

**WHO
MAKES THE
NEWS?**



Israel

**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

Israel ranks 45th in terms of overall gender equality, but 65th in terms of women in national office and 97th with respect to wage equality. Israel has implemented the Beijing Declaration and curbed discrimination against women. Israel has carried out many changes, and made improvements involving a great deal of work by civil society organizations in Israel and state authorities to prevent discrimination and promote women, but they are mostly declaratory and rather ineffective. While the law prohibits paying men and women different wages for the same work, women earn 36% less than men. This example is especially poignant given that women are more educated than men, yet consistently earn less than men do. There are also cases in which discrimination is grounded by law or well established, such as personal status laws controlled by religious law, which structurally harm women. Attempts to amend these laws and practices stand little chance of success. There are groups of women in Israel who are hurt twofold either because they are affiliated with a minority group or

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

due to their life circumstances. Significant examples include Arab women, women refugees and women who work in prostitution.

Media monitoring in Israel is particularly important for two reasons:

1. The Israeli case is of particular interest. On the one hand, Israeli society is based upon advanced democratic principles that advocate gender equality. On the other, Israeli society has been shaped and influenced by many systems that discriminate on the basis of gender.
2. The portrayal of women in the Arab and Russian news coverage in Israel has never been studied before; hence, this investigation represents pioneering research.

I hope that the report will serve as an aspiration to activists and theorists in Israel and will serve as a basis for more research and reform to eliminate discrimination and promote women in Israeli media.

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.

Israel took part in this project from its inception in 1995 and therefore it is tremendously contributing to continue monitoring its media and to compare the results to the rest of the world. Furthermore since the Israeli media industry is undergoing changes it is interesting to explore whether those changes affect the portrayal of women in the media.

Over the years the research has been conducted by Prof. Dafna Lemish. This year it was conducted by Dr. Einat Lachover from the School of Communication at Sapir College with the assistance of her seminar students.

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Executive Summary

The research day was a very typical day with no special events.

All main Hebrew media channels in Hebrew were monitored: 3 television channels, 2 radio stations and 4 newspapers. In previous years the study was limited to the Hebrew media but based on the crucial role that minority population play in Israel I have decided to include two main minorities: Russian immigrants and Arab Palestinians.

Women continue to be invisible or marginal in our news coverage: they are barely represented in the faces we see, the voices we hear and the opinions we are exposed to. The news do not place women at their core and women-specific issues do not top the political-social agenda.

Compared with the findings in 2005, one can say that there has not been an improvement and in fact a slight decline can be noted. The general proportion of women representation in the news stories dropped from 19% to 17%. Perhaps this is due to the fact that this study included Arab and Russian media, thus departing from the study in 2005.

The coverage of females as news subjects in television is the highest (20%) compared with print (18%) and Radio (13%).

Female reporters are represented less compared with male reporters in every topic. They are absent especially in social and legal issues (23% compared with 77% male) and economy (29% female compared with 71% male).

A comparative analysis of the number of women news anchors indicates that a significant drop has taken place from 46% to 33%, whereas a rise in the number of women reporters has taken place, from 23% in 2005 to 29% in 2010.

The proportion of women newscasters in television news stories (86% compared to 14% among male) is much higher than their share in radio news stories (34% compared to 66% among male).

A DAY IN THE NEWS IN ISRAEL

10 November 2009.

The research day was a very typical day with no special events. The three main stories were:

- The 20 years celebrations of the fall of the Berlin Wall.
- Israeli Prime minister Netanyahu visits the White House and meets President Obama.
- A young healthy man passed away following Swine Influenza.

- **Country background**

The media systems in Israel are subject to a number of legal and cultural constraints. The Israeli Broadcasting Authority is a public agency, funded through licensing fees, which governs broadcast regulations in the nation and also operates several radio and television stations. Since 1968, the nation has also had a system of privately owned commercial radio and television stations. The print media enjoys greater freedom of press in Israel. All newspapers are privately owned, with many having religious or political ties to groups that also subsidize their operations. The nation is known for its well-developed system of communication technologies, with 75% of the population having internet access.

- **Media monitored**

All main Hebrew media channels in Hebrew were monitored: 3 television channels, 2 radio stations and 4 newspapers. In previous years the study was limited to the Hebrew media but based on the crucial role that minority population play in Israel, the decision was taken to include two main minorities: Russian immigrants and Arab Palestinians.

