

# WHO MAKES THE NEWS?



*Global Media  
Monitoring  
Project **2015***





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# Foreword

by Margaret Gallagher

Every five years since 1995 a growing number of scholars, activists, media professionals and policy-makers around the world has looked forward with intense anticipation to the results from the Global Media Monitoring Project. The 2015 edition, spanning a record number of 114 countries, has been awaited with particular intentness. This 20<sup>th</sup> anniversary year of the Beijing Platform for Action (BPfA) has catalysed much reflection. Two decades after the BPfA identified the media as one of the ‘areas of particular urgency that stand out as priorities for action’<sup>1</sup> in advancing gender equality and women’s human rights, where do things stand? The GMMP findings



provide some answers.

The Beijing Platform for Action is rooted in a feminist analysis of the unequal distribution of power. The notion of women’s empowerment, full participation and access to all forms of power is intrinsic to the BPfA’s strategic objectives and actions - including those related to the media. The media are powerful not simply as cultural or commercial institutions that select and represent social and political reality. Even more important is the symbolic power of the media – their ability to shape what is perceived as normal,

and which social divisions are accepted or taken for granted. This symbolic power means that the media may legitimise existing social and political relations, including unequal gender relations. Thus the media – as both powerful institutions and power-defining mechanisms – are fundamental to the ways in which women’s status and gender inequalities are reflected, understood and potentially changed. How women and men are represented in the media is therefore a key indicator of progress towards gender equality and the fulfilment of women’s human rights. With its focus on women’s visibility and voice in the world’s news media over the past 20 years, the GMMP has assembled a unique body of data charting the distance already travelled, and the journey that remains.

The findings presented in this 2015 GMMP report are troubling. Although in the decade 1995 to 2005 there was a slow but steady increase in women’s visibility in the news, the decade 2005 to 2015 has been one of stagnation. At 24% of the total, there has been no change in women’s share of news-making roles in the traditional media (newspapers, radio, television) since 2010, and indeed almost none since 2005 when women were 23% of newsmakers. The new digital media (Internet and Twitter news) offer little comfort. Here too, women were only 26% of people in the news in 2015. Across all media, women were the central focus of just 10% of news stories – exactly the same figure as in 2000. Since 2005 the percentage of stories reported by women has been static at 37%, and there has been almost no movement in the proportion of news that challenges gender stereotypes – just 4% of the total in 2015. There are some important regional variations within the data, and the global situation is not completely negative. For instance in 2015 women in the news were less likely than in 2000 to be portrayed as victims or to be identified by family status. But they were still two to three times *more* likely than male newsmakers to be portrayed or identified in these ways.

Overall the many detailed findings from the 2015

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1. Beijing Declaration and Platform for Action (1995), Critical Areas of Concern, para 43. <http://www.un.org/womenwatch/daw/beijing/pdf/BDPfA%20E.pdf>

GMMP paint a picture in which unequal gender power relations are entrenched and validated, and in which gender stereotypes are replicated and reinforced by the world's news media. Perhaps the most thought-provoking aspect of the report is its depiction of stalled progress. Why has the slow improvement noted in the decade after 1995 not continued? Is the standstill since 2005 due to a slowdown in gender and media activism, to a reduction of training opportunities within media organisations, to decreased editorial or policy emphasis on gender equality, to a diminished level of public debate on the need for media accountability? Though the GMMP itself cannot answer such questions, its invaluable contribution is to provide a strongly evidence-based riposte to the regular but unsubstantiated claim that gender equality has been taken on board by the media and that 'things have changed'.

The reality is that media issues languish on the margins of most policy agendas for the promotion of gender equality. In the 20 years since Beijing, technological transformations have helped to entrench media and communication even more deeply in gender power relations and their negotiation. Yet in the UN's regular five-yearly reviews that monitor implementation of the BPfA, media-related issues have gradually

become almost invisible. Although every international analysis of obstacles to the achievement of women's rights acknowledges the importance of attitude change, awareness-raising and the transformation of stereotypes, it seems the need for change in media and communication systems is now rarely on the table for debate. What has happened to the conceptualisation of the media as one of the 'areas of particular urgency that stand out as priorities for action'? As the 2015 GMMP makes clear, the need for action in relation to the media is no less urgent now than it was two decades ago.

The 2015 report rightly places the entire GMMP enterprise within a framework of media accountability to women. Developments in technology, media deregulation and commercialisation, combined with the concept of 'media freedom', are frequently said to be in collision with accountability demands. Yet accountability is not to be confused with control, nor is it incompatible with freedom. For accountability to take place, there has to be some response to what the media do, and the media have to listen<sup>2</sup>. For 20 years the GMMP has provided the response. It seems that the media have listened a little, but not enough.



GMMP team in Mongolia

2. See Denis McQuail Mass Communication Theory, 6th edition. London: Sage Publications, 2010; p. 208.





# Foreword

*by UN Under-Secretary-General and Executive Director of UN Women,  
Phumzile Mlambo-Ngcuka*

The media are a powerful force in shaping how we see the world, what we think, and often how we act. They should be an example of gender equality, depicting women in diverse jobs and situations and representing women in all areas of coverage. And yet the media is still, in large part, doing the opposite. In an era where we consider digital media to be conveying news in the most immediate manner, it is a problem that the content transmitted has not evolved as fast as the medium.

Since 1995, the Global Media Monitoring Project (GMMP) at five-year intervals, has measured the pace of change in women's media representation and participation. In 2015, evidence from over 100 countries confirms that progress has been glacially slow. Women are the subjects of television, radio and print news coverage only a quarter of the time. They are only 19 per cent of experts appearing in the stories. There are more women reporting than in 1995, but still only around 37 per cent.

The GMMP, which UN Women is proud to support for the second time, makes an invaluable contribution by confirming, in concrete numbers, just how far the world still has to go.

The survey findings are a wake-up call to media houses and newsrooms. Gender discrimination deprives media coverage of the richness that women's diverse perspectives can bring, and limits the media's appeal to increasingly aware audiences around the world. We now know that the ways in which women are depicted in news has a profound effect on societal attitudes and reinforces traditional gender roles. That recognition brings responsibility.

For gender equality advocates, the GMMP data provide important material for conversations, both about and with the media industry. We need to use this data to call on media executives to define and implement agendas for action, framed by specific goals whose progress can be systematically monitored.

Already, some media organizations have proactively employed more women in senior positions and expanded space for women's voices in their news coverage. Former editor-in-chief of Bloomberg, Matt Winkler, defines this as a business imperative.

Networks to proactively promote gender equality in and through media are also growing. The Global Alliance on Gender and Media, a broad-based coalition of actors, offers important opportunities to advance and drive the action agenda with media organizations. And on the occasion of the 20th anniversary of the Beijing Platform for Action, UN Women has established a steadily growing compact of media outlets committed to end gender-based discrimination in the shaping of public knowledge and opinion.

Data and monitoring are crucial to changing the status quo and we need to keep building the evidence base, whether in individual newsrooms or through the global vantage point of the GMMP and other surveys. Logical new measurements would include the correlation of women in the newsroom to the coverage of women in the news.

