

**WHO
MAKES THE
NEWS?**



Greece

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

- Media monitoring is extremely important in Greece as it is the first time that the Greek case is involved and coded in the GMMP. Gender representation in the media is sporadically studied and it is the first time that the Greek case is coded and studied in a global context. Regional comparisons are also in the scope of the research team.
- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- We consider GMMP as a great starting point for a broad deliberation regarding gender representation in the media as well as a 'tool' to raise awareness among journalists and to initiate training schemes.

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

There are many active NGO's that can also benefit from the results. The Greek study could also serve as a consultancy report for the Greek General Secretariat for Gender Equality of the Ministry of Justice, Transparency and Human Rights.

Executive Summary

- The results described in the report clearly demonstrate an underrepresentation of women in the media.
- Still very typically in Greece, male reporters in hard news (e.g. politics and government) are very dominant (59%) in contrast to a much lower percentage of female reporters (41%).
- The figures are more promising in the economy, science & health, social & legal fields in which almost half of the reporters are women (49%, 50% and 52% respectively).
- Surprisingly enough, celebrity, arts and media and sports have a much lower number of women reporters than expected (only 33%).
- Women appear as subjects in the news very limitedly (26%) in comparison with the high figure of 74% in the case of men.
- Newsmakers are male and prominent figures in politics, police and military.
- The percentages are relatively balanced in the case of presenting the news: 45% are presented by women and 55% by men.
- There is also a notable balance in the stories having the central focus on women: 54% of news stories by male reporters have women as central focus, while 46% of stories by women featured women as central.

A DAY IN THE NEWS IN GREECE

- **10 November 2009.** Regarding the Greek case, we should take into account that the monitoring day was a few weeks after the national elections in Greece (4th October 2009) when the previous government (right-wing conservative party "NEA DIMOKRATIA") lost the elections and the leader of the party (former Prime Minister Kostas Karamanlis) resigned. This led to a re-election process of the leader of the party between two candidates (Mr. Antonis Samaras and Mrs. Dora Bakoyianni) and the main agenda of the media focused on the internal conflicts in the party. The presence of the female candidate raised some gender issues in the media agenda, but not significantly, especially on the particular monitoring day. Apart from that, 10th November could be considered as a regular news day.

THE CONTEXT

- **Country background** (extracts from the Greek Media Landscape available from European Journalism Centre, available at http://www.ejc.net/media_landscape/article/greece [last accessed 23/9/2010])
- In Greece today there are a total of 87 newspapers in national circulation. Of these 14 are morning, 14 evening, 24 Sunday and 19 weekly newspapers. In the category of specialised newspapers there are 6 financial papers and 10 sport newspapers. Moreover, there are around 1,450 newspapers in local/regional circulation. In particular, the regional press (all prefectures included apart from Attica) counts for the 51.9% of the national press.
- There are four public channels and nearly 150-160 private channels (most of these are regional/local). Both the public and the private operators maintain satellite channels targeting at the Greeks abroad. Private television assumes a dominant position, in terms of advertising revenues and size of audiences, in comparison with the public one. Radio is an important source of information and entertainment in Greece. Currently, around 1,156 radio stations broadcast regularly in the country. The vast majority of radio stations are private (24 are public), and transmit locally or regionally. Most private stations operate without a license; only 35 of them have permission to operate, while 138 have been considered as eligible to be awarded a license.
- The Greek Constitution guarantees freedom of expression and declares the independence of the press from the State. However, the Constitution does not mention the independence of the broadcast media from the State. Article 15 of the Greek Constitution states that the 'protective provisions for the press

are not applicable to films, sound recordings, radio, television or any other similar medium for the transmission of speech or images. Radio and television shall be under the direct control of the State'. The public and private broadcast media are regulated by a number of provisions covering various aspects, set in specific laws, e.g. Law 1092/1938, Law 1730/1987, Law 1866/1989, Law 2328/1995.