- The Russian immigrants are those who immigrated to Israel after 1990, comprising 1 million immigrants. Studies point out that in general the Russian immigrants consume Russian media (mostly from outside Israel – which of course is not studied here). All Israeli media in Russian are included.
- Arab Palestinian citizens are a minority in Israel, comprising 18% of the total population. The Arab media, particularly newspapers, are an important means of information for they are one of the only informational venues that address and deal directly with the unique reality of Arab society in Israel. Note also that Arab Palestinians in Israel also consume Hebrew news as well as news produced by Arab news organizations outside Israel (e.g. *Al Jazeera*). The selection of the two news organizations in Arabic was based on consultation with Prof. Amal Jamal, General Director of *I'lam Media Center for Arab Palestinians in Israel*

Yedioth Ahronoth

Page 24: A story on a woman charged with neglecting and abusing her children

By: David Regev (male) and Michal Goldberg (female)

The main headline of the story: "A *Serial Abusing Mom*" and portrays the woman through the prism of her maternal role.

From the story one can understand that it talks about a couple, but both the headline and the content of the story emphasize her crime as a mother and not their crime as a couple. For example: "this is a story about a mother that neglected her eight children over the course of many years, and has given her lover two additional children, abused them and hid one of them so that the welfare authorities could not take him from her custody." The woman was engaged in a romantic relationship and therefore both the neglect and the crime implicate the men, but the story does not lay any blame on them. This dimension is underscored when reading the paragraph that quotes the female judge of the family court, who lays blame on both the man and the woman: "the couple has no real and deep relation to their children and the chances of a change in their behavior in the future is zero".

(<http://www.ilamcenter.org>) and the following source: Kabha, M. (2006). *The Arabic Journalism in Israel 1984-2006*. Tel-Aviv: Herzog Institute, Tel-Aviv University.

List of media selected:

Media		Control mechanisms	# Broadcasting
Television			
Channel 2	<i>The Israeli News Company</i> LTD. [Hebrew]	Commercial broadcasting regulated under public authority	1
Channel 10	<i>News 10</i> LTD. [Hebrew]	Commercial broadcasting regulated under public authority	1
Channel 1	<i>Israel Broadcasting Authority</i> [Hebrew]	Public authority	1
Channel 9	<i>Israel Broadcasting Authority</i> [Russian]	Public authority	1
Channel 33	<i>Israel Broadcasting Authority</i> [Arabic] national and local news	Public authority	2
Overall			6
Radio			
<i>Reshet Bet</i>	<i>Kol Israel International</i> [The Voice of Israel] [Hebrew]	Public authority	3
<i>Galei Zahal</i>	Israel Defense Forces Radio [Hebrew]	Under military authority	3
Radio Reka	[The Voice of Israel] [Russian]	Public authority	1
<i>Reshet D</i>	[The Voice of Israel-National] [Arabic]	Public authority	1
<i>Radio A Shams</i>	[The Voice of Israel-Local] [Arabic]	Public authority	2
Overall			12
Newspaper			
<i>Yedioth Acharonot</i>	“popular” newspaper	Private	1
<i>Haaretz</i>	“qualitative” newspaper	Private	1
<i>Maariv</i>	“popular” newspaper	Private	1
<i>Israel Hayom</i>	No pay newspaper	Free Daily Newspaper	1
<i>Vesti</i>	Russian newspaper	Private	1
<i>Al-Ittihad Daily</i>	Arabic newspaper	Private [Arabic ownership]	1
Overall			6

- **The monitors**

16 junior media students took part in the monitoring.

285 stories were monitored and 548 people were identified as subjects of the news.

TOPICS IN THE NEWS

- **Topics in the news**

Of overall 285 news stories, 118 (41%) were about politics and government; 53 (19%) were about crime and violence and 41 (14%) were about social and legal issues. Other issues were science and health (10%); economy (10%); pop-culture, arts and media, sports (7%) and the girl-child (0.5%).

It should be noted that there are great differences in this aspect between the different media outlets. Politics and government issues are prominent in the print media, while crime and violence issues are prominent in television media and economy issues are prominent in the radio.