At UN Women, we want gender inequality to have a 2030 expiry date. We know that this is possible, and that success depends on important partnerships such as with the media.

Women and girls are half of humanity. Giving equal time and weight to their stories is an important part of creating a better, freer world for all of us.





# Message from UNESCO

Getachew Engida, Deputy Director-General, UNESCO

*UNESCO is pleased to be a partner and to support this edition of the Global Media Monitoring Project (GMMP). This is a valuable policy advocacy tool, for the key issue of promoting gender equality via the interface of this concern with the media.*

Gender equality was enshrined in the UN Constitution in 1945. Since then it has been a long road, yet with the combined strength of civil society, the UN and concerned media practitioners there has been some change. Clearly, there needs to be much more. In this respect, the UNESCO-initiated Global Alliance on Media and Gender (GAMAG) holds great potential as a platform to channel the combined energy of all stakeholders.

This is why there we can feel hopeful even amidst the worrying statistics in this and the previous edition of *Who Makes the News? The Global Media Monitoring Project*.

We know what needs to be done. Change in the media requires the change of mindset in both culture and at home. We also need a revolution in media and information literacy. Citizens can push for gender equality through broadcast, print, social media, the Internet, and in general information and communication technologies. Worldwide, there is a growing movement in this direction.

In this pivotal year of the Sustainable Development Goals (SDGs), it is important to re-emphasise underline that gender discrimination can stymie development. This is why UNESCO fully subscribes to the gender goals of the 2030 Development Agenda, and not least in their application to media.

It is relevant that Margaret Gallagher, in the [GAMAG Research Agenda](#), has noted a reluctance in the development community to recognize the gender dimensions of freedom of expression (FOE), and that the enjoyment of this right is not equal for women and men. This suggests that GAMAG can, and should, increase its activities to raise awareness about these issues for sustainable development.

The development community itself has a role to play

in renewing its understanding and approach. UNESCO calls on donors to consider the cooperation framework on gender equality in the media, scheduled as an output of the first International Development Cooperation Meeting on Gender and Media and the first GAMAG General Assembly during 7-10 December 2015 in Geneva, Switzerland.

Another area needing more attention is engaging with media outlets as partners to address deeply rooted social and cultural obstacles, and to promote gender equality hand-in-hand with freedom of expression. Civil society partnerships with the media need to be renewed to last throughout the next 15 years of the SDGs. Here again the evidence provided by the GMMP and the work of GAMAG hold great promise.

UNESCO itself has contributed by promoting a fair portrayal of women and men, and equal working conditions through all its programs. Every year, UNESCO carries out the Women Make the News global campaign aimed at drawing attention to the issues. Recently we launched the Women on the Homepage initiative, encouraging the use of millions of webpages to serve effectively as primetime news about women's empowerment.

In the World Press Freedom Day Conference in May 2015, organized by UNESCO and the Government of Latvia, gender equality in and through the media was foregrounded. On the 2014 World Radio Day, gender equality in radio was given prominence globally.

UNESCO will continue to work with media globally to stimulate transformative policies in the media through our comprehensive Gender-Sensitive Indicators for Media.

Guiding these efforts, and those of many other actors, is information and knowledge. This is essential for effective advocacy for media self-regulatory policies, for progressive public policies, and for education about gender and media.

In turn, the knowledge we need depends on research, and in this light the current report constitutes a very rich addition to our combined resources. Empowered by its insights, UNESCO invites all stakeholders to strengthen their efforts for sustained progress towards gender equality in and through the media.





# Preface



March 25 – the global monitoring day in 2015 – was an overwhelming experience. Working in the WACC Global Office that day, my colleagues and I could feel the energy of thousands of volunteer women and men who shared one objective: to advocate for the fair and balanced portrayal of women and men in the media. Twenty-four hours of media monitoring starting with sunrise in Fiji and New Zealand and ending with sunset over Alaska and French Polynesia. It was an unforgettable day.

National newspapers, television, radio and internet news broadcasts and tweets were analyzed by the Global Media Monitoring Project (GMMP) from Argentina to Zimbabwe, Bangladesh to Morocco, Canada to the Solomon Islands, and New Zealand to Barbados.

Teams of volunteers around the world recorded how well national media are doing in the fair and balanced portrayal of women and men in the news. They monitored thousands of stories in hundreds of newspapers and news broadcasts.

As WACC General Secretary and as a woman, I am proud to lead a global organization that over decades has pioneered the largest research and advocacy initiative in the world on gender equality in news and journalism. We would not be able to do this work without the support of dedicated groups and networks of volunteers in more than 110 countries as well as regional and national coordinators and donors that over decades faithfully supported this important research.

Therefore, I want to extend my gratitude to community and gender equality organizations, researchers and media professionals as well as WACC staff and especially Sarah Macharia and our student interns Mina Saboor, Esther Franke, and Eugene Opoku-Mensah. The GMMP would not have been possible without their dedication and passion.

I hope that GMMP 2015 will help keep the spotlight on gender inequalities perpetuated in and through the news media and the growing demand for change. It will update the data and hopefully will sensitize new generations of journalists, create awareness in media consumers, lead to changes in media policies and practice and promote advocacy.

March 25 – the global media monitoring day in 2015 – was not an end in itself, but the start of worldwide activities that aim to challenge and change the policies of media enterprises all over the world.

Karin Achtelstetter  
*WACC General Secretary*





# Preface

The Global Media Monitoring Project (GMMP) has its roots in the years and months leading up to the UN Fourth World Conference on Women in 1995, where 192 nations committed themselves to the Beijing Platform for Action.

The Platform recognized “women and the media” as one of 12 critical areas of concern, stating two strategic objectives:

- J.1: Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication; and,
- J.2: Promote a balanced and non-stereotyped portrayal of women in the media.

Probably very few of those who 20 years ago were inspired by the idea of taking a one-day snapshot of how women were represented in the news around the world, would have imagined that the project would still be active today. The GMMP has recently been called “...one of the most far-reaching collective enterprises of the global women’s movement”. (Margaret Gallagher, 2014. *Feminist scholarship and the debates on media and gender* in Media and gender: A scholarly agenda for the Global Alliance on Media and Gender. UNESCO)



The project arose from the 1994 Women Empowering Communication conference in Bangkok, organized by the International Women’s Tribune Center (IWTC), ISIS International and WACC. The Bangkok

conference was for WACC the culmination of several years of regional conferences on women and communication policy, carried out by what was then known as the Women’s Programme.

Presently, two decades as the world’s largest and longest running research and advocacy initiative on gender and news media reporting, the GMMP reaches far beyond the women’s movement. It has been embraced, in participation in data collection, and in the use of the findings, by actors of many kinds. Among the national coordinators for 2015 were: Journalists’ professional associations and unions such as Germany’s League of Women Journalists, le Syndicat des Journalistes du Congo and the pan-African Inter-Africa Network for Women, Media, Gender and Development (ONG FAMEDEV); journalism schools such as School of Journalism under the Press Institute of Mongolia; numerous academic institutions including the University of Dhaka, Northumbria University, Universidad de Puerto Rico and Universiti Sains Malaysia; media development organizations such as Radio Netherlands Training Centre, the Bhutan Media Foundation and Lebanon’s Maharat Foundation; national regulatory and licensing entities such as Morocco’s Haute Autorité de la Communication Audiovisuelle (HACA), as well as numerous civil society organizations concerned with gender equality and women’s rights, including Cotidiano Mujer in Uruguay, the Women’s Issues Network of Belize and the Network of NGOs of Trinidad and Tobago for the Advancement of Women.