- The media ownership in print, in broadcasting and in cross media is restricted regarding concentration as well as participation. Regarding cross media ownership, a 'two out of three' rule applies, according to which a single company or individual cannot participate in more than two media categories (television, radio, and newspapers). The participation of foreigners outside from the European Union in the ownership of television or radio broadcasting companies cannot exceed 25% of the total capital.
- Regarding EU legislation, Greece has adopted the amended 97/36/EC Television Without Frontiers directive with the Presidential Decree 100/2000. There are several provisions in audiovisual and consumer law, as well as the general criminal law, which regulate the online services in Greece and comply with the EU regulations. For issues related to internet crime (hacking, libel or slander) the Criminal Code applies.
- The Greek broadcasting media are supervised by an independent authority, the National Council for Radio and Television (NCRTV). The Council is an independent authority; its actions can only be reviewed by courts. It has the power to impose penalties for violations of the relevant laws, for copyright and intellectual property infringements or violations of professional codes. In some cases, it may even suspend or cancel licenses. There are codes of Ethics, codes of Conduct and Advertising, which provide for a self-regulating framework of the Greek media
- Another self-funded, regulatory body is the National Telecommunications and Post Commission (EETT), which supervises and regulates the telecommunications as well as the postal services market. The TV Audience Research Control Committee (TV A.R.C.C.) controls and audits the television audience measurement system. Finally, Safenet aims at promoting self-regulation arrangements for safer use of the internet through combating illegal and offensive content.
- **Media monitored:**

In the selection of the media studied, we formed a typology in order to include media organizations from different political backgrounds and with various circulation and readership figures (taking into consideration the country band to which Greece belongs).

Newspapers:

1. *Kathimerini*
2. *To Vima*
3. *Ta Nea*
4. *Eleftherotypia*
5. *Eleftheros Typos*
6. *Ethnos*
7. *Rizospastis*
8. *I Avgi*
9. *Aggelioforos*
10. *Makedonia*

Television stations:

1. *ET1*
2. *NET*
3. *ET3*
4. *MEGA*
5. *ANTENNA*
6. *ALPHA*
7. *STAR CHANNEL*
8. *ALTER*
9. *SKAI*

Radio stations:

1. *Athina 9,84*
2. *Skai 100,3*
3. *Ant1 97,2*

- **The monitors:**

Number of people who took part in the monitoring: 15

News stories monitored:

- Newspaper stories: 142
- Television stories: 128
- Radio stories: 32

People identified as subjects of the news: 181 females and 509 males

TOPICS IN THE NEWS

- **Topics in the news:** The day that we coded our material was after the early national elections, in which the previous government of the right-wing party lost. So as a result of their loss, the President of the right-wing party of "Nea Dimokratia" ("New Democracy") and previous Prime Minister of the country resigned. The monitoring day was one of the days where there was full coverage of the arrangements for the selection of the new leader of the right-wing party, where one of them was a woman, Mrs Dora Bakoyianni, previous Minister of Foreign Affairs and daughter of a former Greek Prime Minister. Many articles referred to her candidacy, her political achievements and qualities.
- In matters of the categories coded, we ended up with the following results as shown in table 1:

		2010			
	<i>Topic</i>	PRINT	RADIO	TELEVISION	N
1	<i>Politics and Government</i>	45%	17%	19%	93
2	<i>Economy</i>	23%	26%	17%	64
3	<i>Science and Health</i>	12%	10%	12%	36
4	<i>Social and Legal</i>	12%	14%	9%	34
5	<i>Crime and Violence</i>	6%	12%	17%	35
6	<i>Celebrity, Arts and Media, Sports</i>	2%	19%	22%	39
7	<i>The Girl-child</i>	0%	0%	0%	0
8	<i>Other</i>	0%	2%	5%	7

- Still very typically in Greece, male reporters in politics and government are very dominant (59%) in contrast to a much lower percentage of female reporters (41%). The figures are more promising in the economy, science & health, social & legal fields in which almost half of the reporters are women (49%, 50% and 52% respectively). Surprisingly enough, celebrity, arts and media and sports have a much lower number of women reporters than expected (only 33%).

TOPIC	% Female	N-F	% Male	N-M
<i>Politics and Government</i>	41%	41	59%	68
<i>Economy</i>	49%	36	51%	42
<i>Science and Health</i>	50%	22	50%	23
<i>Social and Legal</i>	52%	20	48%	21
<i>Crime and Violence</i>	47%	23	53%	21
<i>Celebrity, Arts and Media, Sports</i>	33%	19	67%	38
<i>The Girl-child</i>	0%	0	0%	0
<i>Other</i>	40%	6	60%	8

THE NEWS

- **Overall presence of women and men in the news in Greece as news subjects, reporters and presenters:** Women appear as subjects in the news with 26% in comparison with the high figure of

74% in the case of men. As expected, the overall presence of women in politics and government is striking low (just 21%) and even lower in economy (16%). The figures rise in social and legal stories (27%) as well as crime and violence (27%), while the categories of celebrity, arts/media and sports and science and health get the highest scores (35% and 40% respectively).

