

**WHO
MAKES THE
NEWS?**



Italy

**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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Università degli Studi di Padova

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We thank from now those who will read this report and will send us comments and suggestions, including proposals to get involved, as individuals, groups or associations, in this on-going project. GMMP is not just one day in the news: it has become a community of like-minded people, women and men, acting towards a more balanced, respectful and gender-sensitive world of communication.

Coordinators for the Italian GMMP 2010 edition
Monia Azzalini & Claudia Padovani

GMMP 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)². The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.³

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.

GMMP National context

Issues of gender representation and women's presence in the news concerns Italy as much as, if not more than, other countries: Italy is showing, especially in comparison to many European countries, worrisome shortcomings as far as equal opportunities for women in different sectors, from the economy to the socio-cultural. According to recent data on employment provided by Eurostat⁴, Italy features at the very bottom amongst the 27 European countries considered in the analysis, with a 46,4% female employment rate, just before Malta (37,7%), compared to a European employment rate of 64,6%.

The ongoing under representation of women in the media, particularly mainstream media, as pointed out by several empirical researches⁵, on the one side reflects a society that still has not yet been able to fully include women, particularly in the public life (which is obviously the most visible in the media); on the other side contributes to a cultural attitude that does not promote a balanced approach and

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² www.waccglobal.org.

³ Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

⁴ Eurostat Newsrealise 117/2010 – 4 agosto 2010; fonte <http://ec.europa.eu/eurostat>

⁵ Cfr Osservatorio di Pavia-Fondazione Rosselli, *Rappresentazioni femminili, immagini di donna. Monitoraggio dei palinsesti delle reti analogiche Rai*, 2008

(Fonte: <http://www.osservatorio.it/interna.php?section=analysis&m=v&pos=0&idsection=000106>); CENSIS-Fondazione Atkins Chiti, *Women and Media in Europe*, Roma 2006

understanding of gender-specific issues. On the contrary, the collective imagery that Italian media foster is one that relegates women to few very conventional roles: the woman as sexual object (expression of a still widely diffused “macho culture” in the country) and the woman as mother and housekeeper.

Italy has adopted European provisions inviting to a more balanced and less sexist representation of women in all media, transposed into the ‘Testo Unico della Radiotelevisione’⁶ in 2005. Conducted in the very same year, the GMMP 2005 edition made explicit and visible the gap between aspirations and reality:

- Only 14% of cited or interviewed individuals were women;
- 55% of female subjects in the news clustered in the category of violence and crime, against 33% for men;
- Up to 58% of women mentioned in the news appeared as victims, confronted to 11% of men;
- Women in general resulted less represented in their professional profiles and social status than men.

This is clearly an unbalanced representation, in spite of a growing number of women professionals in the news media in the country. GMMP results, as well as other analyses, have in fact reported a growing number of female journalists, especially TV anchorwomen; nevertheless, until now the changing environment in the newsroom has not proven to support more gender-sensible news content.

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.

Against this background, it was therefore important for Italy to be part of the GMMP from the very beginning, in 1995, since it offered the opportunity to be part of a global network of activists in the ongoing struggle to promote gender equality in and through the media. On the other side, a long history of mobilization has characterized women and groups engaged in media, news and communication in the country. Getting organized for GMMP and publicizing results from the monitoring activities has contributed, over the past ten years, to promote the networking of these initiatives, and to support activists, researchers and media professionals in exchanging views and cooperating.

2009 has been a meaningful year on these matters: after a long period of low public attention to the invisibility of women in the media and their reduction to mere bodies, especially on television, many women have finally begun to recognize that the media, in not adequately representing the feminine universe, prevents cultural changes and force them into conventional and disempowered roles. In this context, GMMP 2009/2010 offered the opportunity to monitor the media while contributing to an on-going debate. The GMMP monitoring team (coordinated since 2005 by Claudia Padovani and Monia Azzalini) has expanded to include individuals and associations, included two classes of high school students with their teacher; the network of friends and supporters has broadened, and we have experienced unprecedented enthusiasm and expressions of interest.

The challenge remains that of making these voices heard and contribute to meaningful change at different levels: from public awareness of the problematic and yet central relation between women and media, to bringing women representation and participation in the governance of media structures on the political agenda; to the adoption of media practices that implement the very principles of equality and respect for women competence and views of the world.

For further information and to access the Global and Regional Reports, as well as all National Reports, see: www.whomakestheneews.org. To read and download the Italian Report in Italian and English, and for background information about GMMP Italy 2009/2010 see: www.osservatorio.it.

⁶ Decreto legislativo 31 luglio 2005, n. 177, Gazzetta Ufficiale della Repubblica italiana n. 208 del 7 settembre 2005 - Supplemento Ordinario n. 150, consultabile su http://www.agcom.it/L_naz/dl177_05.htm

Executive Summary

GMMP 2010 still shows a world of news in the country where women are marginal and easily marginalized; they are not represented in their growing engagement in the different sectors of society, nor they contribute to 'make the news' thanks to their competence and expertise. Moreover, they are treated differently from men when considered as news subjects. These are all features of the news that were evident in former editions, thus showing that not much has changed over the years. Nevertheless some meaningful findings, including some positive trends, can be outlined, alongside data that provides evidence of the long way ahead towards a more and better balanced gender-aware world of communication.

Women in Italy feature as subjects in the news only 19 times every 100 news story.

The 'hard news' of the politics and economy continue to give higher visibility to men (respectively 85% and 87% vs 15% and 17% for women); with women becoming relatively visible on issues like Science and health (22%), Crime and violence (where they mostly feature as victims, 22%) and Celebrity, arts and media (21%).

Women increasingly appear in the news either as representatives of popular opinion (57%) or to report their personal experience (40%). Men, instead, appear in the news with various functions, and perform almost exclusive roles as expert commentators or spokespersons (well over 80%).

Consistently, news about women tend to stress their social position (as mother, housekeeper, retired person) and not their expertise of professional status.

Also worrisome is the comparison between Italian data and trends emerging from the Global Report and international monitoring: where the global data shows increasing presence of women subjects (24%), Italian women remain 5 point below the global average; all percentages concerning the role and function of news subjects show some points of discrepancy between the Italian and global results, where the global trend seems to be, though slow, more prone to positive transformation, while the Italian context lags behind. Particularly data concerning news with women as a central focus show a huge gap between the Italian and global context: where only 3% of news stories in Italy address specifically women's relevant issues, the global data is 13%, and quite diversified in terms of respective topics (from celebrities to politics, to science and health issues).

Against this background, it is therefore important to highlight some changes that have emerged from the monitoring, which should be considered for their transformative potential.

The first positive outcome in the Italian analysis is that 55% of news are reported by women (14 percentage points higher than 2005, when the female reporters was the 41%). This confirms an already evident trend that the journalistic profession is undergoing a process of feminization, though the GMMP does not allow to look into news making and news rooms to identify roles and responsibilities of 'who makes the news'...

There is a high percentage of women presenters (on Tv and radio) and a possibly growing number of women reporters, though it should also be said that women continue to report mostly 'soft news', like Celebrity, arts and media, but also Legal and Social issues (while men continue to have a privilege position in reporting and discussing hard news related to Politics and government).

And yet if we compare results with former GMMP editions, for the first time we find in Italy a positive correlation between the higher number of women journalists and the attention for issues that pertain specifically to women, as well as attempts to address and challenge stereotypes. Overall, in spite of the gaps and on-going unbalances in reporting gender in the news, there is clearly a larger attention to the feminine universe in the news work of female journalists than in males' work; as well as stronger attempts to challenge stereotypes in news that are reported and/or presented by women.

A DAY IN THE NEWS IN ITALY

10 November 2009 was an ordinary day in Italian news. No single news story dominated the agenda, composed of the following items:

- Berlin after 20 years: world leaders celebrating the fall of the Wall in the German capital;
- Petition to the Italian Chamber of Deputies for precaution custody for under-Secretary to the Ministry of Economy Nicola Cosentino, inquired for collusion with mafia;
- long awaited meeting between President of the Chamber of Deputies Gianfranco Fini and Prime Minister Silvio Berlusconi on the reform of the judiciary system;
- Massimo D'Alema candidate as Minister for Foreign Affairs of the European Union; Catholic bishops' call to policy-makers: "Stop hate, disarmament needed";
- ECOFIN meeting in Brussels: discussion on the goal of bringing budget within stability pact;
- H1N1: update of the number of victims and recommendations for vaccination;
- Rome: relatives of Stefano Cucchi, young man dead in prison after being arrested, declare at the Parliamentary Commission of Inquiry that Stefano did not suffer from anorexia nor HIV. A prisoner to have witnessed the violence suffered by the young Cucchi.
- Also, a landslide on the island of Ischia, occurred during the morning of November 10, makes the new in the television newscast – transmitted in the evening.