Why the focus on the media and the news media in particular? According to UN Women “The media plays a significant role in perpetuating and challenging social norms that condone discrimination or violence against women. It can objectify women but also showcase strong women leaders and protagonists who can become role models for their audience.” (<http://www.unwomen.org/en/news/in-focus/csw/feature-stories#sthash.SC9S44u9.dpuf>) This understanding, among other reasons, motivates the expansive body of volunteers across the world to devote hours of their time, effort and resources to monitor their local radio and television newscasts, newspapers, Internet news and Twitter news feeds for the GMMP.

In many ways, the GMMP embodies the idea of



women's communication rights. Well known is its contribution to gathering research-based evidence on how gender plays out in news media content, the national, regional and global trends of change over time, and informing directions for action. Beyond that, the GMMP is an exercise in empowerment, in building responsible citizenship through critically-aware audiences that are engaged in dialogue with their media on gender concerns. Further, it equips civil society actors with the knowledge, adaptable tools and expertise to carry out further media monitoring in their contexts. The emergence of research using GMMP tools adapted to enable intersectional analyses is encouraging,

## Acknowledgements

Each GMMP monitoring day is preceded by extensive planning and preparations, establishing national monitoring teams, updating the methodology and tools, among a host of other tasks. This GMMP was no different.

We are indebted to the technical advisory team (see Annex 8) who were responsible for refining the research instruments and providing direction on the process. We are happy to recognize the vital contribution made over the years by Margaret Gallagher who developed the original methodology, authored the 2000 and 2005 GMMP reports and offered critical comments on the drafts of the 2010 and 2015 reports.

We would like to acknowledge the contribution of the GMMP ambassadors who helped to raise awareness about the GMMP: Dr. Musimbi Kanyoro, President, Global Fund for Women; Sharon Bhagwan Rolls, Executive Director, Femlink Pacific, Fiji & Civil Society Advisor at UN Women; Nadia Al-Sakkaf, Editor-in-Chief & Publisher, Yemen Times; and, Jennifer Lee, US-based award-winning filmmaker.

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We are appreciative of members of WACC's Board and Regional Executive Committees who supported the GMMP in various ways.

We are extremely grateful for the support of our do-

such as the recent study by the Bolivian women's collective Colectivo Cabildeo (FCC) on the [portrayal of Aymara women in the media](http://whomakesthe-news.org/articles/mujeres-aymaras-en-medios-masivos-de-comunicacion). (<http://whomakesthe-news.org/articles/mujeres-aymaras-en-medios-masivos-de-comunicacion>). Finally, the GMMP helps build local, national, regional and global solidarity around different interventions related to gender and media at various levels, including for instance, media policy advocacy, capacity building for journalists, and collaborative knowledge production.

No doubt the GMMP will continue to inspire, grow and chart innovative paths to bring us closer to the goal of finally ending news media sexism.

nors Bread for the World (Germany), a Dutch donor who wishes to remain anonymous, the Pacific Media Assistance Scheme (PACMAS) funded by the Australian government, Women's World Day of Prayer – German Committee who supported the GMMP in the Caribbean, UN Women, UNESCO and the United Church of Canada. The 2015 GMMP would not have been possible without them.

Most of all, great thanks is owed to the volunteer regional coordinators, country coordinators and the members of their monitoring teams who carried out thousands of hours of monitoring the news media in their countries for the 2015 GMMP research. Without this extraordinary participation, it would have been impossible to gather the data for this report. On the 20<sup>th</sup> anniversary of the GMMP, it is also appropriate to thank all those who coordinated and took part in the previous monitoring in 1995, 2000, 2005 and 2010. Their collective voluntary dedication to this task is the foundation of the body of evidence contained in this report which we hope will help sustain work for gender equality in and through the news media, over the next five years and beyond.

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# Executive Summary

The Global Media Monitoring Project (GMMP) takes stock of change in dimensions of gender in the world news media content since 1995. The Fifth GMMP affords an opportunity to assess change over the past two decades, from 1995 to 2015, based on data collected from 114 countries.

The GMMP's macro level analysis unearths global and regional patterns of how gender plays out in news

content while country level analyses reveal national patterns as well as differences and similarities between countries. The current report presents global and some key regional findings. The complete regional and national reports may be accessed [here](#).

Among the key findings, GMMP 2015 reveals that the rate of progress towards media gender parity has almost ground to a halt over the past five years.

## People in the news

*In 2015, women make up only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly as they did in 2010.*

The gender gap is narrowest in stories on science and health, the major topic of lowest importance on the news agenda occupying only 8% of the overall news space; women make up 35% of the people in news under this topic, in contrast to only 16% in political news stories. The gap is widest in news about politics and government in which women are only 16% of the people in the stories. In fact, women are three percentage points less visible in political news now than five years ago.

Over the past two decades, the gender gap in people in the news has narrowed most dramatically in Latin America, by an impressive 13 percentage points, from 16% in 1995 to 29% in 2015.

*Women's relative invisibility in traditional news media has crossed over into digital news delivery platforms: Only 26% of the people in Internet news stories and media news Tweets combined are women.*

In all regions with the exception of Asia, Africa and the Middle East, women's presence in Online and Twitter news is highest in science and health stories. In African and Asian digital news, women are most present in crime and violence stories, at 40% and 39% of people in the news respectively. In the Middle East, women are most present in digital celebrity news, at 47% of those heard, seen or spoken about in stories under this topic.

*Women are almost equally present in sub-regional/regional as in local news.*

They have remained 26%-27% of the people seen, heard and spoken about in local news over the past 10 years, following a relatively large four percentage point change between 2000 and 2005. Their presence in national stories during the past five years has not changed; in 2015 and in 2010, women are 23% of the people in stories of this scope.

*Across the six GMMP function types – or roles in which people appear in the news –, the largest stride in closing the gender gap is in people interviewed based on personal experience.*

Women comprise 38% of personal experience providers now compared to 31% in 2005. The percentage of women as persons giving testimony based on direct observation has stood still at 30% over the past 10 years. An insignificant two percentage point increase in women as experts was achieved during the period, leading to the current 19% share, almost similar to women's proportion as persons interviewed as spokespersons (20%).

North American news has the highest percentage of experts in the news who are women (32%) followed by the Caribbean (29%) and Latin America (27%).

*In 2015, progress towards news representation that acknowledges women's participation in economic life remains elusive.*

In the material world, women hold approximately 40% of paid employment globally while a large



proportion work in the informal sector particularly in Global South contexts. In the news world, only 20% of the total workers in the formal labour force are women, while 67% of the unemployed and stay-at-home parents are women.

