

**WHO
MAKES THE
NEWS?**



EUROPE

**Global Media Monitoring
Project 2010
Regional Report**



Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an interregional 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 regional 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.

Regional context

- 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.
- This report provides the regional averages on different indicators of gender in European news media. Contextual information and detailed discussions for the various countries are provided in the individual country reports available at www.whomakesthenews.org.

¹ *Global Media Monitoring Project, Women's participation in the news*. Regional 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

6,367 stories containing 13,338 people in the news and 7,244 news personnel were monitored.

The research found that 26% of subjects in European news are female. This is a significant rise from the 2005 research when the statistic was only 21%. It also evidences considerable change since 1995 when a mere 16% of news subjects were female.

The research also uncovered that 41% of all stories are presented and reported by women. This statistic has been more or less constant over the past decade: in 2000 and 2005 the figures were 40% and 42% respectively.

TOPICS IN THE NEWS ON 10 NOVEMBER 2009

- **Topics in the news:** The GMMP methodology classifies news stories under seven major topic areas: Politics and Government, Economy, Science and Health, Social and Legal news, Crime and Violence, Celebrity, Arts, Media and Sports, and the Girl-Child.

News on politics and government dominated print and radio news, while crime and violence stories prevailed in television newscasts. This dominance may be explained by the news focus on the 20-year anniversary celebrations of the fall of the Berlin Wall.

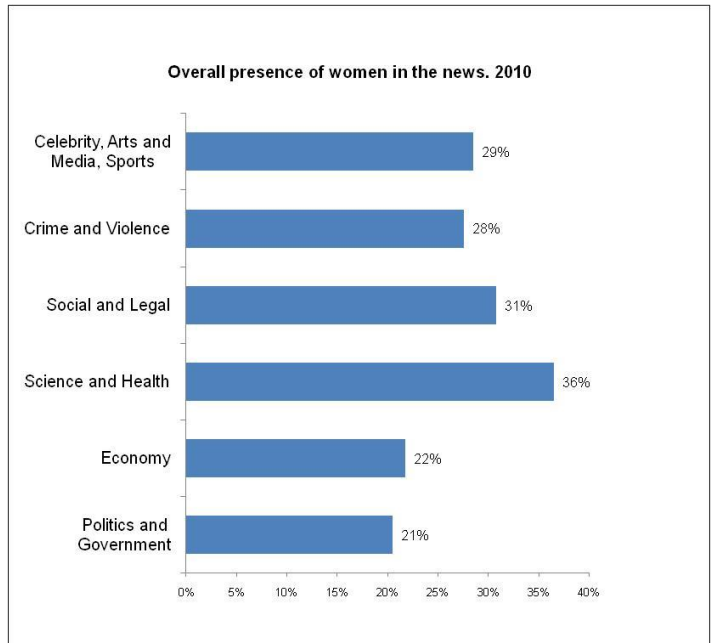
Topic	PRINT	RADIO	TELEVISION	N
Politics and Government	39%	26%	18%	1770
Economy	13%	18%	18%	1089
Science and Health	9%	9%	11%	642
Social and Legal	11%	9%	11%	687
Crime and Violence	16%	20%	22%	1230
Celebrity, Arts and Media, Sports	11%	14%	17%	810
The Girl-child	*	*	*	12
total	100%	100%	100%	6367