These were the main stories presented in the Italian's news media (press, radio and television). As is evident from this agenda, the main subjects in Italian news are men, mainly because the bulk of national news focus on political or public issues, a sphere that still remains largely "a thing of men".

Here an example of media operation and the kind of (in this case qualitative) analysis conducted.

Title of the article: <Foreign affairs: EU, Milliband renounces. D'Alema candidature reinforced>; published on the newspaper // *Messaggero* (p. 1 and 3).

The article concerns the candidature of different individuals (mostly men) to the position of Minister for Foreign Affairs for the European Union. The focus is on the political considerations and the bargaining activities amongst the different European states to indicate and support the person to receive the mandate. Much relevance is given to the candidature of Massimo D'Alema whom, in spite of being an exponent of the Italian opposition, is supported by Prime Minister Berlusconi. The only image is a portrait of D'Alema.

The language used in the article is all in the masculine, as reflected in the box at p. 3, which aims at explaining what is the mandate associated with this official role. The position concerns foreign and security politics for the EU (acronym: PESC) and the box is titled "Mr PESC" giving for granted that the position is to be covered by a man. Up to this point the article is definitely "gender-blind".

The only woman mentioned in the article, Lady Cathrine Ashton, is referred to as someone who does not have a proper curriculum as far as foreign politics experience: talking about a woman in the competition, the comment ends up downplaying her competence and skills. Interestingly enough, she is the one who was eventually nominated as Mrs PESC!

We see a missed opportunity in the fact that no attempt is made to offer more complete information on Ashton, nor to discuss the fact that she was the only woman running for the position in an all-male competition.

THE ITALIAN CONTEXT

Media landscape

Italy, with over 60 million residents, is one of the most populous countries in Europe. The population is widely concentrated in metropolitan areas and the demographic structure of the population is characterized by a high percentage of middle-aged and elderly people, though migratory movements are contributing to redress the trend. The spoken language is Italian, though various minorities are found in the country and their cultural rights are protected by the constitution. The media monitored are all Italian media, only transmitting news in Italian.

According to data available from *Prima Comunicazione online*⁷, in August 2009 there were 64 daily newspapers published in the country, the most influential being owned and controlled by only a few financial trusts: Hdp-RCS group, Fiat, Caltagirone group. In addition there are a number of smaller groups, relevant to generate some debate within the media system (Democrats of the Left, Industrialist's association).

As far as the radio is concerned, the public broadcasting company RAI controls three national AM/FM channels (Radio1, Radio2, Radio3). Public service has a stable dominant market share whilst the four biggest commercial networks account for the other half of total listening rates (worth mentioning, though they have not been analysed in the 2009 GMMP, are radio Montecarlo, Radio One-O-One, Radio deejay, RDS, Radio Italia network). Radio 24 – Il Sole 24 Ore is a more recent radio channel, funded in 1999, featuring several news cast with a significant audience share (last two months of 2009, over 2 million according to Audiradio) and dealing with politics and economics, but also society and news stories.

As far as television is concerned, the Rai (Radiotelevisione Italiana) represents the public pole of broadcasting. Mediaset is a commercial broadcasting group controlled by Fininvest, Berlusconi's personal financial holding. With its three channels (Italia1, Rete4 and Canale5, jointly counting for over 41 % of the audience share) and satellites channels and other assets, Mediaset is the main competitor to Rai. A third TV pole since 2007 is represented by LA7 and Odeon.

There are also some 700 small-medium independent, private, local television stations. Oversight function on local TV channels is exercised by the Co.Re.Coms⁸.

But the most relevant recent transformation relates to the introduction of terrestrial digital television (TDT). New television platforms are diffused at the European level more than satellite and analogue TV since 2008. Italy has operated through a gradual switch-off on the basis of a division of the territory in 16 technical areas, starting in 2007 in Sardinia, followed by Valle D'Aosta, Western Piemonte, Trentino Alto Adige and Lazio. The complete switch-off is foreseen for December 2012. TDT is characterized by reduced use of spectrum and more capacity than analogue, better-quality picture, and lower operating costs for broadcast and transmission after the initial upgrade costs. In Italy it has also been fostered in the attempt to reduce the digital divide still very present in the country: through TDT public services are expected to be made available to the general public, alongside interactive services. Overall the transition to TDT is already changing deeply the landscape of television programming in the country, with many more channels and diversified programming, thus deeply affecting the offer of the public service broadcasting, Rai, as well as of other operators: Mediaset and Telecom Italia Media.

It cannot go unnoticed the already well-known "Italian anomaly", consisting of the position occupied by tycoon Silvio Berlusconi, owner of Mediaset and indirectly controlling a number of other media assets in the country, who has played a prominent role on the political scene in Italy since 1994 and has been re-elected Prime Minister in 2008, thus exerting a direct influence on public service broadcasting: several analyses have outlined the influence exercised by Berlusconi not only on the

⁷ www.primaonline.it/. For data concerning readership and the changing landscape of print and press in Italy, see also <http://www.auditel.it/dati.htm>.

⁸ Regional Committees for Communication, established by the Authority for Communication. See: http://www2.agcom.it/par_condicio/comitati.htm.

television and, more broadly, on the media landscape in the country, but on the very conduct of Italian politics⁹.

Media monitored for GMMP 2010

Print media:

- *Corriere della sera*,
- *Il Gazzettino*,
- *Il Messaggero*,
- *Il Sole 24 ore*,
- *La Nazione*,
- *La Repubblica*,
- *La Stampa*.

Radio channels:

- *Radio 1 (Rai)*,
- *Radio 2 (Rai)*,
- *Radio 3 (Rai)*,
- *Radio 24*.

TV channels:

- *Rai Uno (Rai)*,
- *Rai Due (Rai)*,
- *Rai Tre (Rai)*,
- *Rete 4 (Mediaset)*,
- *Canale 5 (Mediaset)*,
- *Italia 1 (Mediaset)*,
- *La7 Rai News 24 (Rai)*,
- *SkyTg24 (Sky Italia)*.

GMMP entered a new territory with its 2010 edition, conducting a pilot monitoring also on web-based news sources. Nevertheless, Internet news sites were not monitored by the Italian team due to constraints of time as well as a decision made by the coordinators to foster nation-wide collaboration and networking as a priority: we opted for enlarging and strengthening the network of groups and individuals who could take in part in the project, a decision which inevitably implied more time devoted to coordination at the expense of the possibility to experiment with innovative aspects (web-based news), though this is an aspect we recognize as crucial in a changing media landscape. Moreover the invitation to experiment with on-line news came very late and the Italian team had already started its outreach and coordinating activities in the early summer of 2009, thus orientating the whole project in a way that could not be easily rearranged.

As for criteria for the selection of the news media to be monitored, the corpus of analysis has been defined on the basis of two general criteria (according to GMMP instruction): balanced representation of the different daily newspapers/radio and TV channels in the country; and daily newspapers/radio and TV channels' relevance in terms of geographic diffusion and audience reach.

More specifically: for the daily press we decided to monitor and analyse newspapers with different features in terms of circulation, number of readers, target audience, geographical diffusion (national and regional). The decision was therefore made to analyze the following newspapers: the *Corriere della sera* and *La Repubblica*, as "generalist newspapers" with the wider national circulation and higher number of readers; *La Stampa*, as a "generalist newspaper" with a high number of readers, mainly in the North-Western regions of the country; *Il Messaggero*, as a "generalist newspaper" with a high number of readers, mainly circulating in the Centre and Southern part of the country; *Il Gazzettino*, as a popular daily with a significant number of readers, mainly circulating in the North-

⁹ For further information see: Report by Reporters sans Frontiers available at <http://www.didaweb.net/fuoriregistro/documenti/19401rapp.pdf> and *Problemi dell'Informazione* 3/2009 available at European Journalism Observatory: <http://it.ejo.ch/?p=609#more-609>. See also Calise M. (2007). *Il partito personale*, Laterza

East; *La Nazione*, as a popular daily with a significant number of readers, mainly circulating in the Centre; *Il Sole 24 ore*, as an economy-focused newspaper, with a high number of readers, an “elite” type of readership and nation-wide circulation.