Topics in the news by medium

	PRINT	RADIO	TV	Overall N
Politics and Government	53%	40%	23%	41% (118)
Economy	7%	12%	5%	10% (28)
Science and Health	14%	7%	12%	10% (29)
Social and Legal	15%	14%	12%	14% (41)
Crime and Violence	9%	16%	27%	19% (53)
Celebrity, Arts and Media, Sports	0%	8%	12%	7% (21)
The Girl-child	0%	0%	1%	0.5% (1)
Other	3%	3%	9%	5% (14)
				(285)

- Female reporters are represented less compared with male reporters in every topic. They are absent especially in social and legal issues (23% compared with 77% male) and economy (29% female compared with 71% male). Their part in other topics is similar to their overall share: crime and violence (32% compared with 68% male reporters) and science and health (38% compared with 62% male reporters). In one topic their share is more prominent: pop-culture, arts and media, sports (45% compared with 55% male reporters).

Stories by female and male reporters

	Female	Male
Politics and Government	37% (53)	63% (96)
Economy	29% (10)	71% (25)
Science and Health	38% (16)	62% (27)
Social and Legal	23% (13)	77% (42)
Crime and Violence	32% (21)	68% (44)
Celebrity, Arts and Media, Sports	45% (13)	55% (16)
The Girl-child	0% (0)	100% (1)
Other	35% (7)	65% (11)

THE NEWS

- **Overall presence of women and men in the news in Israel as news subjects, reporters and presenters**
The overall coverage of women in the news is 17% compared with 83% of men.

Overall presence of women and men in the news

Female	Male	Overall
N=108	N=548	N=656
17%	83%	100%

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

The coverage of females as news subjects in television is the highest (20%) compared with print (18%) and Radio (13%).

Presence of female and male news subjects by medium

	Print	Radio	TV	Overall
Female	18% (30)	13% (39)	20% (39)	17% (108)
Male	82% (139)	87% (257)	80% (152)	83% (548)
	100% (169)	100% (296)	100% (191)	100% (656)

- **News Sources**

The coverage of females as news subjects is the highest in international news (26%) and almost equal in national news (19%) and local news (18%). The coverage of males as news subjects is the highest in national and other news (93%) and almost equal in national news (81%) and local news (82%) and is the lowest in international news (74%).

Female/ male news subjects as sources by local, national, and international affairs in newspapers

Scope	Female	Male
Local	18% (29)	82% (123)
National	19% (54)	81% (232)
National and Other	7% (9)	93% (136)
International	26% (16)	74% (53)
	(108)	

Women are covered more heavily than their general share of the population, especially in the following issues: women's movement, activism (100% compared to 0% among male), transportation (100% compared to 0% among male), migration and refugees (77% compared to 23% among male), economic indicators (50% compared to 50% among male), gender-based violence (50% compared to 50% among male) and arts and entertainment (41% compared to 59% among male). In other topics they are also very much covered: science and technology (38% compared to 63% among male), consumer issues (33% compared to 67% among male); women electoral candidates, epidemics (29%), education, child care issues (21% compared to 79%), economic policies (19% compared to 81%).

- **Who are the newsmakers?**

Females are covered as news subjects mostly in the position/occupation of housewives and parents (55% compared to 45% among male); merchants, artisans, labourers (51% compared to 49% among male) and celebrities, artists, actors, writers, singers (50% compared to 50% among male). Women are also covered meaningfully as villagers or residents engaged in unspecified occupations (34% compared to 66% among male), and as academic experts (25% compared to 75% among male), health and social service professionals (21% compared to 79%).

Males are covered as news subjects mostly in position/occupation of royalty, ruling monarch, science or technology professional, agriculture, mining, fishing, forestry worker, sportsperson (100% compared to 0% among women). Men are also very much represented in police, military positions (94% compared to 6% among women), as government officials, politicians, presidents, government

employees, public servants media professionals, journalists, videos or film makers (93% compared to 7% among women).

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

Women function in news stories mostly as eye witnesses – the person who gives testimony or comment (46% compared to 54% among male); popular opinion (41% compared to 59% among male) and personal experience (32% compared to 68% among male). Men function in news stories mostly as experts or commentators (92% compared to 8% among female); spokespeople (84% compared to 16% among female); subject (83% compared to 17% among female); personal experience (68% compared to 32% among female).