*The journalistic gender lens in source selection is not only male centred, but it is also skewed to a certain kind of masculinity when selecting interviewees for all types of views, from 'expert' opinion to 'ordinary' person testimonies.*

Most subjects, spokespersons and experts in the news, women and men alike, are described as senior government officials and politicians. The pattern holds for men in all function types: 12% of men providing opinion based on personal experience, 16% of male eyewitnesses and 10% of male personal opinion providers are politicians – the most populous occupational category for men under the respective interviewee types.

Patterns change for women in the remainder three function types: Female personal experience providers

are most likely to be portrayed as parents/homemakers (13%), female eyewitness account givers are most often portrayed as simply residents/villagers (22%), and female popular opinion providers are most likely to be described as students (17%).

*Overall, women remain more than twice as likely as men to be portrayed as victims as they were a decade ago.*

16% of women and 8% of men are described as victims now while in 2005 the proportions were 19% and 8% respectively.

*The only category in which survivor portrayals of women has risen during the period 2005-2015 is as survivors of domestic violence, by more than four times.*

Women are more than four times more likely to be depicted as survivors of domestic violence (27%) than they were 10 years ago when the statistic was 6%.

## Reporters and presenters

*The 2015 GMMP has detected what appears to be a global glass ceiling for female news reporters as far as they are visible in newspaper bylines and newscast reports.*

Only 37% of stories in newspapers, television and radio newscasts are reported by women. This overall statistic has not changed in 10 years, despite fluctuations in the regional averages ranging from +7 points in Africa to -6 points in Asia over the decade. Across the 15-year period beginning in 2000, the gap has narrowed the most in Latin America (+14%) followed by Africa (+11%). The rest of the world has seen single digit changes apart from Asia where status quo has been maintained.

*Female television presenters slightly outnumber their male colleagues however, the overall statistic on presenters on radio and television is just below parity, at 49%.*

41% of radio and 57% of television newscasts are presented by women. The current global average is a return to 2000 and two percentage points below the 1995 finding. Female presenters slightly outnumber men in Asia (58%), the Middle East (57%) and the Pacific regions (52%), while in the rest of the regions

the numbers are at or just below parity, apart from North America. Over the 15-year period beginning in 2000, the numbers have held more or less steady for most regions with some fluctuations. Latin America stands out for its steady and significant climb from 29% female presenters in 2000 to 44% currently, a 15 percentage point reduction of the gender gap in 15 years.

*Younger presenters on screen are predominantly female, but the scales tip dramatically at 50 years old when men begin to dominate the news-anchoring scene.*

The near-evenness of presenters in each age category documented in 2010 has been replaced by a gross overrepresentation of younger women as anchors, a severe underrepresentation of women in the 50-64 age bracket (29%) and women's complete disappearance at 65 years old. Just under one half of reporters 19 to 34 years old and 28% of reporters between 35 to 49 years old are women. At 65 years and older, women also disappear from the screen as reporters.



*Women as news reporters are most present on radio, at 41% and least in print news, at 35%.*

In 10 years, women's share as reporters has dropped on radio and television by four percentage points in both mediums.

The proportion of female reporters in news stories falls well below parity in all topics except science and health where the ratio is at par. Only 31% of stories on politics and 39% of economic news are reported by women.

Political and crime news are the two topics least reported by women in most regions with the exception of Asia and Latin America. Women report 30% of political news in Africa, Europe (30%), Middle East (27%) and North America (28%) – the largest thematic reporting gender gaps in these four regions. In the Caribbean, the topic in which male reporters outnumber their female peers the most is crime news, at 28% of stories by women. This is the same for the Pacific

region where women report 36% of crime stories, and following celebrity news, in Asia (28%) and in Latin America (38%).

*There is a statistically significant gender difference in source selection by female and male reporters.*

29% of news subjects in stories reported by female journalists are women compared to 26% by male reporters. This continues a pattern first observed in 2000 when the percentages were 24% and 18% respectively.

Statistical analysis reveals the gender difference in source selection to be extremely significant, implying that progress may be made towards closing the gender gap in news sources if the reporter gender gap is narrowed as part of a broader strategy bringing together that constellation of conditions that support equality objectives.

## News quality

*Only 9% of stories overall contain reference to legal, rights or policy frameworks.*

Social and legal stories make the highest contribution (12%) to the overall global average of stories referencing the frameworks, followed closely by stories on crime and violence (10%). A rights angle is present in only 8% of political stories and 7% of economic news.

News media in Africa, the Caribbean and North America record exemplary performance on this indicator relative to other regions, at 20%, 19% and 17% of stories respectively.

In four regions social and legal news contain the highest proportions of stories with a rights focus, that is, one quarter of the stories under this topic in Africa, almost 4 out of 10 in the Caribbean, 11% in the Middle East and 3 out of 10 in North America.

Political stories in Asia (97%), economic stories in the Pacific (98%), in the Middle East (98%) and in Europe (97%) perform poorly on the rights-focus yardstick.

*The overall proportion of stories focussing on women has held relatively steady at 10% since 2000.*

A three percentage point increase documented in 2010 did not reappear in 2015, returning to the 10% status quo recorded in 2000 and 2005.

Economic news followed by political news are least likely to focus on women, currently at 5% and 7% of stories in these topics respectively.

*14% of stories by female reporters focus centrally on women, in contrast to 9% of stories by their male counterparts.*

The gender difference has become more pronounced over 10 successive years of monitoring.

*9% of stories evoke gender (in)equality issues, more than double the percentage documented 10 years ago.*

The percentage of stories in which gender equality or inequality issues are raised appears to be rising steadily since 2005, despite still remaining under the 10% mark.

African news have the highest overall proportion of stories highlighting gender equality concerns: 1 to 2.5 in 10 stories in each major topic raises equality issues.

Almost 4 out of 10 of social/legal stories in the Caribbean region underline gender equality concerns. Three out of 10 stories in North American news on this same topic raise such issues.

Over the past 10 years the largest strides in integrating a gender equality perspective have been in science and health news (+7 percentage points), followed by economic, and crime/violence stories (+6 percentage points).

A regional breakdown reveals greater propensity for gender difference in highlighting equality concerns in North America and the Middle East; in both regions, stories by female reporters are between almost 2 to 2.5 times more likely to raise gender (in)equality issues than those by their male counterparts.

*Only 4% of stories clearly challenge gender stereotypes, a one percentage point change since 2005.*

Gender stereotypes have remained firmly embedded in news media output over the past decade.

## Digital news

*A breakdown of the people by sex, by the roles they fulfil in stories published on news websites reveals some striking similarities with, as well as differences from, print and broadcast news.*

Women are equally as likely to appear as subjects and as persons interviewed based on personal experience in online published stories as in overall newspapers, print and radio stories.

They are however two percentage points less likely to appear as spokespersons and two percentage points more likely to appear as experts, at 18% and 21% of the people appearing in these roles respectively.

The greatest gain for women with regard to the capacity in which they appear is as popular opinion providers, where they are 42% of persons fulfilling these roles in web published news.

*Women report five percent more stories online than in the traditional mediums combined: 42% of news published online are reported by women.*

Only in the Middle East and the Caribbean are female reporters fewer in online than in traditional news, by -12% and -4% respectively. Comparative presence is highest in Asia at +22% more female reporters online.