Four relevant radio channels were chosen for the GMMP 2009 edition, with high audience rates and mixed content structure: information and entertainment (as in former editions, we preferred to exclude radio channels which, though relevant in terms of audience share, feature content that is mainly oriented to music and entertainment). Among the channels chosen for their articulation and content structure: *Radio Rai 1*, *Radio Rai 2*, *Radio Rai 3*, which are part of the public broadcasting service, being also the older radio stations, with national diffusion and large audience; *Radio 24*, a quite younger and successful radio station, mainly focused on information content, featuring several newscasts and in depth analyses, some of which relevant for the GMMP.

As far as TV news monitoring, we have chosen to monitor all generalist TV channels with nation-wide diffusion in the analogue terrestrial system, since this is where most of the audience share is concentrated. Moreover we selected two channels transmitting through digital terrestrial system and satellite, to reflect the changing landscape of television media in the country. Generalist channels that were monitored are representative of the proprietary assets of Italian television: *Rai Uno*, *Rai Due* e *Rai Tre* are property of the public service company, Rai; *Rete 4*, *Canale 5* and *Italia 1* are the three TV channels of RAI's main private competitor, Mediaset; *La7* is a younger private channel, transmitting nation-wide, and proposing itself as a competitor to the other two assets, thus completing the map of Italian broadcasting, in analogue and with nation-wide diffusion. Among the digital channels that have emerged more recently and are now transforming the Italian broadcasting system, the choice was made to analyse *Rai News 24* and *Sky Tg24*: these are all news channels, and are therefore relevant to the GMMP news-centred concept. Secondly they well represent the new landscape of television transmitted through digital platforms: *Rai News 24*, created on 26 April 1999 thanks to a Service Contract between the Italian public television network Rai and the Italian Minister of Communication, transmits via satellite, via decoder (terrestrial digital), streaming on the Web as well as via IPTV technology on different platforms (such as Fastweb). *Sky Tg24* (Italian digital satellite television platform owned by News Corporation and known as *Sky News Italia* or *Fox News Italy*) was launched on the 31st of July 2003 and transmits via satellite, streaming on the Web and through DVB-H technology on different networks of mobile telephony. Finally, they both have a wide and by now consolidated audience.

Building on GMMP methodology, the Osservatorio di Pavia has promoted a “Glocal media monitoring project”: with the support of 4 Co.Re.Com.¹⁰ (from the regions of Abruzzo, Calabria, Lombardia, Veneto), 16 local TV station from the four regions have been monitored on the same date of GMMP, November 10, 2009. This will offer the possibility to compare data not only at the international and national level, but also between the national and sub-national.

The monitors

63 individuals (including 24 highschool students), divided in ten monitoring teams, took part in the monitoring (for a complete list, see Annex 2 to this Report).

These monitors have monitored 312 news stories and have identified 926 subjects in the news.

TOPICS IN THE NEWS

Topics in the news

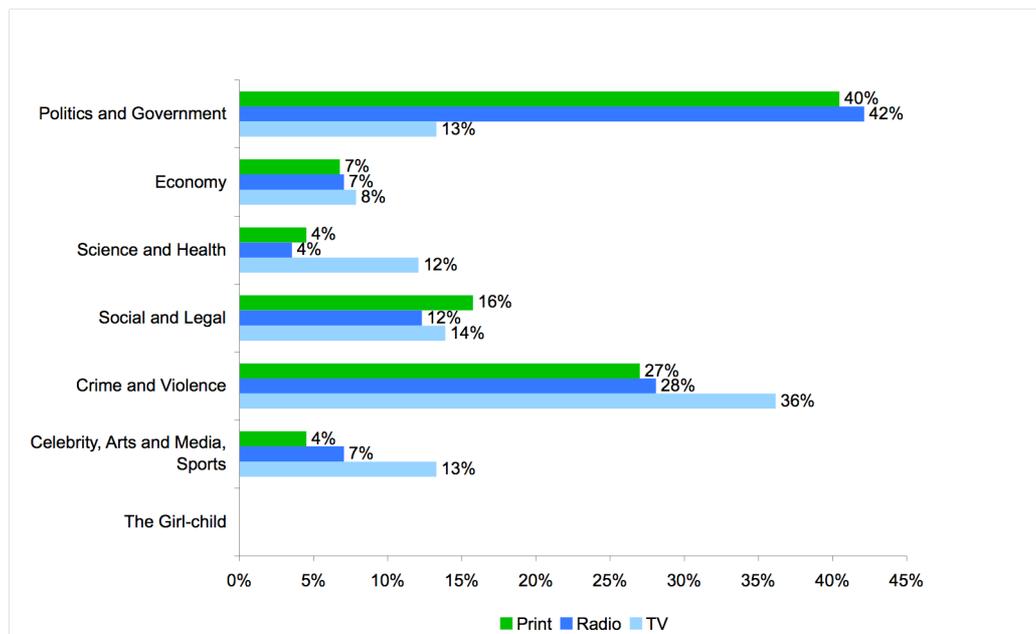
The GMMP methodology classifies news stories under **seven major topic areas**: Politics/government, Economy, Science/health, Crime/violence, Celebrity/Arts/Media/Sports, and the Girl-child (news about girl-children).

The 312 Italian news stories analyzed on 10 November 2009 have been dominated by two issues, Politics/government and Crime/violence; and a third set of issues was also important, especially on

¹⁰ Acronym of Regional Committees for Communication, cfr note 8

television channels: Social/legal matters. It should be outlined that there are some important differences, as far as topics addressed, between print and radio, on the one hand, and television, on the other. Crime and violence is the first issue in television news (36% of the news agenda), the second is Science and legal issues (14%) and third, equal on points, Politics and government, followed by Celebrity, media, arts and sport (13%). The more prominent news in print and radio news concern Politics and government issue (40% and 42%), followed by Crime and violence (27% and 28%). Celebrity, media, arts and sport feature less prominently in print and radio news (4% of print news and 7% of radio news). Clearly, the non visual nature of these media contributes to and partly explains this pattern.

Chart 1. Topics in the news by media

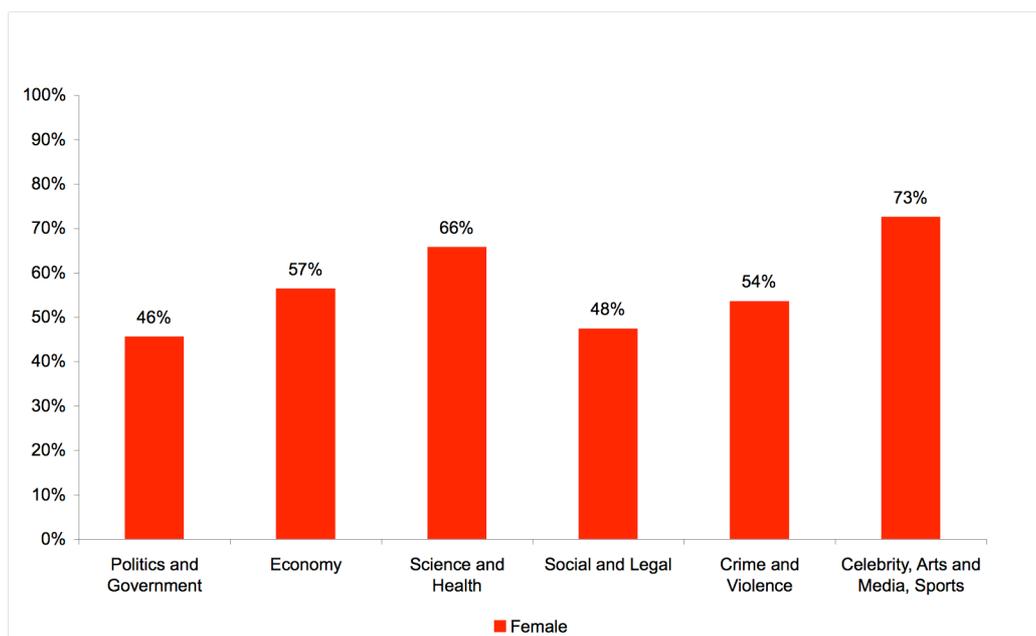


GMMP data do not allow to make statements about the gender composition of the journalistic workforce. To this end, we would need a different study :one that collects statistics about women and men in news organisations and news rooms, in journalist unions as well as professional associations. The GMMP collects data on news stories: not simply who appears in them as subjects of the news, but also who reports them and, in the case of radio and television, who presents them. We can therefore analyse the percentage of stories that are reported and presented by women and men. This offers an approximate, though incomplete, picture of gender balance in Italian newsrooms.

A first positive outcome is that the 55% of news are reported by women: 14 points higher than in the 2005 edition, when female reporters accounted for 41%.