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

Among all characters that are portrayed as victims, women are represented a bit more than their share in the population (19% are female and 81% are male).

Females are covered mostly as victims of domestic violence (43% compared to 57% among male) and victims of accidents, natural disasters and poverty (27% compared to 73%).

Males are presented mostly as victims of robbery, assault, murder (100% compared to 0% among female), victims of violence based on religion, tradition (100% compared to 0% among female), victims of war, terrorism, vigilantism (91% compared to 9% among female), accidents, natural disasters and discrimination based on gender, race and ethnicity (84% compared to 16% among female).

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

Females tend to be more identified by their family status compared to males (26% compared to 8% accordingly).

Identity by family status in the news

Identity by family status	Female	Male
No	74% (84)	92% (506)
Yes	26% (24)	8% (42)

Female reporters mentioned more than their male colleagues identity and family status regarding female characters (45% compared to 33% among male) and male characters (14% compared to 11% among male).

- **Images in the news**

Female news subjects are presented a bit more than their share in newspaper photographs (20% of the female compared to 19% of the male).

Images of female and male in the news

Images in the news	Female	Male
No	80% (24)	81% (110)
Yes	20% (6)	19% (25)

WHO DELIVERS THE NEWS?

- **Overall Presenters**

33% news stories were presented by female compared to 67% news stories presented by male.

Presence of female/male announcers in news stories

	%	N
female	33	111
male	67	223
	100	334

- **Age of presenters and reporters**

Age of female presenters and reporters

Age	Presenters		Reporters	
	%	N	%	N
Do not know	100	4	37	64
12 years or under	0	0	60	2
13-18	100	1	100	2
19-34	100	4	30	15
35-49	89	16	22	14
50-64	94	16	12	10
65 years or more	50	1	26	6

- **Announcers**

The proportion of women newscasters in television news stories (86% compared to 14% among male) is much higher than their share in radio news stories (34% compared to 66% among male).

Presence of female/male announcers in news stories by medium

	female	male	N
Radio	34	66	114
TV	86	14	28
	100	100	142

- *Presence of women and men as announcers in domestic and foreign stories*

Women are most represented as announcers in local news (60% compared to 40% among men), they are also represented more than their share in foreign/international news (53% compared to 47% among men) and they are less represented in national news stories (31% compared to 69% among male).

Presence of female/male in domestic and foreign news stories (%)

News Stories	Female	Male
Local news	60	40
Foreign news	53	47
National news	31	69

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

Women are most represented as announcers in crime and violence story topics (54% compared to 46% among men), they are also represented more than their share in pop-culture, arts and media, sports story

topics (53% compared to 47% among men) and Politics and Government (48% compared to 52% among male). They are less represented in Science and Health (40% compared to 60% among men), Social and Legal (38% compared to 52% among men), Economy (22% compared to 78% among men) and the girl-child (0% compared to 100% among men).

Presence of female/male announcers in major news topics

Story Topic	Female		Male	
	%	N	%	N
Crime and Violence	54	14	46	12
Celebrity, Arts and Media, Sports	53	9	47	8
Politics and Government	48	24	52	26
Science and Health	40	4	60	6
Social and Legal	38	6	52	26
Economy	22	3	78	11
The girl-child	0	0	100	1
Total	45	60	55	74

- **Reporters**

Women are represented more as reporters in print (36% compared to 64%) among men and are less as reporters in the radio (25% compared to 75%) and Television (21% compared to 79%).

Presence of female/male reporters by medium

Media Type	Female		Male	
	%	N	%	N
Print	36	22	64	39
Radio	25	26	75	76
Television	21	15	79	55
Total	29	63	71	170

- *Domestic and international news by female and male reporters.*

Women reporters are more represented than their share in national news (31% compared to 69% among men) and Local and National and other news (30% compared to 70% among men) and are less represented in Foreign/international news (18% compared to 82% among men).