*less than 1%

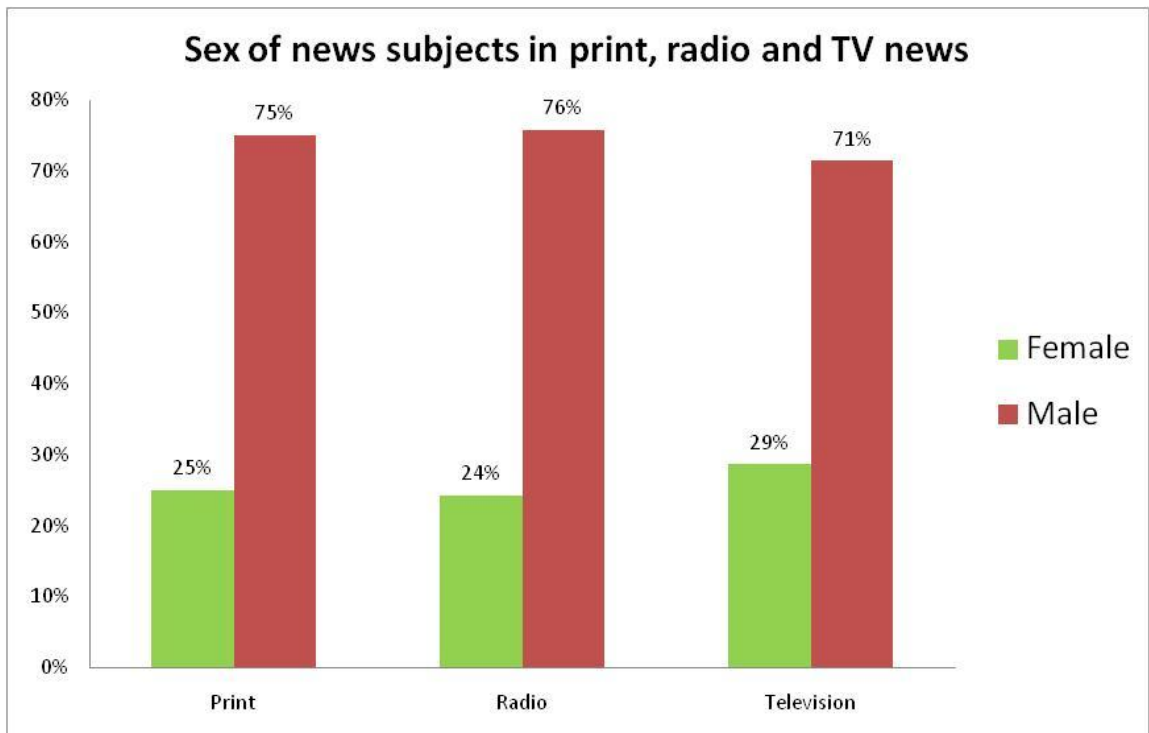
- **Overall presence of women and men in European news as news subjects:**

Topic	Female news subjects	Male news subjects
Politics and Government	21%	79%
Economy	22%	78%
Science and Health	36%	64%
Social and Legal	31%	69%
Crime and Violence	28%	72%
Celebrity, Arts and Media, Sports	29%	71%
Regional average	26%	74%

As persons heard, seen or read about in the news, females are grossly under-represented in all major news topics. Out of all topics, they are most visible in stories on science and health, at 36% of news subjects in this topic. They are least visible in stories on politics and government at 21%, followed closely by stories on the economy, at 22%.



- Presence of female and male news subjects in Europe by medium – radio, TV and newspapers:**
 Over 70% of news subjects across print, radio and television news are male. This disparity is most pronounced in radio newscasts, in which only 24% of subjects are female.



- **Function of female and male news subjects:** Only one quarter (25%) of the persons who the news is about (subject) are female. As persons interviewed in the news, women appear most as persons providing popular opinion and least as spokespersons (21%) and experts (22%).

Function in News Story	Female %F
Subject: the story is about this person, or about something the person has done, said etc.	25%
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	21%
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	22%
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	39%
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	32%
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people.	54%

- **News media constructions of 'victims' and 'survivors':** Despite being only 26% of news subjects, 1 out of every 5 persons portrayed as 'victims' of non-domestic sexual violence or abuse are female. Interestingly, almost an identical proportion (78%) are portrayed as survivors of such violence. 1 out of 5 'victims' as well as 'survivors' of war and state-based violence are male

	Female	Male
Victim of an accident, natural disaster, poverty, disease, illness ...	51%	49%
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	66%	34%
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	80%	20%
Victim of other crime, robbery, assault, murder ...	37%	63%
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	39%	61%
Victim of war, terrorism, vigilantism, state-based violence ...	19%	81%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...	53%	47%

	%F	%M
Survivor of an accident, natural disaster, poverty, disease, illness ...	38%	62%
Survivor of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	77%	23%
Survivor of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	78%	22%
Survivor of other crime, robbery, assault, murder ...	30%	70%
Survivor of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	21%	79%
Survivor of war, terrorism, vigilantism, state-based violence ...	19%	81%
Survivor of discrimination based on gender, race, ethnicity, age, religion ...	58%	42%

- **Identity and family status in the news:** Female news subjects are 3 times more likely than their male counterparts to be identified by their family status. Family status is mentioned for 18% of females compared to only 6% of males in European news.

Whether identified by family status	Female %F		Male %F	
	%	N	%	N
No	82%	2899	94%	9300
Yes	18%	567	6%	541

- **Images in the news:** Females in newspaper stories are much more likely to be photographed than males. The research found that 30% of females in contrast to 22% of males appear in print news photos.

WHO DELIVERS THE NEWS?

- 41% of the news is reported and presented by women. The research found that stories on radio are reported and presented equally by women and men, at 50% each of all radio newscasts. Stories in print and television news however are reported and presented mostly by men. On television 56% of stories are reported and presented while almost 70% of print news stories are reported by men.

