

**WHO
MAKES THE
NEWS?**



ROMANIA

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

- After the collapse of the communist regime (December 1989), media development became the most significant instrument in the construction and development of democracy, human rights and prosperity.
- Since 1992 the National Council of the Audiovisual established licenses for radio and television channels and monitored the public and private TV and radio programmes. It also initiated researches on children and television, violence and television, advertising and behavioural influence etc.
- Since April 2000 the National Council against Discrimination and as well as the Council for Chance Equality promoted the free access of women to different higher education institutions (police academy, etc.), to different economic and political positions in the parties, ministries, government etc. The most productive source about media landscape in quantitative and qualitative aspects are some very active non-governmental organizations such as *Center for Independent Journalism*, *Media Monitoring Agency* or *MediaSind* (professional association gathering four journalism unions) to name the most important ones. In terms of significant characteristics of the Romanian broadcast market, one of the most

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

important trends is the success of the small targeted TV channels. *ACASA TV* (women channel) and *Realitatea TV* (news channel) are two successful examples: 2005, the targeted televisions attracted 12.5 million Euros representing about 7 % of the total TV market for 2005³ The same sources are predicting for the future an increasing success of targeted TV channels because of Romanians' new orientation to more diverse TV offerings including many specialized channels such as: news channels (*Realitatea TV*, *Antena 3*, *N 24*), music channels (*MTV*, *TV K Lumea*, *U*, *Favorit TV*), sports (*Telesport*, *TV Sport*), movies (*Pro Cinema*, *AXN*), children (*Jetix*, *Minimax*), science and civilizations (*National Geographic*, *Discovery*). The Romanian radio landscape is well developed as well. In 2007, there were 654 radio licenses available, 36 for satellite transmission⁴. As in the case of TV, *National Authority for Regulations in Communications and Information Technology* is responsible for managing radio frequencies. Generally speaking, the radio market is dominated by a few well known radio stations: over 80% from advertising budgets are split between just a few players. For 2006, the statistics showed the following ranking: *Kiss FM* (part of *SBS Broadcasting*)-24 million Euros and 30% from total radio advertising, *Europa FM* (part of *Lagardere Group* owning *Radio 21* also)-18 million Euros, 22 % from market, *Radio 21*-Bucharest market leader, 15.8 million Euros and 19% from total advertising followed by: *ProFM* (part of *Media Pro Group*)-9.3 million Euros, 11% from total radio advertising amount, *Guerilla FM* (part of *Realitatea Media Group*)-3.8 million Euros and 2% from total advertising market. In 2006, the entire radio market was around 81 million, representing 48% more than the figures in 2005, but only 6% from the total amount of money spent on media channels by advertisers. Number one in audience top is national radio (*Radio Romania Actualitati*)

- 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.
- As participant at the international Conference in spring 1994 in Thailand (Bangkok) which initiated this global monitoring , as teacher of the first feminist course at the Bucharest University in March 1995"Gender and Mass media" and as cofounder of the first master programme on gender at the National School of Political Sciences in Bucharest (SNSPA) 1999, I have been interested in introducing and developing the gender perspective in the media , the academic research and the university. Our master students and young doctoral researchers contributed at every phase of the longitudinal analysis (1995, 2000, 2005 and 2010). We also organized an international francophone network on gender, rights and citizenship in 2004

Executive Summary

- As in the previous monitoring and in accordance with the general trend of media tabloidization both in print, television and radio we observe the same dominance of celebrity (show biz, fashion and cinema) and violence (as in advertising, sex sells). Serious matters (legal, social) even of crucial significance are not enough highlighted, commented or even presented.
- Female reporters are significantly present in social news-80%, science/health topics-76%, celebrity/arts/media topics-72% and violence ones-65%; political news continues to be the area of male reporters. An important problem remains to be elucidated probably through in depth interviews: political news are taken up by the job description predominantly by men and social ones by women or directed by the editors in chief
- The women as news subjects are present in the celebrity media and arts 46%, but marginal in the political sphere 13%; this percentage mirrors in fact the real presence of women in the public sphere