Within the major topics, the largest change has been in science and health news where 5% of stories clearly challenge gender stereotypes compared to only 1% in 2005. This topic in fact has the narrowest gender gap in news subjects, is closest to parity in terms of reporters and occupies the least space in the news. In 10 years there has been no progress in the proportion of political news stories that clearly challenge gender stereotypes, while stereotypes appear to have increased in social and legal news.

Ten years ago North American news led in the overall proportion of stories that clearly challenged gender stereotypes. At 9% of stories challenging gender stereotypes, the region still leads, followed closely by the Caribbean where the most impressive change (by five percentage points) has taken place relative to the rest of the world regions.

*Gender difference in source selection by female and male reporters becomes starker in online news.*

The 10 percentage point difference in selection of female subjects and sources is more than three times higher than in traditional mediums. Women are 33% of sources in stories by online news female reporters, compared to 23% in stories by men.

*Only 4% of news media tweets clearly challenge gender stereotypes, exactly similar to the overall percentage of television, radio and print news stories.*

## Report outline

Chapter 1 presents an overview of the global monitoring day, the stories in the news, the scope of the research and the key findings. Growing interest in gender-focussed media monitoring is demonstrated by the increase in the number of participating countries from 71 in 1995 to 114 in 2015, a 60% rise over two decades. Expansion of the research into Internet news websites and media house Twitter feeds acknowledges the undeniable importance of digital news access in many parts of the world. Overall, the GMMP network monitored 22,136 stories published, broadcast or tweeted by 2,030 distinct media houses, written or presented by 26,010 journalists and containing 45,402 people interviewed and/or subjects of the story.

The conceptual framework is outlined in Chapter 2. The framework is informed by debates about media accountability for gender equality, debates that echo the spirit in which the idea of a global media monitoring project was mooted 21 years ago at the “Women Empowering Communication” Conference (Bangkok, 1994). The accountability to women concept brings into focus three mutually reinforcing and intersecting concerns, namely, women’s freedom of expression, gender-focussed media professional ethics, and, rights-based journalism.

The GMMP findings on print, television and radio news are discussed in Chapter 3A, while findings on Internet and Twitter news are presented in Chapter 3B. Chapter 4 contains discussion on the quality of news content with regard to tendencies for gender stereotyping, absence or presence of a rights’ focus, centrality of women in the stories and trends in highlighting gender equality or inequality concerns.

Case studies of an array of stories published across the five news delivery platforms on the global monitoring day are presented in Chapter 5. Each article is assessed against the three measures of media accountability to women outlined in the conceptual framework, and performance is recorded in the accompanying scorecard. The purpose of the scorecard is to spur public conversation, and hopefully media critical reflection on their responsibility towards their *entire* public.

Priorities for the next five years developed on the basis of the evidence and articulated by the global GMMP network are outlined in Chapter 6. The goal to “end news media sexism by 2020” is ambitious, but is necessary in order to regain and accelerate momentum towards the change needed in all dimensions of news media content and practice.







## CHAPTER 1.

# Conceptual Framework

// *For all these reasons it is essential to promote forms of communication that not only challenge the patriarchal nature of media but strive to decentralise and democratise them: to create media that encourage dialogue and debate; media that advance women and peoples' creativity; media that reaffirm women's wisdom and knowledge, and that make people into subjects rather than objects or targets of communication. Media which are responsive to people's needs.*

*Excerpt from the Bangkok Declaration, 1994. Women Empowering Communication conference. <sup>1</sup>*

More than two decades ago, 340 communicators from over 80 countries at the *Women Empowering Communication* conference articulated a mission for “a more just, people-centred and sustainable world order”.<sup>2</sup> Concerned about rapidly globalizing media and its contribution to cultural domination, growing global and local inequalities, subjugation and marginalization of “women, nature, minorities and indigenous and Third World peoples”, their role as women communicators was to ensure “that women’s interests, aspirations and visions [were] centrally located and disseminated”. The communicators agreed on a roadmap outlining 24 inter-related strategies, among them, a one-day global media monitoring.

The fifth Global Media Monitoring Project (GMMP 2015) affords us an opportunity to look back over time and space to understand the extent to which the vision of media accountability to women has been realized. It is from the accountability lens that we consider the GMMP findings, beginning in this chapter with a discussion on the conceptual framework.

Accountability is a social and ethical obligation of news organizations and journalists towards their publics, in view of the news media’s role in society. “Underlying the notion of accountability is the assumption that journalists and news organizations are more likely to behave in a manner that society would define as responsible if they know that they may be required to explain their behaviour.” (International Federation of Journalists, 1954) The “accountability” concept brings into focus three intersecting concerns, namely

*In this context, we examined various strategies aimed at strengthening and empowering our communications. They include:... [to] organise one day at the start of 1995 for the monitoring of all media and use data as the basis for an analysis of where women are.*

freedom of expression, media professional ethics, and rights-based practice.

## Freedom of expression

Freedom of expression is defined as “includ[ing] the right to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.” (Article 19, Universal Declaration of Human Rights, 1948) Mainstream discussions about freedom of expression broadly tend to focus on press freedom, legal and regulatory environments in which media operate, media independence and similar media-centred issues. Critical and feminist scholars shift the frame to public-centred questions, or an understanding of freedom of expression that brings into view marginalized groups, power inequalities and particular needs stemming from the struggles that accompany gender, class, race, sexuality and other identities. In 2010 the four UN Special Rapporteurs on Freedom of Expression underlined discrimination of historically disadvantaged groups among “the ten challenges to freedom of expression in the next decade”.<sup>3</sup> They underscored the continuing struggle of women, minorities, refugees, indigenous peoples and sexual minorities to have their voices heard and to access information of relevance to them, making reference to under-representation in mainstream media workers, inadequate media coverage and the prevalence of stereotypical or derogatory information.



The freedom of expression organisation ARTICLE 19 “defends wholeheartedly media freedom as being a critical underpinning of human rights, development and democracy”, at the same time, it is critical of the media’s failings to uphold women’s right to freedom of expression. This transgression plays out as “gender-based censorship” which is “comprised of dynamics that are both systematic and selective in nature, explicit and implicit by expression, intentional and unintentional in outcome and both deliberate and thoughtless in impact. It expresses itself in many shapes, colours, and voices. But ultimately, like all other forms of censorship, it alters reality, disempowers, controls, renders invisible, and silences”.<sup>4</sup>

## Media professional ethics

Media professional ethics pertain to core standards central to the practice of journalism. An analysis by the Ethical Journalism Network (EJN) of journalistic principles contained in a broad array of existing codes draws out five common themes: Truth and Accuracy, Independence, Fairness and Impartiality, Humanity and Accountability.<sup>5</sup> The EJN notes that respect for the values of professional journalism puts journalists “in a position to provide leadership about what constitutes ethical freedom of expression”. Further, “what is good for journalism is also good for others who use the Internet or online media for public communications”,<sup>6</sup> in this statement intimating the role such journalism could play in setting standards for content producers in digital platforms.

