expensive materials, according to him has no effect on the dead, stressing it is rather a drain on the resources of bereaved families.

"I think we should use those resources to sustain lives. In other words, we should pay more attention to the living than the dead," Hon. Bagbin admonished.

He said the time has come for attitudinal change to curb the phenomenon, acknowledging "we agree we should give our departed brothers and sisters a decent burial or pay our last respects but the emphasis should be on what is left of the person -that is respect, not material things or the mundane activities."

Expressing similar sentiments on the floor of Parliament Friday, the Majority leader said he had called on Traditional leaders and au-

thorities on many occasions to take up the matter and assist political leadership to make the necessary change.

Acknowledging the contribution of the traditional leaders on the issue so far, Hon. Bagbin observed that some communities have taken it up and do not conduct wake keepings and expensive funerals, noting "they concentrate on church and religious activities."

According to him, Ghanaians spend so much productive time on funeral celebrations instead of working for the development of the country, noting this has been the bane of Ghana's economic progress.

Ghanaians, he underscored should pay their last respects to departed souls, particularly statesmen who have contributed to the development of the country but added this should not disrupt work at various public institutions.

The issue of expensive burials and funeral celebrations has been a matter of concern to many with some calling for the less grandeur type of interment as done by Muslims whilst others prefer cremation.

Analysis

“Avoid Expensive Funerals” is a statement that both women and men are likely to embrace positively. This majority leader in Parliament who spoke to the writer did not refer to men or women but stated that as a nation and people we spend too much time and resources on funerals.

The story refers to women and men in the country as “people”. Although the story does not state the specific percentage of women or men who spend on funerals, in Ghana women are noted to spend more on funerals than men. The picture would have been clearer should a survey have been conducted.

SUMMARY AND CONCLUSIONS

Equitable representation of women and men in decision-making are necessary in every area of the economy. Immediate action needs to be taken to get more women on board. The media should be educated to bring women’s issues to the limelight.

THE NEXT FIVE YEARS

The under representation of women in decision making continues to be an issue particularly for women; hence various strategies have been initiated in order to increase the number of women in power and decision-making. Their continuous from the decision making contributes greatly for their absence in the media.

The following can be done to increase or promote fair and balanced representation of women in the news in Ghana:

- More women should be appointed as editors in media houses.
- More women-oriented programs should also be aired on radio and TV.
- More women should be assigned to report on stories involving women.
- More women should be appointed into leadership and decision-making positions. This is because politicians and opinion leaders usually make the news. Having women in those positions will lead to publication of more stories involving women.
- Civil societies and organizations should groom younger women to serve in public life to give visibility to women issues and become role models to the youth.
- Women’s advocacy groups in Ghana such as The International Federation of Women Lawyers (FIDA) ABANTU for Development, just to mention a few and the Ministry of Women and Children Affairs (MOWAC) should demand that government lives up to its promise to increase women’s representation to 40%. There should be a quota system that would be enforced. Studies have shown that in countries where there is 30-40% of women representation in decision making, it was achieved through the quota system.

The following steps can be taken to attain our desired goal.

Such changes include:

- Change in Perceptions of women and men politicians, as well as the expected division of labour between men and women in society.
- Change in coverage refers to how history is written and taught; as well as the portrayal of women in the media and other public fora
- Change in Policies and legislation where women's issues have found their way on to the national agenda
- Change of institutions where specialized institutions which develop, monitor and implement gender equality.

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 following members participated in the Global Media Monitoring Project for 2009-2010.

- Mrs. Charity Binka (Country Coordinator) – Executive Director, Women, Media and Change (WOMEC) & Senior Lecturer-Ghana Institute of Management and Public Administration (GIMPA)
- Professor Kate Adoo-Adeku- Director, People and Development Associates (PAD) & Senior Lecturer, University of Ghana
- Thywill Cudjoe Kudese- Information Analyst, WOMEC
- Elizabeth Gyemfa Anim, Project Coordinator, WOMEC
- Oscar Adoo-Adeku – Project officer, PAD Associates

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