(underrepresented in ministries, parties, Parliament perhaps as a rejection of the Ceausescu's false egalitarian rhetoric)

- The correlation between the stories and the subjects of news generally consolidate the stereotypes that mean 90% of the actors in political news are men, 92% of subjects in economic news are also men but even in birth control or fertility issues the experts are men and not women
- Considering all media, reporters are mostly women (60%); the highest presence of women reporters is registered in print media (63%) and the lowest in television (38%).
- Women are a central focus in stories reported generally by women (72%).
- Women reporters challenge stereotypes almost twice as much as men (7% vs 4%) ; they reinforce stereotypes less than men (69% vs 80%) or present news in a gender neutral perspective (24% vs 15%)
- The great majority of the news reinforces stereotypes 62%, only 5% challenge them; all the rest is gender blind. Stereotypes are reinforced in news about crime 88% (where women are mostly victims), science and health (72%) and economy (71%). Stereotypes are challenged in social and legal news (14%) and celebrity news (9%).

A DAY IN THE NEWS IN ROMANIA

- On monitoring day Romania was facing an electoral campaign for the presidential elections, the main focus was on political news (confrontation between the candidates)
- Death of one of the greatest Romanian actors (Gheorghe Dinica)
- Meteorological warning (yellow code) for most regions of the country
- AH1N1 virus kills its first victim
- The news are dominated by the stereotype portrayal of women (even in evoking the December 1989 revolution, the male-head of the family tells the spouse to go home , stay with the children). Only one example could be found in evoking the new, egalitarian parental roles in the case of a divorce or of the death of one partner. This means in exceptional cases a man has to behave like a mother or a woman like a man; this example was found in the last pages of the quality print press "Adevarul"

THE CONTEXT

- **Television**

TVR1 public television, extensive coverage, national level

Realitatea TV news television, private channel, called Romanian CNN, biggest rating in news televisions

PRO TV private commercial television, biggest rating out of Romanian televisions

- **Radio**

Radio Romania Actualitati, public radio, extensive coverage, national level

Info Pro, private commercial radio, national coverage

Europa FM, private radio,

Info Pro and Europa FM are appreciated for their news programmes (3rd in top)

- **Print**

Libertatea, biggest circulation, yellow press

Jurnalul National, big circulation quality press

Cotidianul quality press, notoriety

Evenimentul zilei quality press, notoriety

Gandul quality press, notoriety

Romania Libera quality press, notoriety
Adevarul quality press, notoriety
Transilvania Expres regional newspaper (Transilvania is one of the three historical regions of Romania with the best developed regional press)

The choice was based of the circulation data furnished by BRAT (National Bureau of circulation and ratings)

- **The monitors:**
- **Television 2 monitors:** Madalina Balasescu code 008MBA- Pro TV, Adriana Stefanel code 010SA-TV1, also Realitatea TV)
- **Radio 2 monitors:** Teodora Vacarescu code 009TEV- Radio Romania Actualitati, Antonio Momoc code 011AMO – EuropaFM and Info Pro
- **Print 6 monitors:** Romina Surugiu-code 003ROS- Libertatea Jurnalul National ; Dan Podaru code 006DNP-Cotidianul ; Silvia Branea-code 002SBR- Evenimentul zilei; Natalia Vasilendiuc-code 004NAT- Gandul, Romania Libera Ianina Marinescu-code 005IAM- Adevarul, Mihaela Paun-code 007MPA- Transilvania Expres

Team work and monitoring activity

- 3 general meetings with the whole team :methodological preparation, presentation of the project end October; formal and informal discussions on the monitoring day (news agenda etc.); final discussion after presenting the rapports
- one meeting in small groups (print, radio and television separately)
- individual activity of coding, interpretation etc. (quantitative and qualitative analysis)

