

**WHO
MAKES THE
NEWS?**



KOSOVO

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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Preface

Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'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

- In the last two decades there has been an immense mobilization of women in Kosovo³ working on women's rights and gender equality. The vibrant Women's Movement in Kosovo has fostered both the discourses and practices of gender equality and women's empowerment. In response to the broader trends for greater democracy and international recognition, the Kosovo institutions have embraced policies on gender equality and gender mainstreaming. However, there is much to be done to achieve greater equality between women and men in Kosovo. The media monitoring is an important vehicle for evaluating and monitoring how the media not only portray gender, femininity and masculinity but to

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

³ Kosovo is the youngest state in the world. It declared independence on 17 February 2008 and until now 69 UN member states have recognized Kosovo's independence. For more see <http://www.kosovothanksyou.com>. (accessed 2 August 2010).

study also the factors that hamper gender equality and promotion of women and girls as subjects of social, political, economic and cultural fields.

Kosovo has a sound legislation on gender. The following legal and institutional mechanisms promote gender equality:

- Kosovo Law on Gender Equality
- Anti-Discrimination Law
- Law on Social and Family Services
- Family Law of Kosovo

And the following gender equality mechanisms enact gender policies at the national and local levels.

- The National Action Plan for the Achievement of Gender Equality in Kosovo (April 2004).
- The Gender Issues Technical Group (GITG) that has developed the gender mainstreaming component as an integral part of the Kosovo Development Strategy and Plan (KDSP) 2007-2015.
- Focal points on gender at all Ministries and Inter-Ministerial Council on Gender Equality comprised of Ministerial Gender Focal Points.
- Gender Equality Officers in each municipality.
- The Department of Social Welfare (DSW) in the Ministry of Labour and Social Welfare (MLSW) which is responsible to protect women and children and is mandated to provide family risk assessments and to provide shelter and support.

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.

The Centre for Research and Gender Policy (CRGP) aims at promoting gender policy in the overall public policy in Kosovo. Research in gender is one of the main tools to inform the policy processes and development. Hence, the research in media is a sound base for analysis and reflection on advances and obstacles to institutionalization of gender policy but also of changing/or status quo of gender roles. The CRGP has conducted research on gender and print media prior to engaging in this project. However, this is the first time that the CRGP is taking part in the GMMP.

Executive Summary

- 13 media outlets were selected on the 10th November monitoring day. The major public television station – Radio Television of Kosova (RTK)—that has the largest audience share in Kosovo media market, and the two public radio stations: Radio Kosova and Radio Blue Sky.
- Overall, news stories ignore issues concerning equality or inequality between women and men.
- The major news stories on the monitoring day in Kosovo focused on: politics and government, economy, science and health, and social and legal topics. However, news focusing on politics and government had dominated the news agenda on the 10th of November 2009.
- The vast majority of reporters are male (85%). Only 15% of news reporters are female.
- Overall, the newsmakers are men, and the subject of the news is overwhelmingly male.
- The female voice as an expert or commentator in the news subject is only 8%.
- 92% of the subjects of news as experts and commentators are male. The presenters in broadcasting media in Kosovo are overwhelmingly female: 75% in contrast to 25% of males.
- The gender ratio of news announcers in the radio is 77% female in contrast to 23% male.

- 19% of the reporters in the print media are female, and 81% are male, and on radio it is 100% male.
- Stories with women as a central focus in Kosovo are to be found in the following topics:
 1. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty;
 2. Arts, entertainment, leisure, cinema, theatre, books, dance;
 3. Women electoral candidates (local, regional, national);
 4. Beauty contests, models, fashion, beauty aids, cosmetic surgery;
 5. Changing gender relations, roles and relationships of women and men inside and outside the home;
 6. Legal system, judicial system, legislation (apart from family, property & inheritance law);
 7. Other domestic politics/government (local, regional, national), elections, speeches, the political process.
- Overall, news is not gender sensitive. Moreover, media reinforces gender stereotypes.
- The monitoring has not discerned any article that constructs/makes females “victims in the news”. The identity and family status of the news subject has not been identified either.
- Overall, images of male subjects and female subjects that appear in the media do not show a difference. In news/stories without photographs the gender gap is only 2% in favour of males (female 26% and male 28%) and in the news when images accompany the story there is a slight advantage by 2% of females, in total 74%, compared to 72% of males.

