

**WHO
MAKES THE
NEWS?**



South Sudan

Global Media Monitoring Project 2010 National Report



Acknowledgements



GMMP 2010 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

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.



Noncommercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in now way affected by the above.



Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'¹
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

National context

- Media Monitoring was very important in Southern Sudan because of gender marginalization which had rooted itself in this country due to cultural norms that cites women as inferior to men. The 25% affirmative action provided opportunities for Southern Sudanese to understand the concept of gender equality. The Media Monitoring also helped in providing information on women, socio-economical issues through the media. GMMP helped in monitoring the media coverages during the elections and post elections.

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

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- We want to know whether women concerns are taken into consideration. GMMP in 2005 shows that there was increase in percentage of participation and reporting on gender issues. GMMP has encourage us to be media watchdogs in Southern Sudan that can monitor the media and consult with the local media houses.

Executive Summary

- The South Sudan GMMP results show that there is no gender sensitive reporting practice. The Southern Sudan Radio and TV carried news about men, neglecting their female counter parts. This shows that women are of no importance for news coverage. However, the Southern Eye newspaper carried news on executive women because of their ranks in the government. They were placed in the third page of the paper.

A DAY IN THE NEWS IN Southern Sudan

- **10 November 2009.** Southern Sudan Radio broadcast on 10 November is an example of women's absence from the media. On Southern Sudan TV women were visible but not as news makers. The monitoring showed that presenters in the newsrooms were men and only one female appeared as a presenter on South Sudan TV. While the Southern Eye Newspaper carried mostly male dominated news, only two women in an executive position appeared on the inside pages. No single female reporter appeared in the newspaper. This means that women voices are inaudible in the media.

THE CONTEXT

- **Country background:** Sudan is the largest country in Africa with diversity of religious, ethnic background and social and economic difference. In spite of the natural resources, most Sudanese are living on the margins of poverty. Historically the media sector in Sudan covers all types of media ranging from electronic, print, news agencies, including traditional media. Challenges facing independent media: Media are censored and controlled by government, and media practitioners face harassment. This shows that the media environment in Sudan is not favourable. The media in the Sudan are politicized. There are many obstacles to accessing information. Though there are guiding laws in the Interim Constitution of Sudan, and Southern Sudan on freedom of expression, freedom of press, and some articles on bill of right, the media bills are not yet enacted. As such female journalists in the media are not adequately represented.
- **Media monitored:** List of media that were selected for analysis for the GMMP in Southern Sudan were; Southern Sudan Television, Southern Sudan Radio and Southern Eye Newspaper. The three media were selected because of their national broadcast and wider circulation of the newspaper.
- **The monitors:** Seven women from the Association of Media Women in Southern Sudan participated in the media monitoring. Stories monitored so far are: Southern Sudan TV 13 stories, Southern Eye 9 stories and Southern Sudan Radio 8 stories.

TOPICS IN THE NEWS

- **Topics in the news:** The topics that made the news on monitoring day in Southern Sudan were Political and government. Only one humanitarian news on Southern Sudan Radio and TV on tribal conflicts in one of the areas in Southern Sudan (Gemeiza Payam) that caused an influx of internally displaced people (IDPs) into the Terekeka county.
- Most of the media houses in Southern Sudan are male dominated, therefore, most of the stories were covered and produced by male journalist and female journalists act as presenters.

THE NEWS

- **Overall presence of women and men in the news in Southern Sudan as news subjects, reporters and presenters:** Most of the decision making positions in the media houses are occupied by males, whereas, females remain as reporters and presenters.
- **Presence of female and male news subjects in your country by medium – radio, TV and newspapers:** The frequency of women appearing on the news is very low, those appearing in news coverage are mostly women in politics, decision making and managerial positions.

News Sources: The results of the analysis of the number of female news subjects quoted as sources of information in stories locally were of the Deputy Secretary General of SPLM, Dr. Ann Itto, giving statements in preparation for general elections and Madam Rebecca Nyandeng Garang speaking on participation of women in the elections and its importance to women. Internationally, there was no news on women. The news makers were mostly men.

- **Who are the newsmakers?** Most of the news items were focusing on men, while women were represented in only two news items.
 - **Function of female and male news subjects:** The two female news subjects were the Presidential Advisor for Gender and the Deputy Secretary General for SPLM.
- **Constructing ‘victims’ in the news:** Women, children and older people were mentioned as survivors and victims of cattle raiders in Gemeiza incident.
- **Identity and family status in the news: Draught in Ethiopia was mentioned in the Southern Eye Newspaper, IDPs from Gemeiza county appeared on SS TV and SS Radio.**
- **Images in the news:**

The front page of the Southern Eye newspaper carried male images, two women appeared on page three. (inside page) meaning women are not recognized in the news headlines.

WHO DELIVERS THE NEWS?

- **Overall Presenters.** Three men versus zero female presenters and announcers.
 - **Age of presenters and reporters:** There was one announcer and reporters on Southern Sudan TV. Age 35 years.
- **Announcers:** Overall presence of women and men as news announcers in Southern Sudan were two news anchors over South Sudan Radio and South Sudan was one. The above were domestic announcers, South Sudan Radio and TV did not announce foreign stories.
- The presence of female announcers on radio and SS TV was Nil.
- Presence of announcers on SS TV was male, and two male announcers for South Sudan Radio.
- **Reporters.** Southern Eye Newspaper reporters were all men. No single female reporter.
- No international news by female reporters.
- No major story by female reporters.
- Reporters and news sources. No story reported by female reporter during the GMMP on 10 November 2009.

GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:** \none
- Stories with women as a central focus in your country, by topic: Cattle raiding in Gemeiza on SS Radio and SS TV.
- In the SS TV, there are female reporters while on newspaper has nil.

GENDER TRENDS IN INTERNET NEWS

[Did not monitor internet.]

GENDER AND JOURNALISTIC PRACTICE

There is no gender practice, as the SS Radio and SS TV did not carry any issues on women. The Southern Eye newspaper published two stories on gender and in the middle page.

SUMMARY AND CONCLUSIONS

- We did not participate in the GMMP 2005, however, the GMMP 2010, findings for Southern Sudan shows that women are sidelined in media news coverage.

THE NEXT FIVE YEARS

- The media houses should give equal representation in coverage (gender sensitive reporting)
- Citizens and consumers should read and listen to news and programmes on women's issues over the radio, news papers and on television.
- Civil society should advocate for the right of women in the media.
- The government can give special consideration to women in society at all levels.
- Women themselves can play a vital role by breaking the vicious cycle of silence.
- Men can also give women the chance to exercise their roles and rights in the society.

The five action areas that we feel can contribute to transformation are;

- Lobbying through government and institutions,
- Advocating for women's right,
- The media
- Women's world day(the 16 days of women activists)
- Promotional materials on women's issues.

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- Apollonia Mathia
- 2- Veronica Lucy Gordon
- 3- Lily Nelson Michael
- 4- Milania Itto
- 5- Rose Meling
- 6- Christine Darios
- 7- Annet Poni

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

**Association of Media Women in Southern Sudan
(AMWISS) located at Hai Malakal, AMDISS Centre
Southern Sudan, Juba.**

E-mail – amwissfr@gmail.com

**Tel:
+249 (0)
111187632/
+249(0)
18032709.**

www.whomakesthenews.org