Debates on the practicality of these precepts converge largely on consensus that media outputs are imbued with the journalist’s personal values.<sup>7</sup> For feminist theorists, these values are patriarchal – colluding with that oppressive system of control and power over women – and, androcentric, or centred on male interests. “Each and every text, regardless of its ascribed genre, intermingles discourses which have been conditioned – often in highly contradictory ways – by the interests of patriarchy”<sup>8</sup> The contradictions become acutely clear in research on news coverage of sexual minorities. A study on American public radio news coverage of sexual minority groups across three election years concluded that while reporting expanded and grew more positive, the result was a normalization that masked prejudice in a symbolic normalcy which served to “reiterate the assumption of heterosexual dominance and centrality”.<sup>9</sup> Heteronormative values characteristic of patriarchal culture emerged even when the sources were spokespersons from the minority groups or supportive politicians.

Further, news presented as a dispassionate, “accurate” rendering of events is in reality intermingled with the values introduced by a seemingly neutral source. It is important to recognize that, following Bakhtin, “truth is not born, nor is it to be found inside the head of an individual person, it is born *between people* collectively searching for truth, in the process of their dialogic interaction”.<sup>10</sup> An uncritical understanding of the professional ethics of truth and accuracy leads to continued privileging of certain truth-claims and voices while simultaneously subordinating and silencing others.

Professional ethics understood and applied through a gender lens produces “gender-ethical journalism” that realistically, accurately and fairly represents women, minorities and other marginalized groups.<sup>11</sup> To extend Allan Stuart’s argument<sup>12</sup>, a journalism genuinely committed to truth, accuracy, balance, fairness and impartiality cannot be sexist nor can it be racist or channel other kinds of oppressions.

## Rights-based approach

A rights-based approach to journalism underlines media’s role in society. One of the key functions of the media is to question why segments of a society are still unable to exercise their rights.<sup>13</sup> A rights orientation prompts conversations about justice and injustice, freedom, democracy, inequality and exclusion, issues that have become even more urgent in an increasingly capitalistic, militaristic and violent world. Women are denied equal pay for equal work, they do almost two and a half times as much unpaid care and domestic work as men, large numbers of women are unable to exercise their right to basic health care, water and sanitation.<sup>14</sup> Laws and national action plans to support ending violence against women are finally in place in most countries, however most cases of violence go unreported and unpunished. Up to 70% of women have experienced physical or sexual violence from an intimate partner,<sup>15</sup> women are more likely to be trafficked for the purpose of forced labour (55%) or sexual exploitation (98%)<sup>16</sup>. A rights-based journalistic approach means linking issues reported to human rights standards, identifying the rights bearers and duty holders, giving particular attention to vulnerable and marginalized groups and creating space for the marginalized to be heard.<sup>17</sup>

The rights-language needs to be inclusive, aware of gender difference, and culturally situated, to avoid pitfalls such as those discussed by Visweswaran<sup>18</sup> of rights-focussed yet sensationalised reporting that misinterprets and universalizes a single experience to an

entire foreign culture, resulting in stories that stereotype and essentialize those 'other' cultures. A women's human rights approach to journalism casts a critical eye on gender-based injustices, potentially historicizes a story to make clear the systemic nature of lived experiences of discrimination and marginalization, and, paves the way to discussion on possibilities for action.

An illustration is the case of Canadian media coverage of over 500 Aboriginal women who have gone missing and been found murdered since the 1980s. Several analyses of news stories found inadequate coverage, presentation of the murders as disconnected events, and racist narratives that cast aspersions on the women themselves.<sup>19</sup> Not until civil society organisations intervened to contextualize the stories within a clear history of systemic violence against women, a racist colonial administration and State apathy<sup>20</sup>,

did the mainstream news media begin to frame the murders as a deeper, far-reaching problem, and even so, not enough. Further comparative analysis revealed patterns of a racist media with

// *stark disparities in the amount and content of coverage between [murdered Aboriginal women and murdered white women]. The Aboriginal women received three and a half times less coverage; their articles were shorter and less likely to appear on the front page. Depictions of the Aboriginal women were also more detached in tone and scant in detail in contrast to the more intimate portraits of the White women".<sup>21</sup>*

-The analysis pointed to media complicity in "re/producing" racism, sexism, classism, and colonialism."<sup>22</sup>

## Structure and agency

The normative nature of the accountability concept triggers questions on the structural, economic and political pressures facing mainstream news media practice, the extent to which these pressures constrain the kind of professionalism discussed above. We discuss briefly below current general media trends and the issues emerging, before turning attention to pressures specific to the news media industry.

### Media trends, issues and pressures

Hamelink (1994) identifies four interrelated trends in world communication originating in the 1980s and maturing in the decade following: digitization, consolidation, deregulation and globalization.<sup>23</sup> Digitization refers to the use of binary code or computer language technologies for processing and transmitting content, facilitating convergence of computers, telecommunications, office technologies, consumer electronics and, presently, the hand-held Google android and Apple iOS devices that have become a staple in our everyday lives. Digitization raises issues about access, control and expense such as who has access to digital grids, who controls the networks and affordability.<sup>24</sup>

Consolidation leads to integration of telecommunication and broadcasting, as the digital technologies are technically the same. This trend is visible in the media mergers creating oligopolies such as the (now infamous<sup>25</sup>) Rupert Murdoch's News Corporation (U.K.), Tata Sky (India), Time Warner (U.S.), Grupo Clarín (Argentina) and to a smaller extent, Nation Media

Group (Kenya). Oligopolisation leads to issues of lack of diversity in information and cultural products and also constrains the public's right to freedom of expression.<sup>26</sup>

With digitization and consolidation comes deregulation, or, "a shift from regulated, controlled public-service type information and telecommunication services to a competitive environment for the trading of these services by private market operators. At the same time the trend towards deregulation strongly reinforces both digitization and consolidation".<sup>27</sup> Deregulation raises issues of universal service, for instance, how and the extent to which commercial interests prevail over content providers' legal obligations to provide service to all, market access due to global economic inequalities and unfair playing fields privileging dominant players.

Globalisation and a growing regionalization reduce local cultural spaces, with consequences for economic development, as reshaped consumer tastes result in the decline of local industry. Hafez (2007) argues that regionalization, in fact, is the reality in the non-western world, driven largely by growing regional media markets, linguistic cohesion and in some instances (as in the case of the Doha-based *Al Jazeera Media Network*) political agendas.<sup>28</sup>

A model for understanding pressures in news content specifically is provided by Shoemaker & Reese (1996). They argue that concentration of media ownership, control of the media sector by private capital or by the state in some countries "affects news content because



of the risks of the increased collusion between editorial content” and owner interests, whether economic, or political, or both.<sup>29</sup> In the move to broadband media, the most important threat is “paid-for content, not always clearly identified as infomercials, where the distinction between information and communication is blurred in favour of transaction news”.<sup>30</sup> Web metrics tools that allow generation of user statistics may lead to “disqualifying some types of news that do not garner enough public attention [...] to the detriment of diversity and minorities”.<sup>31</sup>

Patriarchal capitalism further constrains the gender focus necessary in women’s-rights-based, gender-ethical and women’s-freedom-of-expression-enabling media practice. Women’s encounters in and with the media industry are marked by the simultaneous exploitative quest for profit and, subordination to male control rooted in gender power asymmetries.