A DAY IN THE NEWS IN KOSOVO

The news agenda in Kosovo on 10 November 2009 focused on the following news/stories:

1. Municipal elections 2009 and fears of low voter turn out;
2. Recognition of Kosovo’s independence by New Zealand;
3. EU policies in Kosovo;
4. The anniversary of the fall of the Berlin Wall;
5. Risks of swine flu spreading in Kosovo;
6. Economy: the energy sector and the government plan for the new power station in Kosovo.

Women have been invisible in the media and their voices are relatively absent. The front page of the newspaper *Epoka e Re* with photos of seven male politicians is as an illustration of ignoring women as subjects in the news in particular and society, politics and culture in general.

THE CONTEXT

A large number of media outlets exist in Kosovo, offering a wide array of information and entertainment. The television sector is made up of three Kosovo-wide broadcasters and 18 local TV stations. Today, RTK broadcasts 24 hours a day, covering 75 per cent of Kosovo’s population through terrestrial transmission and satellite broadcasting. Commercial RTV21 and KTV have the same coverage as the RTK. There are also four nationwide radio stations, two public (Radio Kosova and Radio Blue Sky) and two private (Radio 21 and Radio Dukagjini). The country has also 90 local radio stations (some airing in Serbian and others in several languages). The Prishtina based media outlets are the most influential. There are eight daily newspapers with Kosovo-wide coverage, but their circulation is low, hovering around 30,000 copies in total. The majority and minority groups have access to diverse media contents.

13 media outlets have been selected in the 10th November monitoring day. The major public television station – Radio Television of Kosova (RTK) - that has the largest audience share in the Kosovo media market, and the two public radio stations: Radio Kosova and Radio Blue Sky. Other media included in the monitoring project are eight daily newspapers. However, it is the newspaper *Koha Ditore* that has the widest circulation. Seven other newspapers represent print media included in the monitoring have political relevance not only in terms of information they carry to the broader public in Kosovo, but also gender ideologies stemming from different political ideologies and platforms.

The list of the monitored media is as following:

1. The Radio and Television of Kosova (RTK)
2. Radio Kosova
3. Radio Blue Sky
4. *Koha Ditore* daily newspaper
5. *Kosova Sot* daily newspaper
6. *Bota Sot* daily newspaper
7. *Zëri* daily newspaper
8. *Epoka e re* daily newspaper
9. *Lajm* daily newspaper
10. *Express* daily newspaper
11. *Info Press* daily newspaper

Three monitors have taken part in the project are:

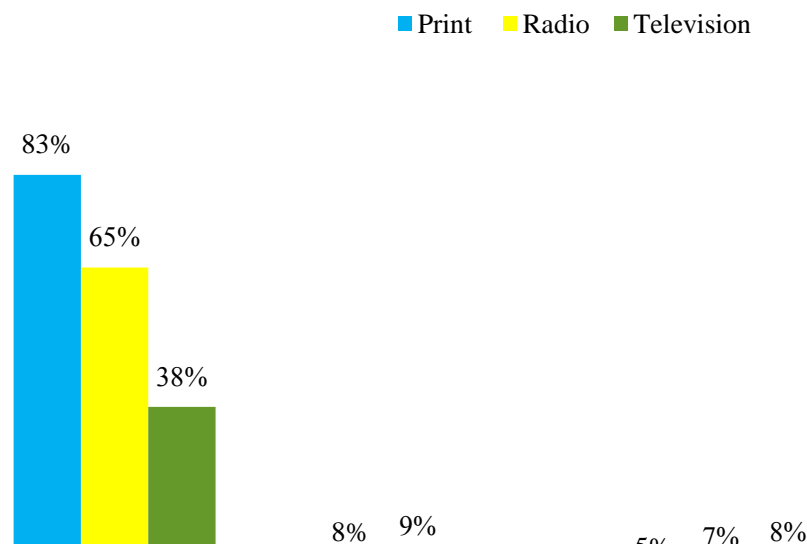
1. Teuta Osmani
2. Enver Gashi
3. Afërdita Hoxha

In total 162 stories/news have been included and analysed in the monitoring project.