Announcers & reporters		
Media Type	Female %F	F-N
Print	31%	705
Radio	50%	1020
Television	44%	1341
REGIONAL AVERAGE	41%	3066

- **Age of presenters and reporters**

We find relatively equal numbers of stories presented by women and men on television who are between 35 and 64 years of age. 52% of stories by presenters in the 35 to 49 years old age-group and 54% of stories by those between 50 to 64 years old are presented by women.

The situation is starkly different in the case of reporters. In all age groups, stories by male reporters grossly exceed those by female reporters. Less than 40% of stories by reporters in each age group are reported by women.

Age of presenters	Female %F	F-N
19-34	43%	222
35-49	52%	533
50-64	54%	591
65 years +	45%	96

Age of reporters	Female %F	F-N
19-34	38%	351
35-49	39%	650
50-64	38%	627
65 years+	39%	175

- **Reporters.** Only 35% of stories are reported by women. Across the three mediums, women have the least share in print news, reporting 31% of the stories, and almost identical shares in radio and television news stories, reporting 40% and 42% of the stories respectively

Stories reported by women, by medium		
	%F	F-N
Print	31%	705
Radio	40%	283
Television	42%	576
REGIONAL AVERAGE	35%	1564

Stories reported by women, by scope		
	%F	F-N
Local	34%	263
National	39%	825
National and other	29%	232
Foreign/International	32%	235
REGIONAL AVERAGE	35%	1564

Female reporters on major topics		
	%F	F-N
Politics and Government	26%	352
Economy	40%	273
Science and Health	49%	233
Social and Legal	42%	200
Crime and Violence	33%	272
Celebrity, Arts and Media, Sports	40%	197

Women report almost half of the news on science and health, at 49% of stories under this topic. They are least represented in political stories, reporting only 26% of such news.

GENDER AND THE NEWS

Women's centrality in the news: 12% of stories in European news focus centrally on women. Women are central in 13% of stories by female reporters, in contrast to only 9% of stories by male reporters.

	Female reporters	Male reporters
No, women are not central	87%	91%
Yes, women are central	13%	9%

- 3% of stories highlight issues of gender equality or inequality issues:
- 4% of stories challenge gender stereotypes.

ANNEXES

1. Women's presence in different story topics

	% Female	N (Females only)
Women in political power and decision-making (local, regional, national),	33%	60
Women electoral candidates (local, regional, national),	40%	21
Peace, negotiations, treaties...(local, regional, national),	24%	38
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	19%	309
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	12%	17
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	20%	290
National defence, military spending, military training, military parades, internal security ...	11%	23
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	25%	131
Economic policies, strategies, models (national, international) ...	16%	82
Economic indicators, statistics, business, trade, stock markets ...	14%	24
Economic crisis, state bailouts of companies, company takeovers and mergers ...	22%	57
Poverty, housing, social welfare, aid to those in need ...	31%	35
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	59%	18
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	20%	47
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	18%	22
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	40%	66
Transport, traffic, roads	14%	24
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	25%	21
Science, technology, research, funding, discoveries, developments ...	20%	9
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	39%	111
HIV and AIDS, incidence, policy, treatment, people affected ...	39%	29
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	41%	260
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...	50%	54
Environment, nature, pollution, global warming, ecology, tourism ...	20%	34
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	20%	18
Development issues, sustainability, community development ...	27%	19
Education, child care, nurseries, pre-school to university, adult education, literacy ...	37%	81
Family relations, inter-generational conflict, single parents ...	53%	29
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	47%	66
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	25%	56
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	21%	27
Women's movement, activism, events, demonstrations, gender equality advocacy ...	30%	11
Changing gender relations, roles and relationships of women and men inside and outside the home ...	100%	1

	% Female	N (Females only)
Family law, family codes, property law, inheritance law and rights ...	54%	21
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	25%	90
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	26%	54
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	15%	110
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	27%	207
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	42%	110
Child abuse, sexual violence against children, trafficking, neglect.	37%	40
War, civil war, terrorism, state-based violence ...	26%	54
Riots, demonstrations, public disorder ...	10%	7
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	41%	127
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	35%	47
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	43%	88
Arts, entertainment, leisure, cinema, theatre, books, dance ...	32%	154
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	26%	29
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	55%	39
Sports, events, players, facilities, training, policies, funding ...	12%	57
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	32%	42
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	50%	17