Presence of female/male reporters by type of news

	Female		Male	
	%	N	%	N
Local	30	15	70	43
National	31	27	69	66
National and other	30	16	70	39
Foreign/International	18	5	82	21
Total	29	63	71	169

- *Major story topics by female and male reporters*

Women reporters are more represented than their share in economic-related topics (39% compared to 61% among men), science and health (36% compared to 64% among men), politics and government (32% compared to 68% among men) and pop-culture, arts and media, sports (39% compared to 70% among men). Women reporters are less represented than their share in Crime and Violence topics (27% compared to 73% among men), the girl-child (19% compared to 81% among men) and Social and Legal (17% compared to 83% among men).

Presence of female/male reporters by major story topics

	Female		Male	
	%	N	%	N
Economy	39	7	61	11
Science and Health	36	11	64	21
Politics and Government	32	27	68	70
Celebrity, Arts and Media, Sports	30	3	70	7
Crime and Violence	27	3	73	6
The girl-child	19	6	81	27
Social and Legal	17	6	83	28
Total	29	63	71	170

- *Reporters and news sources.*

Women reporters tend to report a bit more on female sources (31% compared to 29% the overall percentage), while male reporters tend to report a bit less on male sources (69% compared to overall 71%).

Female/male news sources by women/men reporters

	Female		Male	
	%	N	%	N
Female	31	33	69	79
Male	26	120	74	381
Other: transgender, transsexual	0	0	100	3
Do not know	22	2	78	5
NA	72	13	28	5
Total	29	168	71	473

GENDER AND THE NEWS

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

Women reporters tend to report more on women as a central focus (35% compared to 29% the overall percentage), while male reporters tend to report less on male reporters (65% compared to overall 71%).

Female/male as a central focus by women/men reporters

	Female		Male	
	%	N	%	N
Women are not central	28	54	72	154
Women are central	35	6	65	12
Total	29	60	71	166

- *Stories with women as a central focus by topic*

Only 10 Stories were found that highlighted gender equality (3 about pop-culture news, 1 about women electoral candidates, 2 about beauty contests, models, fashion, one about changing gender relations, 1 about the judicial system, 1 about arts, entertainment, leisure and 1 about other domestic politics).

Only 10 Stories were found that highlighted gender equality (3 about celebrity news, 1 about women electoral candidates, 2 about beauty contests, models, fashion, one about the changing gender relations, 1 about the judicial system, 1 about arts, entertainment, leisure and 1 about other domestic politics).

- **Challenging or reinforcing stereotypes?**

Most stories (87%) reinforce stereotypes, 10% neither challenge nor reinforce stereotypes and few 3% challenge stereotypes.

All stories (13) about the girl-child reinforce stereotypes, 94% of economy stories reinforce stereotypes, 90% of politics and government stories, celebrity, arts and media stories reinforce stereotypes, 86% of social and legal stories reinforce stereotypes, 84% of crime and violence stories reinforce stereotypes, 82% of science and health stories reinforce stereotypes.

More stories by women than by men challenge the stereotypes (7% compared to 4%) and more stories by male reporters than those by female reporters reinforced the stereotypes (81% compared to 74%).

Stories that challenge/support gender stereotypes, by sex of reporter

	Female	Male	N
challenge the stereotypes	74%	81%	191
accept the stereotypes	7%	4%	12
Neither	15%	13%	25

GENDER AND JOURNALISTIC PRACTICE

Illustration of stories that highlight issues pertaining to equality/inequality between women and men.

Yedioth Ahronoth, Page 26: a story about a gender-biased ruling by the Turkish Supreme Court

By: the News Agencies

The story talks about a case in which the Turkish Supreme court decided that the disappointment of a man from the fact that his wife is not a virgin is grounds for divorce and that virginity is a prerequisite for marriage. The story frames the case in a gender-biased way. From the beginning of the piece it says "the ruling will definitely not bring Turkey closer to ascension to the European Union." The last paragraph of the story brings a partial and abridged background on the wider gender-related problem in Turkey: "the case[...] is like a godsend for the women rights group in the country, and is now back in the hands of the lower level court which initially struck down the man's petition. Only recently has the Turkish press revealed that a study shows that there is a significant drop in the status of women in Turkey and that less and less women there go out to work".

Illustration of stories that are more subtly stereotyped

Yedioth Ahronoth, Page 24: a story on a woman charged with neglecting and abusing her children

By: David Regev (Male) and Michal Goldberg (female)

The main headline of the story: "A Serial Abusing Mom" and portrays the woman through the prism of her maternal role.