TOPICS IN THE NEWS

The major news stories on the monitoring day in Kosovo include: politics and government, economy, science and health, and social and legal topics. However, news focusing in politics and government dominate the news agenda (See Figure 1).

Figure 1. Main news stories on 10th November 2009 in Kosovo



Source: GMMP 2009

The gender composition of reporters shows a bias in news/stories related to politics and government with an overwhelming of reporters 85% being male and 15% female. In reporting on economic issues the gender difference is close to half-half: 44% female and 56%. Women reporting focuses more on crime and violence

54% compared to 46% of reporting of men. Female reporters outnumber men in stories on social and legal issue 78% compared to 22% of male and celebrity, arts and media 65% female and 35% male. (See the table 1.)

Table 1. Gender ratio of female and male reporters in Kosovo.

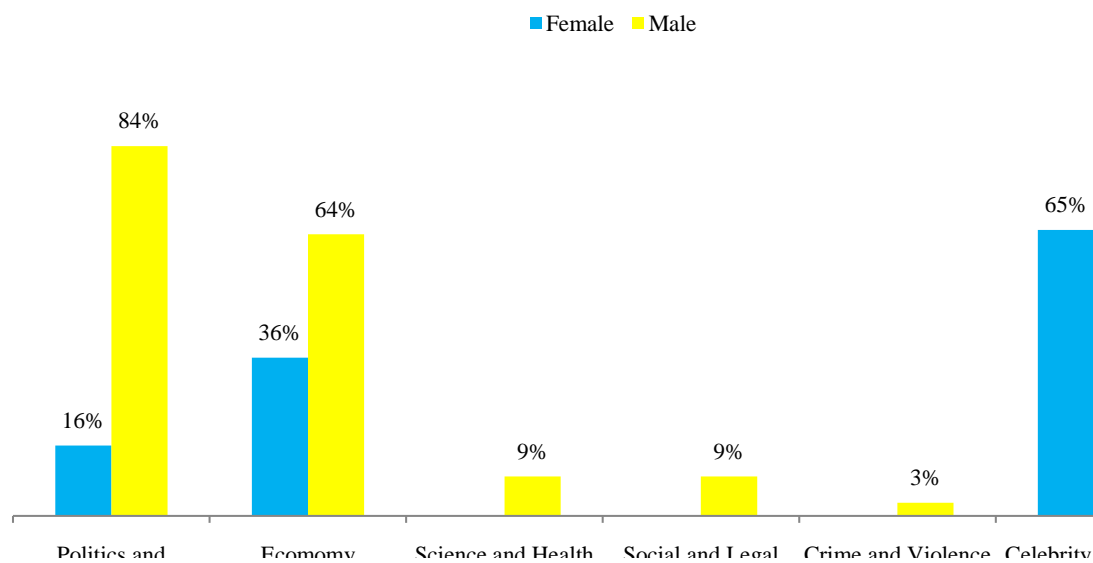
Table 1. Gender ratio of female and male reporters in Kosovo	Female	Male
Politics and Government	15%	85%
Economy	44%	56%
Science and Health	25%	75%
Social and Legal	78%	22%
Crime and Violence	54%	46%
Celebrity, Arts and Media, Sports	65%	35%

Source: GMMP 2009

THE NEWS

Overall, presence of women in the news in Kosovo as news subjects, reporters and presenters is considerably lower compared to men. However, female as subjects of news is higher than those of males in reporting on topics related to celebrity, arts and media, and sports (See Figure 2).

Figure 2. Gender in news subjects, reporters and presenters in Kosovo



Source: GMMP 2009

The media monitoring reveals that the sex of the news subjects in print, radio and TV news is overwhelmingly male. It is striking that the subject of television news is only male. In the print media 82% of the news comes/is about male. In the radio the male only 11% of the news is female and 98% is male.