National coordinator 001DRF Daniela Roventa-Frumusani

Bucharest University, Faculty of Journalism and Mass Communication

Head of the Department of Communication

Member of the AUF research group “Genre, droits, citoyenneté

Mail dfrum@fjsc.ro; danifrumusani@yahoo.com

Web page www.danielarovenafrumusani.ro

The team monitored 206 news in public and private TV and radios, print media with 432 monitored people

TOPICS IN THE NEWS

- **Topics in the news:** As in the previous monitoring and in accordance with the general trend of media tabloidization both in print, television and radio we observe the same dominance of celebrity (show biz, fashion and cinema) and violence (as in advertising, sex sells). Serious matters (legal, social) even of crucial significance are not enough highlighted, commented or even presented.
- Female reporters are significantly present in social news-80%, science/health topics-76%, celebrity/arts/media topics-72% and news about violence-65%; political news continues to be the area of male reporters. An important problem remains to be elucidated probably through thorough in depth interviews: political news are taken up by the job description predominantly by men and social ones by women or directed by the editors in chief

THE NEWS

- **Overall presence of women and men in the news in Romania as news subjects, reporters and presenters:** Women as news subjects are present in the celebrity, media, arts 46% but marginal in the political sphere 13%; this percentage mirrors the real presence of women in the public sphere

(underrepresented in ministries, parties, Parliament perhaps as a rejection of the Ceausescu's false egalitarian rhetoric)

- **Presence of female and male news subjects in Romania by medium – radio, TV and newspapers:** Even if the number of women reporters had augmented in 2010, women in the news are underrepresented (28% in print, 31% in television) because they are underrepresented in real economic and political life.
- **News Sources:** Women as news sources at national level are 29% but 36% at the international level
- Correlation between the stories and the subjects of news generally consolidates the stereotypes that means 90% of the actors of political news are men, 92% of subjects in economic news are also men but even in birth control or fertility issues the experts are men and not women
- **Who are the newsmakers?** The position of men is evoked three times more often than that of women in news. Put differently, women can be anonyms. Politicians are men 89%, public servants and bureaucrats are men 87%, and even teachers and academic experts are masculine competences 75% in a domain where the great majority (without the leaders) are women. There are some professions that appear 100% male, such as priests but because there is only one piece of news we didn't mention this case.
- **Function of female and male news subjects:** The women actors of news are present in personal stories or as commentators and witnesses, while men are spokespersons 77% even if we observe a strong feminization of media and public relations higher education system after 2000 in Romania as well as in all the world
- **Constructing 'victims' in the news:** The women subjects in the news are represented as victims of poverty or disease- 67%, as victims of domestic violence -100% and victims of discrimination 100%.
- **Identity and family status in the news:** Neither men nor women are identified in the majority of cases by their family status.
- **Who mentions identity and family status?** The female reporter or announcer is more precise concerning the family status of the actors in the news (30% vis à vis 20% when the reporter is a man).
- **Images in the news:** If in general women are much more visible, in the Romanian monitored news men are photographed in 16% and women in 26%.

WHO DELIVERS THE NEWS?

- **Overall Presenters.** In broadcasting, the percentage of women presenters is 55% and men 45%. There are a lot of news programmes presented by a couple (woman and man).
- **Announcers** In radio, men announcers are dominant, in television we see the reverse.
- **The presence of female announcers on radio and TV across stories:** In radio men announcers are dominant; in television we see the reverse.
- **Presence of women and men as announcers in domestic and foreign stories:** women announcers present mostly local (76%) and national (57 %) news; men announcers present foreign affairs (100%)
- **Presence of women and men as announcers in major news topics:** Political news are entirely presented by men; social and legal, science and health are entirely presented by women (100%); women are also overwhelmingly present in news when presenting media, celebrity news(86%).
- **Reporters. Presence of women and men as news reporters in Romania by medium – TV, radio and newspapers.** Considering all media, reporters are mostly women (60%); the highest presence of women reporters is registered in print media (63%) and the lowest in television (38%).