In spite of this, women continue to report mostly ‘soft news’, like as Celebrity, arts, media and sport news. Men, on the other side, prevail in reporting hard news, such those related to Politics and government (54% of cases vs 46% of cases reported by women).

Chart 2. Topics in the news by sex reporter

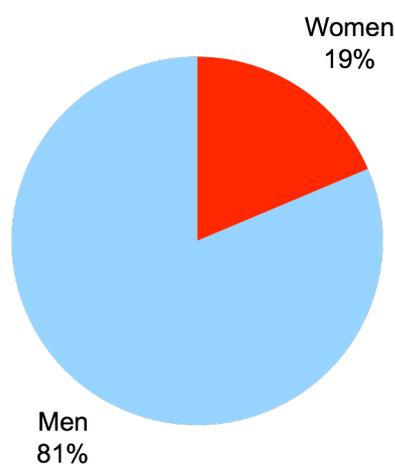


THE NEWS AND NEWS SUBJECTS

Presence of women and men in the news in Italy as news subjects.

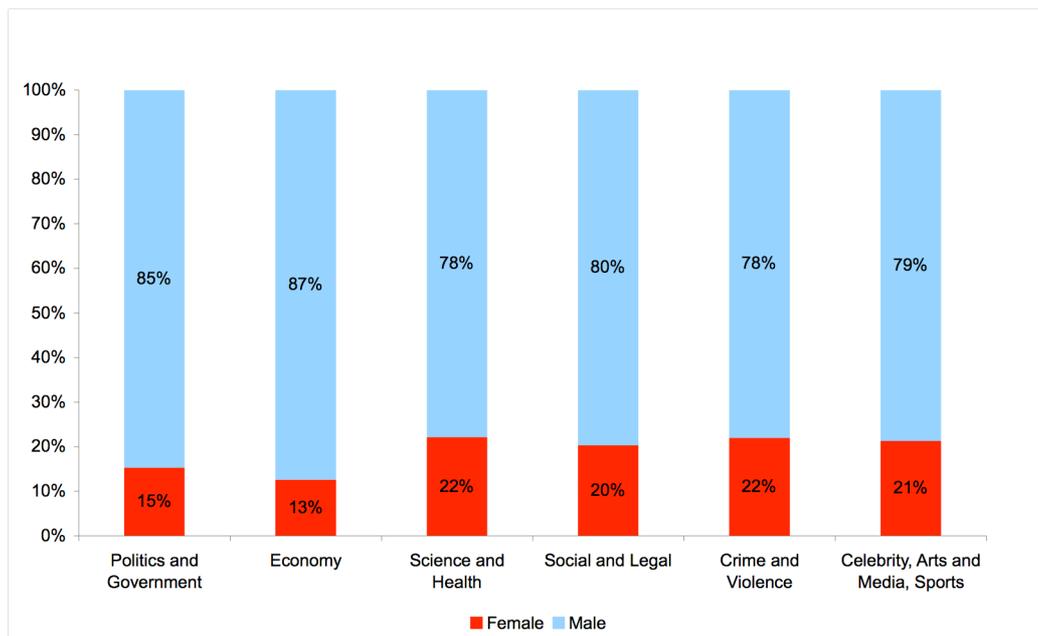
Overall the Italian media monitoring exercise recorded 926 people in the news, including people speaking or spoken of. The percentage of female subjects amongst these 926 subjects is 19%: 5 percentage points higher than 2005 (it was then 14%) and yet clearly below the international average of GMMP 2010 (24%). **If this growing trend continue at the same pace, a balanced representation of gender in the news will be reached in 2040!**

Chart 3. Women and men as subjects in the news



There are three topics in which women feature more often: Science and health, Crime and violence and Celebrity, arts and media, sport. The 'hard news' of the politics and economy continue the trend of giving higher visibility to men.

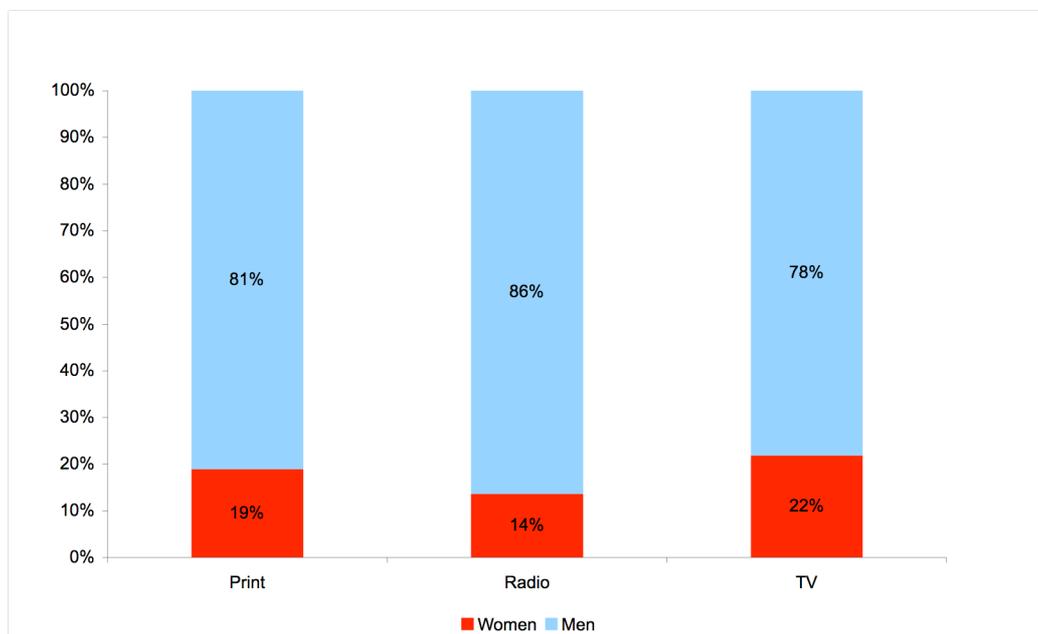
Chart 4. Sex of news subjects by topic



Presence of female and male news subjects by medium: radio, TV and newspapers.

When considering the sex of news subjects according to the medium, we see that the average of 19% of women subjects in the news is split into quite different percentages through the different media: TV confirms itself as the medium that gives highest visibility to women; the radio being, on the contrary, the medium that mostly discriminates women as subjects.

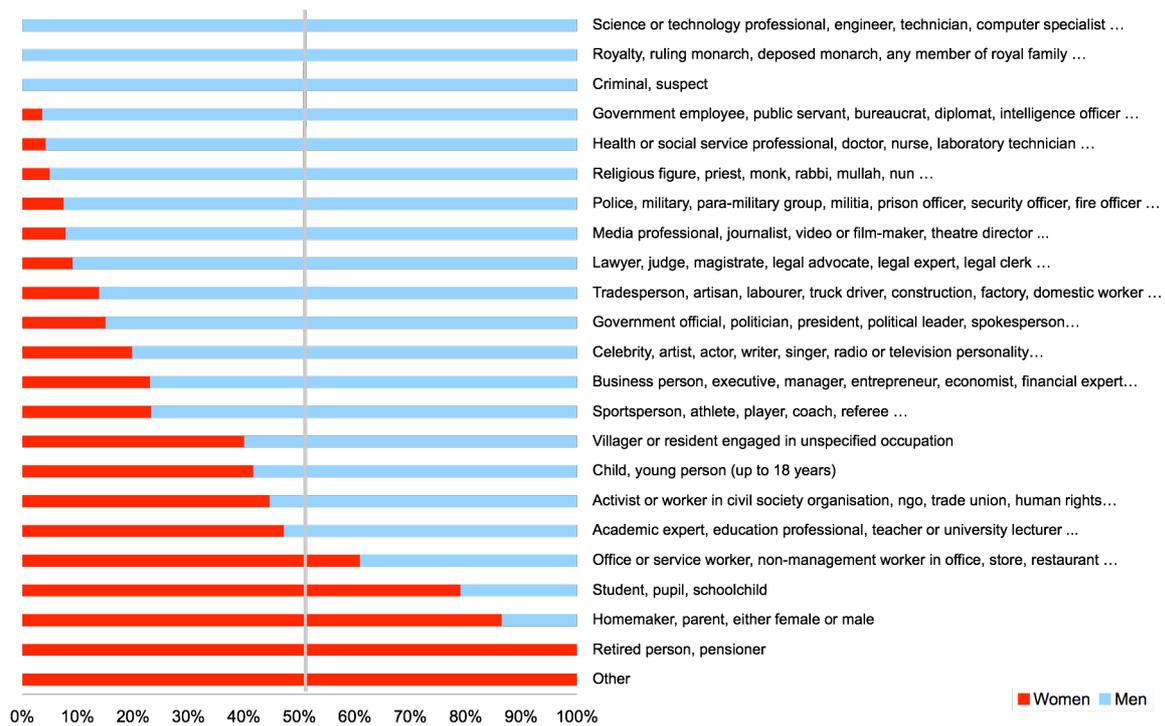
Chart 5. Sex of news subjects by medium



Who are the newsmakers?