The gender bias in news subjects quoted as sources of information in stories about local, national and international affairs is noticeable, too. In local news only 15% of those quoted are female compared to 85% of male. In national news the percentage of women is higher when compared with local and national news with 25% female against 75% males. In international news only 12% are female compared to 88% males. However, it is striking figure that in the international news only 2% of all news women are quoted as sources of information.

The presence of female and male subjects of story topics in Kosovo reveals the following:

Women present as election candidates (female 96% and male 4%); in stories on politics and government (female 43% -male 57%); in economic policies, strategies, models at the national and international levels (female 67% -male 33%); economic indicators, statistics, business, trade, stock markets: female 33% -male 67%. Women are highly represented as news subjects in arts, entertainment, leisure, cinema, theatre, books, dance with 67% compared with 33% of male.

Overall, the newsmakers are men. The following is the gender breakdown of occupation of news subjects related to the three news categories:

1. Government official, politician, president, government minister, political leader, political party staff, spokesperson: **female 17% -male 83%**.
2. Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker: **female 25% - male 75%**, and
3. Media professional, journalist, video or film-maker, theatre director: **female 67% -male 33%**.

As noted earlier the subject of the news is overwhelmingly male. Only 16% of the subjects of the news is female compared to 84% of males. The second comes the spokesperson as a news subject where vast majority is male (75%) compared to 25% of female spokespersons. However, the female voice as an expert or commentator in the news subject is only 8%. The vast majority of the news subject as expert or commentator is male (92%).

The monitoring has not discerned any article that constructs/makes females “victims in the news”. The identity and family status of the news subject has not been identified either.

Overall, images of male subjects and female subjects that appear in the media do not show a difference. In news/stories without photographs the gender gap is only 2% in favour of males (female 26% and male 28%) and in the news when images accompany the story there is a slight advantage by 2% of females, in total 74%, compared to 72% of males.

WHO DELIVERS THE NEWS?

The presenters in broadcast media in Kosovo are overwhelmingly female: 75% in contrast to 25% of males.

The gender ratio of news announcers in the radio is 77% female in contrast to 23% male. However, announcers in the television station are female solely. Announcers in the local/domestic stories were all female. However, women are over represented as announcers in foreign/international news (80%) compared to 20% of male announcers.

When looking at the presence of women and men as announcers in major news topics, overall the percentage of females is the highest. However, men represent 21% as announcers in news on politics and government compared to 79% females; economy 25% compared to 75% of females. And the news on topics of science and health as well as crime and violence are solely announced by females.

19% of reporters in the print media are female 19% and male 81%. Reporters in the radio are 100% male. When looking at the sex ratio of reporters on domestic and international news the monitoring reveals a huge difference. Reporters of local, national and international news are overall, male. It is only 16% female compared to 84% male; in the national news, 21% is female and 79% is male; and in the national and other, 32% is female and 68% male. In addition, reporters in the international news are 100% male.

Overall, the major topics of male reporters are politics and governance, economy, science and health. And women report focus on crime and celebrity, arts, media and sports. However, there is 50-50 share in the reporting on news on crime and violence between male and female reporters.

GENDER AND THE NEWS

Overall, the female reporters in stories with women not as a central focus make only 18% of the media news/stories compared to 82% of males. However, the situation is a bit different in stories where women are central with 25% of female reporters compared to 75% male reporters

Stories with women as a central focus in your country include the following topics:

- Celebrity news, births, marriages, deaths, obituaries, famous people, royalty;
- Arts, entertainment, leisure, cinema, theatre, books, dance;
- Women electoral candidates (local, regional, national);
- Beauty contests, models, fashion, beauty aids, cosmetic surgery;
- Changing gender relations, roles and relationships of women and men inside and outside the home;
- Legal system, judicial system, legislation (apart from family, property & inheritance law);
- Other domestic politics/government (local, regional, national), elections, speeches, the political process.