- **Domestic and international news in Romania by female and male reporters.** Local news are equally presented by women and men (50%), while women are dominant in national news (86%) and even foreign ones (65%).
- **Major story topics in Romania by female and male reporters.** Politics remains the male domain: 68% of the news in this field are reported by men; women are responsible for social issues 78%, science 71%, celebrity 69% and economy 67% from a total of 60% women reporters and 40% men reporters.
- **Reporters and news sources in Romania.** Female reporters most often use women as sources -64% while men reporters base their stories on male sources 43% and less on women sources.

GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:** Women are central focus in stories reported generally by women (72%)
- **Stories with women as a central focus in Romania, by topic:** Women are central focus of news about celebrity (43%), legal system (100%), changing gender relations (100%) and beauty contests (100%)
- **Challenging or reinforcing stereotypes?** The great majority of the news reinforces stereotypes 62%, only 5% challenge them; all the rest is gender blind. Stereotypes are reinforced in news about crime 88%, (women are mostly victims) science and health (72%) and economy (71%). Stereotypes are challenged in social and legal news (14% and celebrity ones (9%).
- Women reporters challenge stereotypes almost twice as much as men (7% vs 4%); they reinforce stereotypes less than men (69% vs 80%) or present news in a gender neutral perspective (24% vs 15%).

GENDER AND JOURNALISTIC PRACTICE

- **One story newspaper) in Romania from 10 November 2009 with an analysis to show how the news item blatantly stereotypes women and/or men.**

Miss UK goes to Afganistan-“Jurnalul National” The text presents the story of a British beauty queen who is a corporal in the British Army and prepares to go on a mission in Afghanistan. The headline does not correctly reflect the essence of the story, focusing on the curiosity of the event: Miss UK is a soldier. The language is overtly sexist as is proved by these examples “Barbie soldier”, ”Miss lance corporal”, “She exchanged the weapon of beauty for the weapon of war”. The adjective beautiful and the noun beauty are repeated eight times in the story and used in relation to the woman soldier. The story is illustrated with one photo – a portrait of Miss UK dressed in a military coat with a gun near her head. The photo could challenge the stereotype of women not being able to perform male activities such as working in the army if the text did not emphasize the importance of physical attributes for women.

- **One story from TV in Romania from 10 November 2009 that is an example of subtle stereotyping with an analysis to show how the news item subtly stereotypes women and/or men.**

Women savants-TV R 1 the news presents only the event, without argument about the necessity for such scholarship or why this scholarship is only for women.

Apparently, the news can be included in the *Gender-aware, gender-specific* category because it is about a campaign to promote women with careers in science. What made me consider that the news must be included in the *subtle stereotypes* category is the place of the news. It is included in the *Short news* area, between an armed robbery and naval incident in the Yellow Sea.

The title of the news, apparently neutral, hides an irony addressed to women in the research area. The title refers back to Elena Ceausescu (a negative character in the Romanian collective imaginary, wife of Nicolae Ceausescu, former dictator) who pretended to be a *savant with worldwide recognition* although she only graduated primary school and her scientific papers were written by a group of researchers. It is the 21st news in the journal, the 5th in the *short news*. The position shows the channel's lack of interest in this subject.

- **One story from newspaper in Romania from 10 November 2009 that is an example of a missed opportunity with an analysis to show how the news item is a missed opportunity to provide a gender-aware perspective.**

350 lei for teachers. With the same respect, Marian Vanghelie Evenimentul zilei, 10 Nov. 2009. The headline is politically oriented because the journalist is preoccupied with an act of the mayor of District 5 of Bucharest, Marian Vanghelie, in the period of the presidential election campaign. The caption point out the intention of mayor Vanghelie, who is the local leader of the Social-Democrat Party, to attract teachers support for the candidate at the presidential elections proposed by his party.