In most analysed cases, the newsmakers are men (694 vs 135), a high number of whom are politicians (396). If we compare the percentage of female and male positions/occupations, women reach and sometimes overcome 50% in categories that refer to the subject's social position (retired person, homemaker, parent, student); consistently, as workers women feature more than 50% as news subjects only as office or service workers (61%).

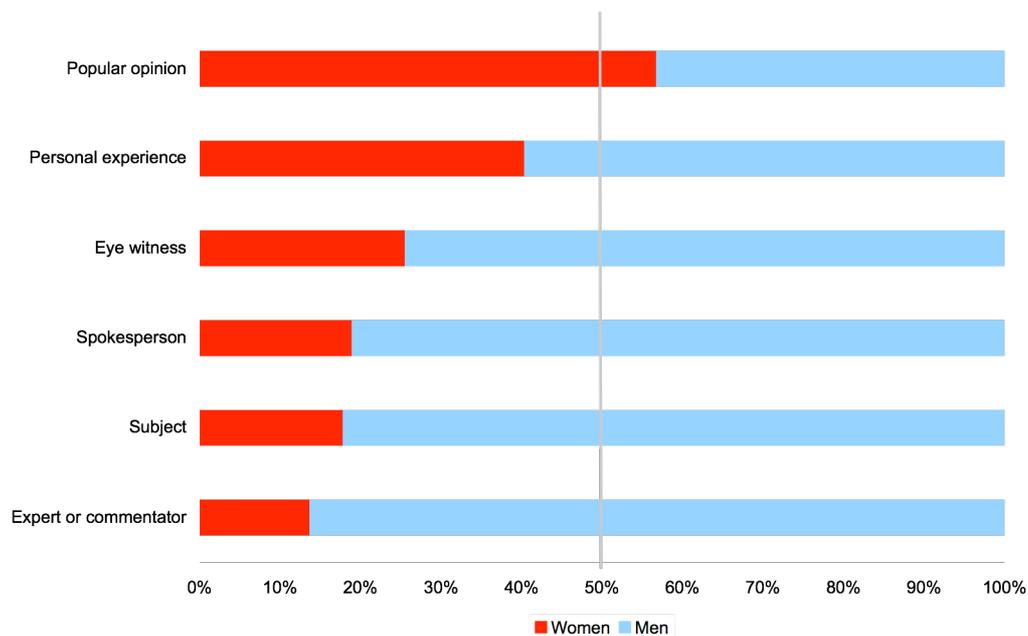
Chart 6. Position or occupation of women and men in the news



Function of women and men as news subjects.

People appear in the news in a wide variety of functions: sometimes they are the subject of the story (the news item is actually about them); sometimes they are spokespersons (they represent or speak on behalf of person or organisation). Other news subjects are asked to provide expert opinion; while some are invited to give opinions based on their own personal experience, or to provide eyewitness accounts. Others are included as representatives of ordinary citizens or are assumed to express popular opinion on an issue or event. The monitoring considers the functions of women and men in the news.

Chart 7. Function of women and men in the news

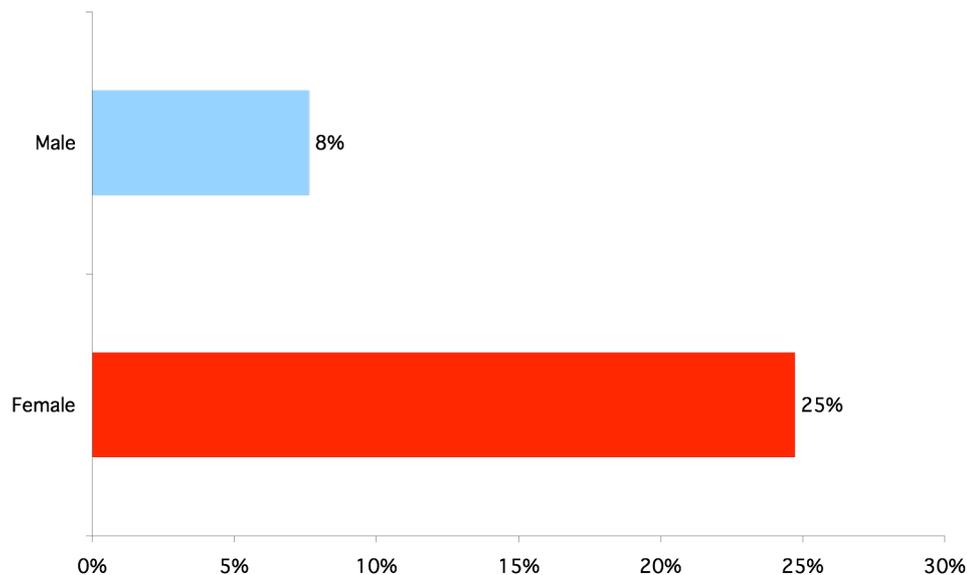


As it can be seen from the chart, women are most likely to appear in the news in a personal and 'anonymous' capacity: either as representatives of popular opinion (57%) or to report their personal experience (40%). This result is consistent with the result about social position or occupations of subjects in the news. Women often appear in the news as representatives ordinary people. Men, instead, appear in the news with various functions mostly like expert or commentator or subjects, people on whom the story.

Constructing 'victims' in the news.

Women are less likely than men to appear in the news but are more likely than men to appear as victims: 25% of female cases vs 8% of male cases. Better said, women rarely make the news and when they do one time out of four this happens because they are victims (of crimes, robbery, rape...).

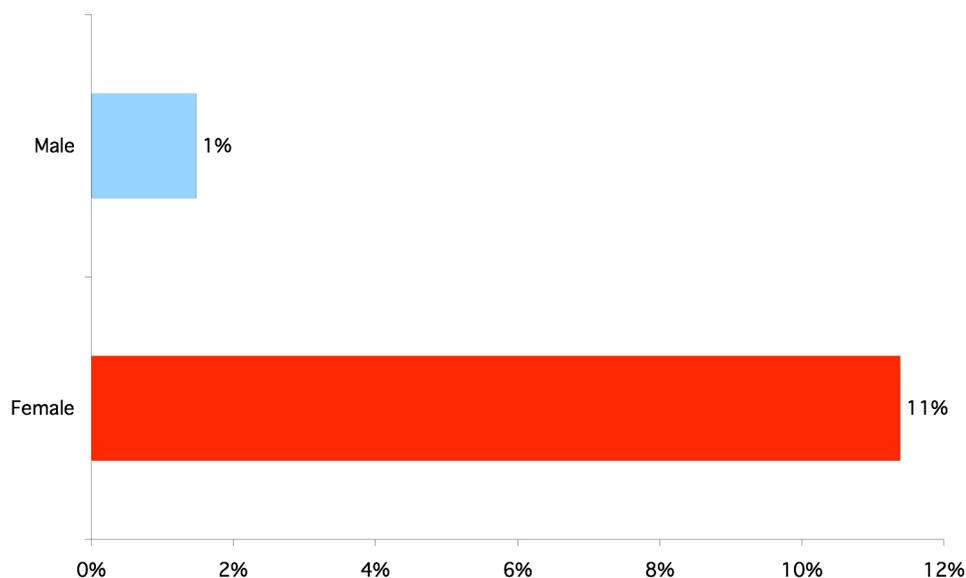
Chart 8. News subjects portrayed as victims



Identity and family status in the news.

Women are much more likely than men to be portrayed by referring to their relationship to other people, instead as being considered autonomous, independent and capable human beings.

Chart 9. News subjects identified by family status



From the data emerges also that it is mainly male journalists who identify female subjects by their family status: 12% of cases vs 7% of female journalists referring to women subjects relational status. Male news subjects, on the contrary, are rarely described referring to their family relation, by both male and female journalists (1%).

Furthermore, as far as images accompanying the news are concerned, female news subjects in print media are less numerous than male subjects (19% vs 81%, see chart 5), but they have a quite similar probability of being visually portrayed, with pictures accompanying the news story (male subjects 22% vs female subject 24%).

WHO DELIVERS THE NEWS?