Topic	Female %F		Male %M	
	2010	N	2010	N
<i>Politics and Government</i>	21%	52	79%	185
<i>Economy</i>	16%	24	84%	114
<i>Science and Health</i>	40%	34	60%	47
<i>Social and Legal</i>	27%	22	73%	55
<i>Crime and Violence</i>	27%	16	73%	44
<i>Celebrity, Arts and Media, Sports</i>	35%	27	65%	58
<i>The Girl-child</i>	0%	0	0%	0
<i>Other</i>	50%	6	50%	6
	26%	181	74%	509

- Presence of female and male news subjects in your country by medium – radio, TV and newspapers:** In the Greek newspapers on the monitoring day 28% news subjects were female compared to 72% male. The numbers are similar on the TV (27% female and 73% male), while there is a very low percentage in the radio stations coded (16% female and 84% male).
- News Sources:** The number of female and male news subjects quoted as sources of information in stories about international affairs in newspapers is the highest (38%) compared to local (23%), national (25%), national and other (24%) stories.
- Presence of female and male news subjects in Greece by story topic is as follows: Typical women-related (sic) stories such as celebrity news, births and marriages as well as beauty contests, models and fashion concentrate high results (56% and 57% respectively), while there are very high figures in consumer issues (100%), disasters and accidents (100%) and gender-based violence (86%). As expected, women in political power and decision-making appear limitedly (31%) as well as electoral candidates (22%). The figures sink in stories regarding the environment and nature (16%), the national defence and military spending (13%) and economic policies and strategies (4%).
- Who are the newsmakers?** Male police and military officers (100%), workers (100%) and religious figures (100%) are the main newsmakers in the Greek media on the specific monitoring day, as well as government officials (79%) and government employees (78%). Women appear in the news as retired persons (100%), homemakers or parents (57%), celebrities, artists and actors (57%).
- Function of female and male news subjects:** 34% of subjects (the story is about this person) are females, while 66% are male. Of the ones names as spokespeople, only 16% are women while 84% are male. Expert commentators appear as 24% (women) and 76% (men), while the respective numbers expressing the popular opinion are 31% and 69% respectively. The people providing personal experiences are 28% (women) and 72% (men) and those eye witnessing are 18% female and 82% male.
- Constructing ‘victims’ in the news:** Surprisingly enough on that day 100% males were recorded as victims of discrimination based on gender, race, ethnicity, age and 76% as victims of domestic violence which alerts us to go deeper into the stories. A percentage of 100% was recorded as female victims of violation based on religion, tradition and cultural beliefs.
- Identity and family status in the news:** A very low percentage both in males and females were identified by family status (9% females and 2% males).
- Only 9% of women reporters and 2% of men reporters mentions the identity and family status of news subjects.

- **Images in the news:** More women appear in newspaper photographs in Greece (37% in contrast to 29% among men).

WHO DELIVERS THE NEWS?

- **Overall Presenters.** The percentages are relatively balanced as 45% news stories are presented by women and 55% by men.
- **Announcers:** In television the percentages are balanced as 49% are female and 51% male. There is a female dominance in radio (76%) in contrast to 24% men.
- Presence of women and men as announcers in domestic and foreign stories are 58% and 42% respectively on international level, 56% and 44% on national level and 42% and 58% on local level.
- Women appear mostly as announcers in economy (72%), politics and government (65%) and science and health stories (65%). The ratings among men presenters are 85% in celebrity, arts/media and sports, 53% in crime and violence and 47% in social and legal issues.

Story Topic	% Female		% Male	
	2010	N	2010	N
<i>Politics and Government</i>	65%	21	35%	12
<i>Economy</i>	72%	23	28%	8
<i>Science and Health</i>	65%	12	35%	7
<i>Social and Legal</i>	53%	10	47%	8
<i>Crime and Violence</i>	47%	14	53%	12
<i>Celebrity, Arts and Media, Sports</i>	15%	6	85%	19
<i>The Girl-child</i>	0%	0	0%	0
<i>Total</i>	52%	86	48%	66

- **Reporters.** Male are dominant reporters in newspapers (70%) in contrast to 30% women print reporters, while the percentages are more balanced in television (59% men and 41% women).