2. Occupations of female news subjects

	% Female	N (Females only)
Royalty, ruling monarch, deposed monarch, any member of royal family ...	28%	15
Government official, politician, president, government minister, political leader, political party staff, spokesperson ...	19%	907
Government employee, public servant, bureaucrat, diplomat, intelligence officer ...	27%	180
Police, military, para-military group, militia, prison officer, security officer, fire officer ...	8%	57
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker ...	33%	146
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist ...	36%	176
Science or technology professional, engineer, technician, computer specialist ...	11%	19
Media professional, journalist, video or film-maker, theatre director ...	23%	67
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	17%	102
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	14%	116
Office or service worker, non-management worker in office, store, restaurant, catering ...	53%	93
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...	25%	44
Agriculture, mining, fishing, forestry worker ...	5%	5
Religious figure, priest, monk, rabbi, mullah, nun ...	6%	11
Activist or worker in civil society organisation, non-governmental organisation,	35%	107

	% Female	N (Females only)
trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations ...		
Sex worker, prostitute ...	51%	7
Celebrity, artist, actor, writer, singer, radio or television personality ...	34%	199
Sportsperson, athlete, player, coach, referee ...	11%	54
Student, pupil, schoolchild	54%	115
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	72%	152
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	47%	105
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	46%	94
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	50%	50
Criminal, suspect. Code this only if no other occupation is given, e.g. a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	8%	24
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	38%	15
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	38%	61

3. Whether news stories reinforce, challenge or neither reinforce nor challenge

	Reinforces stereotypes	Challenges stereotypes	Neither reinforces nor challenges stereotypes
Women in political power and decision-making (local, regional, national),	45%	9%	46%
Women electoral candidates (local, regional, national),	60%	10%	30%
Peace, negotiations, treaties...(local, regional, national),	65%	2%	33%
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	56%	1%	43%
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	55%	0%	0%
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	54%	4%	42%
National defence, military spending, military training, military parades, internal security ...	36%	1%	62%
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	59%	3%	38%
Economic policies, strategies, models (national, international) ...	58%	4%	38%
Economic indicators, statistics, business, trade, stock markets ...	53%	0%	0%
Economic crisis, state bailouts of companies, company takeovers and mergers ...	47%	2%	50%
Poverty, housing, social welfare, aid to those in need ...	46%	4%	50%
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	31%	19%	51%
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	50%	2%	48%
Rural economy, agriculture, farming practices, agricultural	49%	7%	45%

	Reinforces stereotypes	Challenges stereotypes	Neither reinforces nor challenges stereotypes
policy, land rights ...			
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	57%	5%	38%
Transport, traffic, roads	53%	0%	0%
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	48%	0%	0%
Science, technology, research, funding, discoveries, developments ...	58%	0%	0%
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	46%	3%	51%
HIV and AIDS, incidence, policy, treatment, people affected ...	52%	7%	41%
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	52%	2%	46%
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...	66%	2%	32%
Environment, nature, pollution, global warming, ecology, tourism ...	68%	1%	32%
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	44%	1%	55%
Development issues, sustainability, community development ...	47%	5%	48%
Education, child care, nurseries, pre-school to university, adult education, literacy ...	46%	4%	49%
Family relations, inter-generational conflict, single parents ...	29%	21%	50%
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	55%	24%	21%
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	35%	12%	53%
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	28%	9%	64%
Women's movement, activism, events, demonstrations, gender equality advocacy ...	16%	4%	79%
Changing gender relations, roles and relationships of women and men inside and outside the home ...	0%	0%	0%
Family law, family codes, property law, inheritance law and rights ...	32%	38%	30%
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	56%	4%	41%
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	54%	5%	41%
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	53%	1%	47%
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	44%	4%	52%
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	56%	12%	32%
Child abuse, sexual violence against children, trafficking, neglect.	54%	7%	39%
War, civil war, terrorism, state-based violence ...	52%	1%	47%
Riots, demonstrations, public disorder ...	50%	1%	49%
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	46%	6%	48%
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	65%	1%	34%

	Reinforces stereotypes	Challenges stereotypes	Neither reinforces nor challenges stereotypes
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	61%	3%	36%
Arts, entertainment, leisure, cinema, theatre, books, dance ...	61%	4%	35%
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	36%	15%	50%
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	73%	7%	19%
Sports, events, players, facilities, training, policies, funding ...	59%	3%	37%
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	43%	2%	55%
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	62%	10%	28%

4. Methodology

Each participating region was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the regional 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 region reflects the density and diversity – audience, ownership, language – of media in each region.

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 regional 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, regional coordinators were trained by the regional coordinator via teleconference. In some countries, regional coordinators provided advance training to volunteer monitoring groups.

In each region 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 regional, interregional 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 Countries

Austria	Iceland
Belgium	Republic of Ireland
Belarus	Italy
Bosnia & Herzegovina	Kosovo
Bulgaria	Malta
Croatia	Montenegro
Cyprus	Netherlands
Czech Republic	Norway
Denmark	Poland
Estonia	Portugal
Finland	Romania
France	Spain
Georgia	Sweden
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