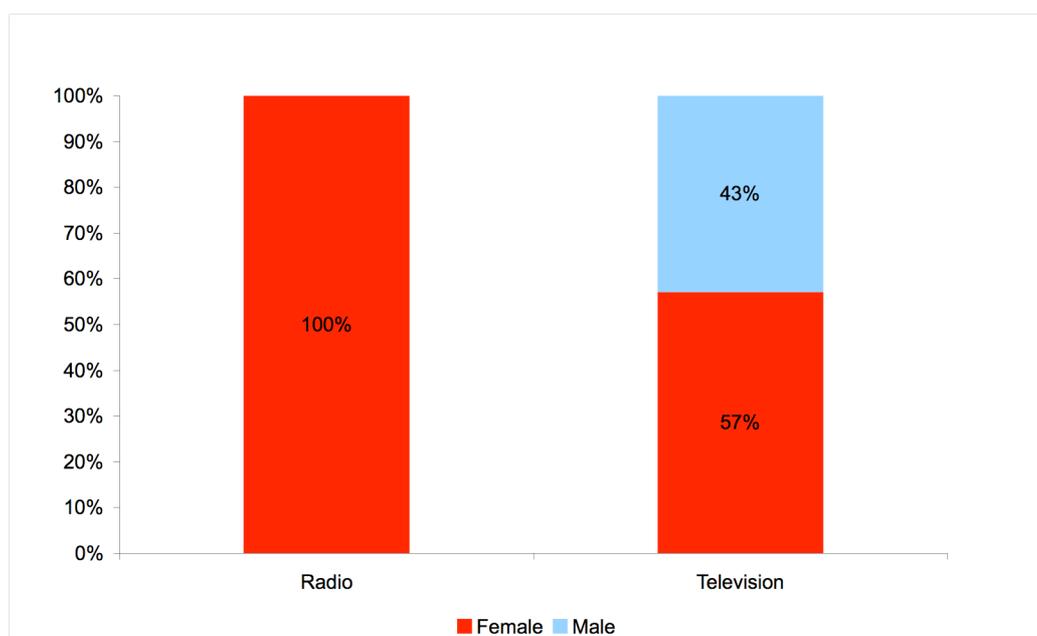
The GMMP is primarily concerned with the content of the news, and specifically with the women and men who appear in it. But news is shaped within news organisations, by journalists and editors who make decisions about what should be covered, and how. To the extent that the gender of media professionals may be a factor contributing to those decisions, the project also focuses on the people who deliver the news.

As states above, the GMMP methodology and collected data do not allow to investigate and assess the gender composition of the journalistic workforce. But in collecting data on the news stories, the GMMP monitors not simply who appear in them, but also who reports them and, in the case of radio and television, who announces them. We can therefore get an approximate picture of gender balance in Italian newsroom by focusing on reporters and presenters.

Announcer.

Most presenters, in the Italian news environment, are female. This result is not surprising for television, where women have for quite some time now 'dominated' the newscast. Differently, the results for the radio are rather new, since former editions of GMMP never showed any significant data or trend in this direction. It may be pure coincidence that during the monitoring day of November 10 all radio news presenters were women, but even if this is a case, it is also indicative of an opening of the radio scene to female announcers.

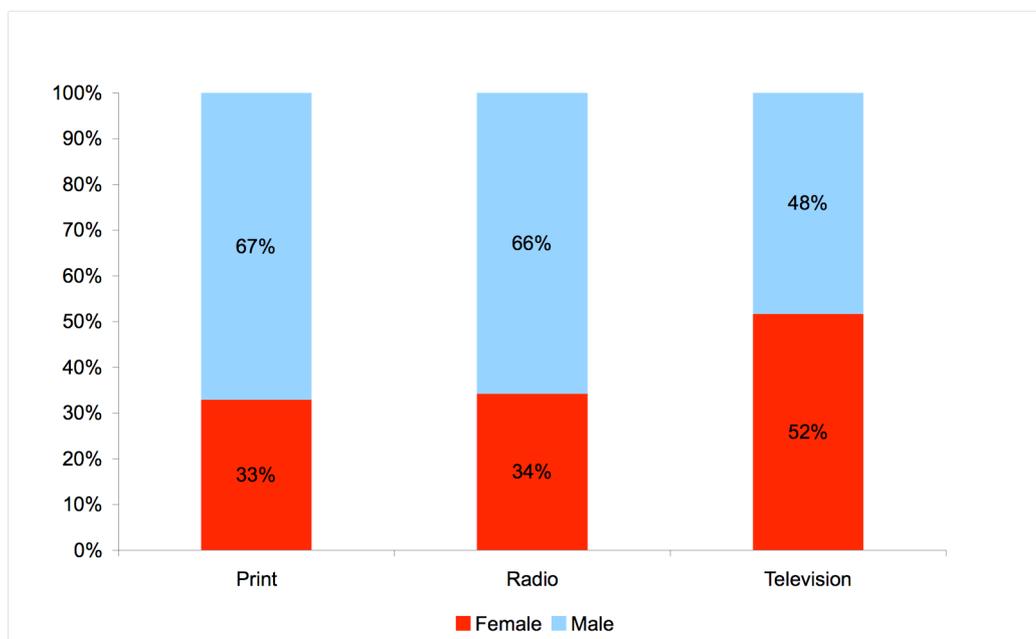
Chart 10. Gender of news announcers by medium



Reporters.

Overall, female reporters in newspapers, radio and TV are 38%, a much lower percentage than female presenters (77%). As in the case of presenters, the percentage varies across the different media. Television shows a better balance between female and male reporters than radio and print media (52% of female reporters vs, respectively, 33 e 34%). In 2005 it was the radio that showed a better balance, with a 48% of female reporters, while television recorded 42% of female reporters.; while the print continues to be the medium more “masculine”. Although the increase of female reporters, from 26% of 2005 to 33% actually is statistically significant.

Chart 11. Gender of reporters by medium



It should nevertheless be outlined that female reporters predominate in only two topics: Science and health (62%) and Celebrity, arts and media, sports (73%). In all other topics, male reporters are the majority.

Table 1. Reporters by sex on major topics area

Story Topic	Reporters			
	Female	N	Male	N
Politics and Government	26%	17	74%	46
Economy	38%	8	62%	8
Science and Health	62%	15	38%	7
Social and Legal	33%	12	67%	26
Crime and Violence	42%	33	58%	44
Celebrity, Arts and Media, Sports	73%	12	27%	4

In spite of the growing number of women reporters, it should also be stressed that female sources of news are far less than male sources: 28% of the news source are women, versus 72% men. Nevertheless, if we consider the gender of news sources in relation to the gender of reporters, we notice that female reporters are more likely than men to make use of female sources (30% vs 11%).

Table 2. Selection of female and male sources by sex of reporters

Gender of sources	Reporters			
	Female	N	Male	N
Female	30%	32	11%	25
Male	70%	76	89%	200

GENDER AND THE NEWS

Sex of reporters in stories with women as a central focus.

Though women are seldom central in the news, results of analyses concerning news where women are a central subject, show that larger attention to the feminine universe is posed by female journalists than by male journalists: women are more often central in the news written by female journalists than in the news written by male journalists (61% vs 39% of cases).

In spite of this promising result, the news where women are central to the story remain a 3% of all news stories. Moreover, few and 'traditional' topics characterize the news that do focus on women¹¹.

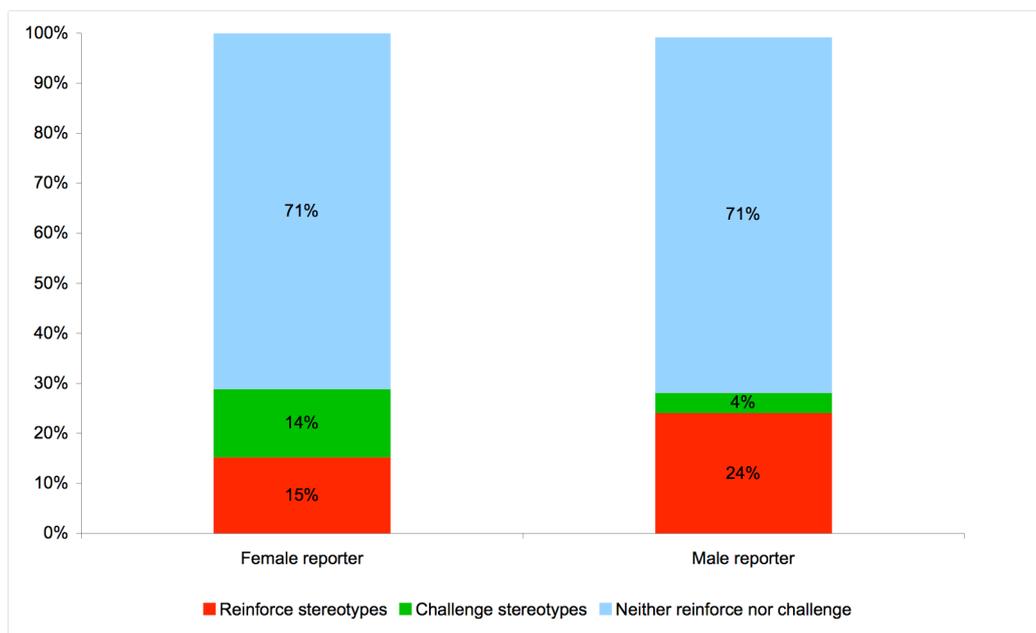
Stories that highlight issues of gender equality or inequality issues.