Although the public implication and the notoriety of two political men is more relevant, the story also distinguishes the position of one of the two women – she is a high school manager. The atmosphere and context elements used in the story gives all actors present attributes such as credibility and esteem. The male and female sources speak on similar topics in the news.

There is no difference between the languages used to describe women and men. The adjectives used are objective and do not convey bias or stereotypes. It is important to mention that the professions and positions of the two women interviewed are described in a masculine voice (teacher and manager). When the story mentions the interests of all professors from Bucharest it doesn't underline differences between women teachers who need ticket table and the needs of men teachers for meal vouchers. The use of the term "gentleman generously" to describe the distribution of the gift tickets by the mayor of district 5 is not a way of highlighting the men (for women interviewed also no apparent positive expressions) because the journalist has used the term "gentleman generously" with ironic meaning, even derogatory.

- **One story from newspaper in Romania from 10 November 2009 that challenges stereotypes with an analysis to show how the news item does this.**

In print there are more articles that challenge gender stereotypes, generally in print quality press such as ADEVARUL in the feature named "Fathers that have learned how to be mothers". This is a spread feature about three cases in which the father plays also the mother's role for the children. In a small text box there is a note about a legislation change starting 2011, when both parents may have custody of their children.

SUMMARY AND CONCLUSIONS

- We noticed at the national level like as with the global one, a slight, evidently not sufficient, improvement in the presence of women in the news but a more important one as authors (presenter, reporter, announcer etc) of the news. Unfortunately news that challenges stereotypes remains very scarce, but we noticed gender awareness among women journalists concerning journalistic practices and an enlargement of their topic fields (economy, legislation etc.)

THE NEXT FIVE YEARS

What can be done in the next five years to promote the fair and balanced representation of women and men in the news in Romania?

-Managers should be sensitized to the relevance of gender biases and stereotypical thinking. They have to be encouraged by grants and publicity if they promote non stereotypical journalistic practices and writing. For instance for two years nows in Romania there has been a prize for young journalists who are against racial, ethnic and gender discrimination.

-Civil society, for instance the Centre for Independent Journalism, organizes national and regional debates on Men and Women in the Media, debates to which journalists, researchers and students are invited

-University and research centres and groups could be more active in proposing for study and publication such issues as gender images, stereotypes, representation in the media, the public sphere, the enterprises etc

-Courses on gender and media, gender and society should be offered in sociology, communication, law, economic departments in public and private universities

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

Television 2 monitors

Madalina Balasescu assistant, Ph D student, Bucharest University, College of Journalism and Mass Communication

Adriana Stefanel- assistant, Ph D student, Bucharest University, College of Journalism and Mass Communication

Radio 2 monitors

Teodora Vacarescu assistant, Ph D student, Bucharest University, College of Journalism and Mass Communication

Antonio Momoc lecturer, Ph D, Bucharest University, College of Journalism and Mass Communication

Print 6 monitors

Romina Surugiu- lecturer, Ph D, Bucharest University, College of Journalism and Mass Communication

Dan Podaru , Ph D student, Bucharest University, College of Journalism and Mass Communication

Silvia Branea- lecturer, Ph D, Bucharest University, College of Journalism and Mass Communication

Natalia Vasilendiuc- assistant, Ph D , Bucharest University, College of Journalism and Mass Communication

Ianina Marinescu-master student, Bucharest University, College of Journalism and Mass Communication

Mihaela Paun assistant, Ph D student, Bucharest University, College of Journalism and Mass Communication

WACC

WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999

Fax: +1 416 691 1997

Email: info@waccglobal.org

Web: www.waccglobal.org
www.whomakesthenews.org

University of Bucharest, College of Journalism
and Mass Communication Studies
Boul. Iuliu Maniu 1-3, sector 6
Bucuresti
Romania

Tel: 0040213181555

Fax: 0040213181555