Media Type	% Female		% Male	
	2010	N	2010	N
<i>Print</i>	30%	27	70%	62
<i>Radio</i>	18%	3	82%	14
<i>Television</i>	41%	43	59%	63
<i>Total</i>	37%	73	63%	139

- Female reporters appear mostly in social and legal stories (52%) as well as celebrity, arts/media and sports (43%). Male reporters dominate in economy (70%) and politics and government stories (69%).

Reporters on major topics	% Female		% Male	
	2010	N	2010	N
<i>Politics and Government</i>	31%	19	69%	47
<i>Economy</i>	30%	13	70%	34
<i>Science and Health</i>	37%	10	63%	16

<i>Social and Legal</i>	52%	10	48%	13
<i>Crime and Violence</i>	39%	6	61%	7
<i>Celebrity, Arts and Media, Sports</i>	43%	11	57%	19
<i>The Girl-child</i>	0%	0	0%	0
<i>Other</i>	57%	4	43%	3
<i>Total</i>	37%	73	63%	139

GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:** 54% of news stories by male reporters have women as central focus, while 46% of stories by women featured women as central.
- **Challenging or reinforcing stereotypes?** Only 11% challenged gender stereotypes in politics and government and in crime and violence, while the respective percentage for social and legal is 10%. 97% . Stereotypes are reinforced in a very high percentage in celebrity, arts/media and sports (97%) and the percentages are very high among science and health (87%), economy (84%) and crime and violence related stories (80%). They are neither challenged nor reinforced in 26% in politics and government, 17% in social and legal issues and 15% economy.

<i>Topic</i>	2010			
	Disagree	Agree	Neither	N
<i>Politics and Government</i>	62%	11%	26%	93
<i>Economy</i>	84%	1%	15%	64
<i>Science and Health</i>	87%	0%	0%	35
<i>Social and Legal</i>	73%	10%	17%	31
<i>Crime and Violence</i>	80%	11%	9%	31
<i>Celebrity, Arts and Media, Sports</i>	97%	0%	0%	38
<i>The Girl-child</i>	0%	0%	0%	0
<i>Other</i>	100%	0%	0%	7
<i>Total</i>	80%	5%	15%	299

- A very low percentage of stereotypes are challenged either by female or male reporters. On the contrary, 81% of stereotypes are reinforced by women reporters and 77% by men reports. The cases where stereotypes are neither challenged nor reinforced are 9% (female reporters) and 13% (male reporters).

SUMMARY AND CONCLUSIONS

- Based on the available data and the extend that the results were studied and interpreted, we would say that women in the news are still very much underrepresented while the imbalance between men and women in the media coverage is more than obvious. Women still appear central in their traditionally and stereotypically defined roles which are more reinforced than challenged. Unfortunately, since it is the first time that Greece participates in the project, we do not have available data for comparisons.

THE NEXT FIVE YEARS

- We aim to provide broad publicity to the report through press releases and report synopsis in the national media as it is the first time that the Greek case was studied in a global context and a world-wide network.
- We will organize training schemes in collaboration with the National Union of Journalists.

- We will present our results in conferences & national/international publications and initiate a comparative study within network.
- Our results could be used in University curricula and gender-related courses.
- We will strengthen the contacts to women's and human rights organizations and organize commonly initiated events.
- We will study the Greek case in the regional context in order to draw broader conclusions on the Mediterranean South.
- We also aim to continue our research for longer periods using the variables in order to see how the trends are formed.

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

1. Polyxeni Anastasiadou
2. Olga Antonopoulou
3. Alkisti Georgiou
4. Chrysi Dagoula
5. Konstantinos Kagkelidis
6. Leonidas Kalfas
7. Melina Koromoli
8. Dimitris Lazopoulos
9. Eirini Lalidou
10. Grammatiki Michailidou-Mavromichali
11. Efthimios Savvakis
12. Olga Serafeim
13. Evaggelos Stolakis
14. Athina Tsakalidou
15. Diogenis Dimitrakopoulos

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