From the story one can understand that it talks about a couple, but both the headline and the content of the story emphasize her crime as a mother and not their crime as a couple. For example: "this is a story about a mother that neglected her eight children over the course of many years, and has given her lover two additional children, abused them and hid one of them so that the welfare authorities could not take him from her custody." The woman was engaged in a romantic relationship and therefore both the neglect and the crime implicate the men, but the story does not lay any blame on them. This dimension is underscored when reading the paragraph that quotes the female judge of the family court, who lays blame on both the man and the woman: "the couple has no real and deep relation to their children and the chances of a change in their behavior in the future is zero".

Illustration of a 'missed opportunity'

Ha'aretz, page 9: an international news story dealing with a feminist statement by an Italian female politician

The piece talks about the protesting remarks by an Italian female politician named Daniella Santeka from the "Movement for Italy", against the marriage of underage girls to Muslim Sheikhs. The subject is feminist, but there is no clear representation of that. Moreover, the headline does not reflect the gender-related aspect and is characterized as a tabloid headline: "a female politician from the right in Italy stirs a firestorm: 'history shows Muhammad was a paedophile

Illustration of a story that challenges stereotypes

Channel 1: A story about the sculptress Tamar Eitan, 91.

The piece portrays her as a very creative sculptress, whose works are displayed in many exhibits. She is portrayed in a way that challenges the typical way the elderly are portrayed in the media: she is productive and vibrant, relevant, interesting and comes off with style. Moreover, this portrayal challenges the way women are portrayed: she is opinionated, and focuses on what is defined in the story as "a social protest that is kicking and young". Also, she is framed as someone who is engaged in work with substance.

SUMMARY AND CONCLUSIONS

Women continue to be invisible or marginal in our news coverage: they are barely represented in the faces we see, the voices we hear and the opinions we are exposed to. The news do not place women at their core and women-specific issues do not top the political-social agenda.

Compared with the findings in 2005, one can say that there has not been an improvement and in fact a slight decline can be noted. The general proportion of women representation in the news stories dropped from 19% to 17%. Perhaps this is due to the fact that this study included Arab and Russian media, thus departing from the study in 2005.

A comparative analysis of women representation according to medium indicates that there has been a drop in women representation in the printed press from 21% in 2005 to 18% in 2010 and simultaneously a surge has taken place in women representation in television stories from 19% in 2005 to 20% in 2010. The percentage of women in radio has not changed (13%).

Presence of female and male news subjects by medium

	2010		2005	
	Female	Male	Female	Male
Print	18%	82%	21%	79%
Radio	13%	13%	87%	87%
TV	20%	80%	19%	81%

A comparative analysis of the number of women news anchors indicates that a significant drop has taken place from 46% to 33%, whereas a rise in the number of women reporters has taken place, from 23% in 2005 to 29% in 2010.

Presence of female/male announcers and reporters in news stories

	2010		2005	
	Female	Male	Female	Male
Announcers	33%	67%	46%	54%
Reporters	29%	71%	23%	77%

THE NEXT FIVE YEARS

Actions recommended to promote the fair and balanced representation of women and men in Israeli news:

1. News organizations should establish a gender-dedicated committee which will be in charge of eliminating gender-stereotypical coverage especially through dialogue with newsmen and newswomen (reporters and editors).
2. Media consumers and especially feminist organizations should be critical of flawed coverage and demand changes in the media.
3. Media organizations and feminist organizations should keep monitoring the news (and other media content as well) every year.
4. Media organizations and feminist organizations should campaign and protest for giving women a voice.
5. Encouraging research on the status of women in news organizations: analysing employment patterns of women (and ethnic minorities and immigrants).

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 data for Israel GMMP 2010 was collected through the collective voluntary effort of: **I'lam Media Center** for Arab Palestinians in Israel which monitors the Arab media. I would like to thank Prof. Amal Jamal and Kholod Massalha for their help. I would also like to thank Sapir college students: Sharon Arami, Ayelet Ashkenazi, Yafit Ben-Shmuel, Odelya Dayan, Irene Epshtein, Yuval Grass, Nirit Kravani, Marit Kuzaine, Lilach Levi, Liron Murdechai, Alinor Rymond, Miri Scwarzer, Dany Zana.

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