Overall, stories ignore issues concerning equality or inequality between women and men.

As noted earlier, the number of stories by female reporters is lower compared to those of men. News stories reinforce and support more than challenge gender stereotypes. Most of the stories focusing on politics and governance, economy, science and health, social and legal issues, crime and violence and celebrity, arts, media and sports. On the other hand, occasionally news stories challenge gender stereotypes, e.g. are to be seen on the news reporting on the following topics: women in political power and decision-making (local, regional and national), women electoral candidates, peace negotiations, other domestic politics, global partnership (international trade and finance system), foreign/international relations with other countries, negotiations, treaties, UN peacekeeping; other stories on politics and governance; economic policies, strategies, models (national and international); economic indicators, statistics, business, trade and stock markets; economic crises, state bailouts of companies, company takeovers and mergers; poverty housing, social welfare and aid to those in need.

GENDER TRENDS IN INTERNET NEWS

n/a

GENDER AND JOURNALISTIC PRACTICE

- The journalistic practice must address gender stereotyping in the news reporting. We present two cases of gender stereotyping: blatant and subtle, in the news reporting on the monitoring day.
- **Case 1. Blatant stereotyping**

The front page of the newspaper *Epoka e Re* with photos of seven male politicians is as an illustration of ignoring women as subjects in the news in particular and society, politics and cultural in general.

Case 2. Subtle stereotyping

The article “Ëndrra e Gjakovare” (“The Gjakova Dream”) published in the daily newspaper Express (p.9) stereotypes the female subject in the article: the politician Mimoza Kusari, the candidate for mayor of the Gjakova municipality. First she is represented with two male leaders of the parties in coalition: the president of the Aleanca për Ardhmërinë e Kosovës (AAK) [Alliance for Future of Kosovo], Behxhet Pacolli, and the president of the Lidhjes Demokratike të Dardanisë (LDD) [Democratic League of Dardania] and praised and legitimized by them as the best candidate ever for the municipality. Second, the quote of Mimoza’s speech where she mentions her son can be seen as a way of valorising motherhood. Thus, candidates who are also mothers are to be seen as worth of political and electoral processes and voting for. Finally, the article speaks through a male voice and tone thus reinforcing the female as second and defined by a male subject.

SUMMARY AND CONCLUSIONS

- Despite considerable efforts by various actors over the past nine years to enhance and promote gender equality and journalistic standards in Kosovo there is still much room for improvement. Media pay little or no attention to gender equality. Women’s voices in the media continue to be absent. Moreover, gender issues are overshadowed or marginalized by the media.
- The media landscape has been characterised as having a “male bias”, where editorial standards are in the hands of men. The media have been offering biased and gendered news. This practice renders gender irrelevant as a category and women as objects of public policy, political economy and of cultural production and transmission.
- At the same time, journalism is a male field with the male reporters having a say on the major news transmitted daily in Kosovo. On the other hand, journalism is a gendered system. Females occupy the positions of announcers and presenters or, as reporters they tend to focus on issues deemed less ‘political’ (read: less important) such as social welfare.

THE NEXT FIVE YEARS

With the aim of transformatory gender politics and more equal and equitable media representation, the following is recommended:

1. Strengthen legislation on gender equality and its applications in everyday institutional work;
2. Integrate gender in all levels of education as a study subject.
3. Enhance research, documentation and monitoring on media conduct and gender and on representations of femininity and masculinity in media and advertising;
4. Strengthen public debate on gender equality through cross-sector dialogue, networking and advocacy on women’s rights, equality and diversity;
5. Public and private broadcasters, media associations and associations of journalists and women’s NGOs should work together to integrate gender aspects in the codes of conduct in media work;
6. Women’s NGOs to practice the role of a ‘watch dog’ of the media discourses and representations that make women invisible or passive recipients of public policy, or that project women as objects of pleasure.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

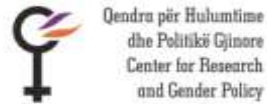
An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

Annex 2. List of Monitors

1. Teuta Osmani, social scientist
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3. Afërdita Hoxha, social worker

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