7% of 311 monitored news November 10, 2009 in Italy, do address issues that pertain to gender equality: this percentage may be meaningful, especially if compared to a global data of 6%, since on most other indicators Italian data lag far behind on aspects that have overtime witnessed positive developments.

Challenging or reinforcing stereotypes?

In 17% of news stories stereotypes are reinforced, while they are challenged only in 7% of cases. It is mainly women news reporters that challenge stereotypes (14% vs. 4% of men); while it is mainly male journalists who reinforce stereotypes (24% vs. 15%).

Chart 12. Stereotype by gender reporter



¹¹ Out of 10 news stories centred on women, only Celebrity news (3 stories) and Beauty Contest, models, fashion (2 stories) were topics in which more than story was presented. Women as electoral candidate, changing gender relations, legal system, arts and entertainment and domestic politics all featured only one story.

GENDER AND JOURNALISTIC PRACTICE

The first part of this Report provides a quite detailed picture of the number of women and men in the world's news on a particular day, the different ways in which they make the news, the roles they play and so on. This is a synthesis of the **quantitative** part of the study.

We know well, that numbers tell only one part of the story. For example a news item that highlights a women's development project, or one that interviews female politicians, may fall into just as many stereotypical clichés as a news item about beauty queens. To get a more complete picture of news content and the messages it contains, we need to analyse the content of coverage also from a qualitative point of view.

To this end, GMMP 2010 suggested a classification of four types of stories, to be analysed with some depth, with a specific focus on how stereotypes appear in the news:

- blatantly stereotypical stories;
- more subtly stereotypical items;
- examples of “Missed opportunities”, i.e. news that fail to explore the gender dimension of issues in the news when the story itself provided an opportunity to do so;
- gender-aware stories: i.e. stories that actually challenge stereotypes or that show a gender balance of sources or gender specific approach.

We have anticipated one of the case of studies considered by the Italian monitoring team - the article about the candidature of different people to the position of minister for foreign affairs for the European Union, published on newspaper *// Messagero*¹² – which we have classified as an example of “missed opportunity”.

Below, we briefly mention three other cases, representative of the qualitative reading that have been done of stories that made the news on November 2009.

Case Study 1. A story that is blatantly stereotypical

Title of article: Elisabetta Canalis posa per la copertina di Playboy (Elisabetta Canalis poses for the cover of Playboy)

Name of newspaper, television or radio channel: *Italia 1*, TV channel

Date: 10th November 2009

Skills for the analysis: focus on images and language

Genre: news story

Summary and analysis:

The news story concerns Elisabetta Canalis, an Italian showgirl, who has posed for photographs to be put on the cover of Playboy. The reporter stresses the fact she should have been more ambitious, “aiming at something more”, since she is George Clooney’s girlfriend.

The topic itself is very stereotypical: it proposes the idea of the woman as an object, beautiful and sensual. Images show the showgirl on the cover of Playboy, while the news also shows Playboy girls in very typical attitudes and clothing. The reporter comments on the fact suggesting Canalis could have aimed at something more important than this, not because she has competences or talent to play out, but because she is the girlfriend of a movie star!

The whole reproduces stereotypes at different levels: a topic that reflects a very images of naked and sensual women, a language that reflects patriarchal manners (the wife of) and a vision that women do

¹² Page 6 of this Report. The story could also be classified as a “subtle stereotypical story” in its giving for granted that “Mr. PESC” would be a male officer.

not have abilities and skills on their own, but can be successful as a consequences of their relation to men.

Case Study 2. A story that conveys more subtle stereotypes

Title of article: Boston, ubriaca cade sui binari: treno fermato in tempo (Boston, drunk woman falls on the underground rails: train stopped in time)

Name of newspaper, television or radio channel: *Sky TG 24, TV channel* (6 pm)

Date: 10th November 2009

Skills for the analysis: focus on language and titles

Genre: news story

Summary and analysis:

A drunk woman falls on the train rails in Boston and remains unharmed thanks to the fact that the train is stopped just in time.

The news is given by the anchorman in TV studios, calling the subject for the whole time “donna” (a woman, the woman) without no further reference. He adds in passing that according the Police report she was drunk but the underlying scrolling text focuses on her being drunk, indirectly conveying a sense of guilt and denounce for an inappropriate behaviour; also reflecting the idea of the woman as fragile, not reliable, marginalized.

In the same news the anchorman mentions the driver (without specification) was able to stop to train, thus avoiding the tragedy, and afterwards being welcomed as a hero.

Differently, all other channels reporting the news did mention the fact that the driver was indeed a woman herself; and a woman employed in a job which is often performed by men (the underground train driver). The way it is treated, the news story not only offers a stereotype (the drunk woman etc) but is also an example of hidden gender: there is no attempt to render a complete piece of information, especially in relation to an aspect (the woman driver who saves the falling woman) that could have been an interesting counterbalance to the main piece of news.

As a different example of news treatment, the same piece of news was offered by Rai 1 (8 pm) where the anchorperson stresses the fact that the driver was a young woman, described as a heroine (in this case also the language used was more gender aware). This is an interesting case study, to outline the fact that the very same piece of news can be dealt with in completely diverging ways as far as strengthening or countering stereotypes, according to the degree of gender-sensitivity shown by presenters.

Case Study 3. A story that is gender-aware

Title of article: Forti, di successo: le ragazze dell’Est. Manager, attrici, ai vertici in politica: la rivincita delle donne dell’ex DDR. (Strong and successful: girls from the East. Managers, actresses, high level politicians: the revenge of women from former DRD)

Name of newspaper, television or radio channel: *Il Corriere della Sera, newspaper* (p. 13)

Date: 10th November 2009

Skills for the analysis: use of data and perspective

Genre: News analysis

The story Is gender specific

Summary and analysis:

Positioning: the article appears within the newspaper section “primo piano” devoted to the 20th anniversary celebration of the fall of the Berlin wall. Thus this interesting gender specific article gains in relevance for the position in the newspaper as well as for its connection with the main topic (Berlin

wall etc). It is therefore interesting to note that this worldwide celebration turns into an opportunity to develop an explicit gender perspective on the meaning, history, changes and developments that have taken place in 20 years since 1989.

There are three pictures: portraits of women representing the areas of politics and entertainments (cinema and television); but the article also refers of women who have become successful in different areas such as sport, politics, literature, business.

Interestingly the analysis that briefly explains these results considers the different historical evolutionary paths of Eastern and Western Germany before and after 1989, and proposes comparisons between the opportunities and constrains that Eastern and Westerns German women experience when entering employment and handling family responsibilities. Thus the article is not only a gender-specific perspective on the historical moment but turns into a sociologically-aware analysis of different gender opportunities in the country.

SUMMARY AND CONCLUSIONS

What do these findings tell us about media coverage of women and men in Italy? What trends can be identified and what differences highlighted in comparison to results from former GMMP editions? What similarities and differences characterize Italian findings from the 2010 edition, also in relation to Global results?

GMMP 2010 confirms the growing presence of women journalists, though this is only traced on the basis of their visibility in the news and not from in depth investigation in the news rooms and editorial boards. Also the overall visibility of women in the news is higher than it was in 2005 (19% vs 14%); yet the Italian data falls behind a global data of 24%.

In spite of a larger presence in the news media, women's visibility and portrait tend to remain more anonymous than men's: women are much less represented than men in all professional categories; they are often interviewed and heard as expression of a popular opinion; one fourth (25%) of their presence on TV depends on their being victims of violence and crime (in the case of men the value is 8%).

Rarely women are the central focus of news (only 3%). Within this 3%, in 7 cases out of 100 specific mention is made of issues concerning equality/inequality between men and women.