## Exercising agency

Case studies demonstrate the ability of media and individual journalists to negotiate structure and to reshape and reconstitute power relations in ways that counteract structural determinism.

Ryfe’s (2004)<sup>32</sup> interesting ethnographic study of an American corporate-owned newsroom evidences how the “duality of structure” (following Giddens, 1984) can manifest itself in unexpected and paradoxical ways. Individual journalists and editors were unwilling or unable to comply with directives from a new editor and vice-president to produce less daily news and more enterprise stories. Their production of daily news actually increased while the type of reporting demanded by the new editor decreased. Ryfe explains this consequence as a result of the “deep structure of daily newsgathering, coupled with the inability and/or unwillingness of reporters and editors to bear the costs of altering this structure.”<sup>33</sup> So, while the structure was firmly embedded, the journalists’ agency is demonstrated in their ability to successfully resist change intended to support the owner’s corporate interests, and to act in their own interests to produce the kind of stories they wanted and felt professionally obliged to write. They navigated the limitations imposed by power by, for instance, devising new ways to obtain content when they were forbidden from going out to gather news.

Padovani (2015) presents the case of the Italian television sector during the era of former Prime Minister and media mogul Silvio Berlusconi<sup>34</sup>. Since the mid-1980s the Italian media industry has been

characterized by a high level of concentration in the television sector and the absence of regulation preventing Berlusconi’s conflict of interests.<sup>35</sup> According to Padovani, technological advances and satellite contributed to making possible a change in the status quo towards the end of the 2000s. Individual journalists, their unions, or individuals supported by the collectives carried out actions to contest internal and external political pressures to produce the type of content the establishment desired. Unions demonstrated against pressure not to air news on the multitude of scandals plaguing Berlusconi, anchors resigned on air in protest triggering conversations about the role of public journalism in Italy. The struggle for media independence in the country continues with support from a vibrant civil society.

Which brings us to the role of civil society as catalytic agents in the change process. Berlusconi’s excesses triggered civic activism and the rise of the inspirational, widely participatory feminist movement *Se non ora, quando?* (SNOQ, if not now, when?). Demanding respect for the rights and dignity of women, SNOQ intensified the pressure for change and challenged, among other issues, the sexist media representation of women that had risen to unprecedented levels during the Berlusconi era. The movement’s women and men across Italy held large public demonstrations against machismo in society and lobbied for Berlusconi’s resignation.

Insights on media agency with regard to reporting on justice-related themes are perhaps doubly instructive in a discussion about gender in journalism. For this, we turn to peace journalism, a field that is not without its controversies<sup>36</sup> but that offers lessons on possibilities for journalistic agency in the face of complex structural obstructions. Peace journalism is an approach to reporting about conflict or potentially volatile issues and events in a manner that eases tensions and advances progress towards peace. Economic and political pressures and interests, including sometimes the journalist’s own political investment in the issue, obstruct this kind of approach to journalism.

Peace journalism scholar Robert Hackett assesses Herman and Chomsky’s (1988) propaganda model of the media, Shoemaker and Reese’s (1996) hierarchy of influences in news content model, and, Bourdieu’s (1988) notion of journalism as a field, to understand the openings for journalistic agency in the production process. Hackett’s analysis leads to conclusions on strategies for change from within and outside journalism, two of which are instructive for those seeking change in mainstream media’s treatment of women,

minorities and other marginalized groups.

First is “journalism from within” where dedicated practitioners take the lead, and in the case of Western corporate media, also have the support of powerful external allies.<sup>37</sup> A case, again from Italy, would be that of public broadcaster Rai Television chief Anna Maria Tarantola and other directors who took the bold decision not to air the 2013 Miss Italia beauty pageant for the first time in 25 years. In an interview<sup>38</sup> with *The Guardian* (UK), Tarantola explained the motivation for the decision as being both ethical and financial. Beauty contests have been a site of contestation by different groups for various reasons: since the 1960s some feminists have challenged the contests for their promotion of idealized femininity anchored in sexist, racist and ageist notions of beauty. Tarantola’s revelation with regard to the programme’s gradual loss of viewers exposes perhaps a failure of media to keep up with evolution of culture in the material world. The decline in viewership of televised beauty contests has been noted in the U.S. as well.<sup>39</sup> Bans on televised beauty pageants have been in place for some time in media houses such as the British Broadcasting Corporation (BBC) while the shows are being reinvented for even younger “contestants” notably on American network channels.<sup>40</sup>

A second proposal by Hackett that is relevant to those seeking change in mainstream media is to intervene in adjacent fields in order to change the environment in which journalism takes place. He suggests, for instance, civil society advocacy for media reform or enforcement of communication policies to enable accountable media, a strategy adopted by gender and communication groups around the world seeking to influence media gender policy adoption or implementation.

A second peace journalism scholar Peleg (2007) makes a case for tempering economic arguments by refocusing the debate to questions about ethics. “If journalism is stripped of all other values except economic ones, then reporters need not be bothered with ‘non-financially viable’ issues such as truth, honesty and fairness”.<sup>41</sup> Ethics taken as a beacon against which to measure professionalism would keep in check arguments claiming immutability of structure. Further, following Giddens (1984) theory on the duality of structure, structure invokes agency and without agency there is no structure. This implies that opportunities for agency are present and may be uncovered through analysis such as the kind offered by Hackett.

## GMMP Italian context 2015

Monia Azzalini & Claudia Padovani

The period 2010-2015 has seen interesting developments on gender and media in Italy. The theme has become more of a public issue, after being a topic for experts only for a long time. This as a result of the involvement of several civil society organizations, with some interesting results.

The activities of a vast network of feminist organizations – also stimulated by the revived mobilization for women’s rights led by the movement *Se Non Ora Quando* (SNOQ) in 2011 – produced a call ‘*Appello donne e media*’, an initiative which since 2011, has contributed to committing the public service broadcaster RAI to implement programs that convey an articulated and non-stereotyped representation of women; and to conduct annual monitoring activities to assess media respect for women’s dignity, and gender representativity, from newscasts to fiction. The monitoring is conducted by Italian GMMP Coordinator Monia Azzalini, at the [Osservatorio di Pavia](#).

While SNOQ’s activities have been prominent at the national level for a couple of years, two other important initiatives have emerged: a blog from the *Corriere della Sera* newspaper - *la 27esima ora* - and the association ([Giornaliste Unite Libere Autonome](#) (Gi.U.Li.A.)). Both initiatives foster an equitable and dignified representation of women in the news and in the media in general.

The *27esima ora* blog has become an important space for debate on themes of relevance to women, their lives, problems related to violence, life-work balance, employment and several other issues. One year after its launch, the blog registered over seven hundred thousands monthly contacts, thus emerging as one of the top ten blogs in the Italian web-sphere. And it is growing, thanks to a smart use of the web, with social and cultural initiatives, including the launch of a radio (Radio27).