In 17% of news stories, stereotypes are reinforced by the way the news is conveyed; while in only 7% of cases stereotypes are overtly addressed and challenged.

From this perspective, it is possible to identify a bigger effort in journalistic practices to challenge stereotypes, in comparison to the 2005 edition of GMMP (from 1% to 7% of challenged stereotypes). At the same time, it is also true that a strengthening of blatant stereotypes is as well at work (from 5% in 2005 to 17% in 2010).

In moving from 2005 to today's edition what can be noticed is a smaller area of neutrality, where stereotypes are neither strengthened nor challenged. It becomes therefore interesting to link the data concerning trends and stereotypes with the gender of journalists: what we see today is a higher number of challenged stereotypes in news that are reported and/or presented by women (14% of cases vs 4% of men presenters); while there is a higher percentage of strengthened stereotypes when male journalists report the story (24% vs 15% in the case of female journalists).

This leads us to conclude that possibly a revival of the public debate on women and images in the media, which in Italy has been reactivated over the past two years engaging many journalists and media professionals, may have contributed to make the category (or part of it) better aware of the possibilities and need for more gender-aware journalistic practices in the country.

THE NEXT FIVE YEARS

Section J of the Beijing Platform for Action, on Women and Media, remains the standard against which actions and interventions to promote gender awareness and dignity in and through the media should be promoted as well as assessed. The following proposals and plans are therefore to be conceived as means to “*Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication*” (J.1) and to “*Promote a balanced and non-stereotyped portrayal of women in the media*” (J.2) as final goals.

Amongst planned action that relate directly to the GMMP 2010 Report, both national and Global, is a series of meetings throughout the country (an updated calendar of events is available at: www.osservatorio.it), that aim at strengthening the linkages that have been created thanks to nation-wide cooperation in the GMMP. Such encounters will also attempt to meet a number of strategic goals:

- **Foster the debate and discussion** around GMMP as well as other research and relevant knowledge **engaging women and men working in the media, in academia and in associational civic structures**: we need to develop the bases for a multi-vocal conversation, grounded in the respect of each category’s perspective and competence, but built towards common goals and concrete aims. This multi-vocal conversation has been activated thanks to GMMP, and now needs to be taken to a higher level, engaging with both mainstream and alternative media to re-discuss respective roles and responsibilities as far as gender-related matters (language, images, employment, training etc).
- **Promote a much more public awareness of the several initiatives that compose the Italian landscape** focusing on women’s presence in and practices through the media: overcoming existing fragmentation is not only a must if we are to foster common action, but it also a way to make serious and innovative initiatives better known and more accessible to the broader public. Signs of a re-emerging public attention for gender-and-media-related issues provide a stimulating background against which to plan for more publicly visible interventions.
- **Foster training and educational activities**, both at the level of journalist professional training and in more general media literacy programs: developing modules and materials for gender-aware media education, and sharing with existing European and international initiatives, is a precondition to create gender-aware communication societies starting from creating awareness and fostering enthusiasm amongst younger people. Academic degrees of communication studies should discuss joint efforts in developing curricula, pushing for thematic modules to be offered.
- Also, **joint research efforts** should be conducted, to develop a complete and indepth understanding of the cultural, economic and political constraints that affect the slow transformation of news making in relation to gender in Italy, taking advantage of the interdisciplinary competences available and the social capital that has been activated, once again thanks to the GMMP. Also, in this context, fostering the networking of existing structures, such as repositories, observatories and research structures, should be promoted as an added value from which all such structures could derive benefit.
- Finally, a **direct channel of communication** (and line of action) **should be activated with political interlocutors** (relevant ministries, commission of vigilance for the Rai, Authority of communication) **and media professional structures** (individual media and networks, FNSI as well as IFJ) to promote the principles of gender-balanced representation and participation of women in all media, while acting concretely to overcome shortcomings in respecting existing guidelines. Here again, a principle of publicity towards the broad public and better knowledge of existing commitments that have been made by all involved actors (including juridical provisions, codes of conduct, guidelines), should be considered priority for any such intervention.

Annex 1. Methodology

GMMP is a one-day study of the representation and portrayal of women and men in the news media. It is the largest and longest longitudinal study on gender representation in the world's news media. It is also the largest advocacy initiative in the world on changing the representation of women in the media; and it is unique in involving participants from grassroots community organizations, universities and research centres and media practitioners, who participate on a voluntary basis. GMMP is a one day monitoring exercise, based on a common methodology, that is applied by all country-based monitoring teams.

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

Gruppo di lavoro	Monitor	Istituzione di riferimento
Team 1	Milly Buonanno	Università di Roma La Sapienza
Team 1	Michaela Gravila	Università di Roma La Sapienza
Team 1	Stella Teodonio	Università di Roma La Sapienza
Team 1	Ambra Malagola	Università di Roma La Sapienza
Team 1	Fabio Corsini	Università di Roma La Sapienza
Team 2	Giada Ceolon	(Università di Padova)
Team 2	Tatiana De Federico	(Università di Padova)
Team 3	Valentina Deho	Università di Pavia
Team 3	Michela Pagano	Università di Pavia
Team 4	Monia Azzalini	Osservatorio di Pavia
Team 5	Marina Cosi	Rai
Team 5	Marina Dotti	Mediaset
Team 5	Lucia Mazzer	Il Giorno
Team 5	Rita Musa	Rai
Team 6	Laura Di Lucia Coletti	Liceo Scientifico G. Bruno
Team 6	Marta Battistella	Liceo Scientifico G. Bruno
Team 6	Federico Bean	Liceo Scientifico G. Bruno
Team 6	Valerio Berton	Liceo Scientifico G. Bruno
Team 6	Marco Borgato	Liceo Scientifico G. Bruno
Team 6	Francesca Cajani	Liceo Scientifico G. Bruno
Team 6	Giovanni D'Amico	Liceo Scientifico G. Bruno
Team 6	Marco Donadon	Liceo Scientifico G. Bruno
Team 6	Nicolò Favaretto	Liceo Scientifico G. Bruno
Team 6	Massimiliano Griletti	Liceo Scientifico G. Bruno
Team 6	Giulia Gritti	Liceo Scientifico G. Bruno
Team 6	Carlo Lugnan	Liceo Scientifico G. Bruno
Team 6	Silvia Marinotto	Liceo Scientifico G. Bruno
Team 6	Andrea Mazzocco	Liceo Scientifico G. Bruno
Team 6	Jacopo Gianmaria Melazzi	Liceo Scientifico G. Bruno
Team 6	Francesca Memo	Liceo Scientifico G. Bruno
Team 6	Maddalena Motta	Liceo Scientifico G. Bruno
Team 6	Patricia Pirtac	Liceo Scientifico G. Bruno
Team 6	Angela Quarti	Liceo Scientifico G. Bruno
Team 6	Viola Rampado	Liceo Scientifico G. Bruno
Team 6	Ricardo Salin	Liceo Scientifico G. Bruno
Team 6	Serena Sandri	Liceo Scientifico G. Bruno

Team 6	Sofia Scalari	Liceo Scientifico G. Bruno
Team 6	Simone Scaravelli	Liceo Scientifico G. Bruno
Team 6	Alessandra Terzo	Liceo Scientifico G. Bruno
Team 7	Serena Dinelli	Aspettare stanca
Team 7	Agnese Canevari	Aspettare stanca
Team 7	Annalisa Castaldo	Aspettare stanca
Team 7	Barbara Gigante	Aspettare stanca
Team 7	Barbara Todaro	Aspettare stanca
Team 7	Cristina Michelini	Aspettare stanca
Team 7	Cristina Sanna	Aspettare stanca
Team 7	Daniela Cascone	Aspettare stanca
Team 7	Graziella Rivitti	Aspettare stanca
Team 7	Laura Silvestri	Aspettare stanca
Team 8	Matilde Ferraro	Università della Calabria
Team 8	Giovanna Vingelli	Università della Calabria
Team 8	Maurizio Alfano	Università della Calabria
Team 8	Adele Medaglia	Università della Calabria
Team 8	Irene Signorelli	Università della Calabria
Team 9	Valeria Ottonelli	Università di Genova
Team 9	Mirella Pasini	Università di Genova
Team 9	Gabriele Badano	Università di Genova
Team 9	Lisa Lanzone	Università di Genova
Team 9	Simone Mandelli	Università di Genova
Team 9	Alasia Nuti	Università di Genova
Team 10	Nella Condorelli	Women in the city
Team 10	Zenab Ataalla	Women in the city
Team 11	Valeria Vilardo	Women in the city-UNIFEM



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