Gi.U.Li.A. is a network that involved over 800 professional women journalists, with a blog discussing feminist issues of equal opportunities, cultural initiatives, and a commitment to sensitize the Italian civil society, as well as the profession, on a balanced and non-stereotyped representation of women and men in the media. More particularly, the association organizes seminars on news-making, offered to those who are training to become journalists, as well as to on-going training for journalists. The recent reform of the jour-

nalists union includes life-long training.

Quality journalism remains an open challenge, as news media continue to be the most important and authoritative source of information for the majority of the population. Grassroots groups as well as professionals are now showing a renewed interest in the use of the Italian language, to avoid sexism. Two initiatives in particular aim to provide tools for a proper use of the Italian language, respecting gender differences through a correct use of gendered language: The booklet edited by Gi.U.Li.A. – *Donne, grammatica e media. Suggestimenti per l'uso dell'italiano*; and the journalists union's publication *Tutt'altro genere di informazione* (available at: <http://www.odg.it/files/Tutt'altro%20genere%20d'informazione.pdf>).

Beyond professional news-making, an initiative launched at the end of 2014 is currently shaping up as a new networking structure, involving women from all Italian Regions in what is called *Stati Generali delle Donne*: a space of debate with national and regional occasions for encounter, where issues of communication, media and gender representation and representativity were outlined as core themes from the beginning, also through the contribution of Italian GMMP coordinator, Claudia Padovani.

Finally, it is important to recall how collaboration amongst researchers, also fostered by participation in the GMMP, is producing meaningful results in terms of publication. Forthcoming is a special issue of the journal *Problemi dell'Informazione*, edited by Milly Buonanno, with contributions from a number of GMMP-participating researchers. Gender and media issues, including the GMMP's relevance to addressing them, are discussed regularly in conferences of the Italian Political Science Association and the Italian Political Communication Association. Not to mention the many public events, of national and international relevance, where GMMP results have found an audience, as in the case of the international Rai-promoted *PRIX Italia* (last edition September 2015).

In this context, the GMMP has, since the very beginning, offered a possibility to engage a number of groups and associations, as well as individual researchers, working on gender, media and communication in the country. Organizing within and through the GMMP, and the dissemination of the project's results, have contributed over the years to consolidating networking activities and supporting activists, researchers and professionals. This is now leading to even better opportunities to link a variety of experiences, truly fostering multi-stakeholder dialogues.

## Conclusion

Prior to the 1994 Bangkok conference, civil society activists and journalists across the world had been engaged in struggles to challenge problematic portrayals and representations of women, as well as discrimination against women working in the industry.

The 1976 Asian Consultation on Women and Media (Hong Kong) discussed the challenges of restrictive labour laws that constrained women's advancement as journalists.<sup>42</sup> Aware of the encounters between the U.S. women's liberation movement and their media, the Asian communicators reflected on how events would unfold in their own countries where the tide of women's movements was also washing over following the First UN Conference on Women in Mexico (1975) and the start of the first UN Decade for Women (1976-1985).

Two decades later, the first GMMP monitoring results revealed that the issues were still the same; what was changing was "how they [were] being played out in different media. [...]. However [problematic portrayal] was more nuanced now, there [was] more subtlety" (Sylvia Spring, MediaWatch Canada, 1996).<sup>43</sup>

Twenty years of the GMMP have seen changes in approaches to activism and theorising. Improved understanding about how media work directed theory towards political economic analyses, and reshaped activism to include engagement with influences on the production side. Globalisation and neoliberal capitalist expansion led to greater awareness of the structural, economic and political pressures facing news media practice and the consequences for women. New tools for struggle emerged, such as the turn to gender-ethical journalism.<sup>44</sup> Increasing attention has been directed to freedom of expression provisions in regional and international policy frameworks<sup>45</sup> and in particular, the right to fair and balanced media representation of women, minorities and marginalized groups. Scholarship outside the gender thematic area has pointed to the need to explore tensions between structure and agency in order to understand the opportunities for change.<sup>46</sup>

Meanwhile, civil society activism against media invisibilisation of women, misrepresentation and trivialization of women's activism, rampant sexism, racism and exclusion of minorities<sup>47</sup> has continued. "Basic political claims about the representation of women or their equal and dignified treatment at work have neither been met by the global media industries nor have they been sufficiently prioritized by national



governments or intergovernmental organisations”.<sup>48</sup> Recently, efforts are being made to build alliances between civil society, media industry, academic and State agency stakeholders, notably, by the broad-based UNESCO-led Global Alliance for Media and Gender

(GAMAG)<sup>49</sup> established in 2013.

In the chapters that follow, we consider the GMMP evidence across the 1995 – 2015 period against the yardstick of accountability laid out here.

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## CHAPTER 2.

# A Day In The World's News

Imagine a time-lapse photo taken in five-year intervals over 20 years by teams in more than 100 countries. The object of interest is the news and the camera fitted with a gender zoom lens specially developed for this project. The frames depict the stories making the news, who appears, who is interviewed, how they are portrayed, the news anchors, presenters and reporters, and how the same change across countries, regions and globally from 1995 to 2015. This is the Global Media Monitoring Project (GMMP) which, in its fifth iteration, allows us to see the ways in which media gender equality and inequality have evolved over space and time, as novel content delivery platforms have emerged, and news agendas have altered.

During two decades of media monitoring, the globalizing world has undergone change and continues to morph in unexpected ways. The importance of the print newspaper is diminishing in some parts of the world as content crosses over into digital spaces. Slow desktop computers are giving way to laptops and, presently, versatile hand-held devices such as smartphones and tablets, enabling access to local, national and international news as it happens. Newer platforms such as Twitter, blogs and social networking sites have risen as sources of news and consequently set new trends in the news media.<sup>1</sup>

Flash back to the first global monitoring day for GMMP 1, January 18, 1995. The Kobe earthquake happening on this day, made headline news around the world. The amount of material on “disaster and accidents” was extremely high. On the second GMMP monitoring day February 1, 2000 no event dominated the news agenda; the news contained the usual proportion of stories on politics, crime and the economy which made up almost 50% of the stories monitored. The same was true for the third monitoring day in 2005; some stories on the aftermath of the 2004 Tsunami persisted but did not occupy an inordinate amount of news space. Some topics received international attention, among them the coming into effect of the Kyoto Protocol, the funeral of the former Lebanese Prime Minister who had been assassinated two days prior, pop star Michael Jackson’s hospitalization during his trial on child molestation charges and the appearance of an Italian journalist kidnapped by

Iraqi insurgents in a video appealing for help. Other than that, national news covered the usual stories on politics, economic affairs, crime, extreme weather and scandals.

For the Fourth GMMP in 2010, monitoring of Internet news was piloted for the first time, in addition to the usual television, radio and print news research. No special event dominated the global news agenda. In regional news, the 20-year anniversary of the fall of the Berlin Wall received media attention across Europe while the gunfight between North and South Korea in the Japanese sea appeared in Asian news. Election news were prominent in several countries, media in Vietnam highlighted local floods, in Estonia and Hungary the spread of the H1N1 influenza virus was covered and news in Georgia presented an armed conflict between Georgians and Ossetians. All in all, it was the usual mix of stories.

A Twitter news coding instrument was introduced for the Fifth GMMP (2015), at the same time as Internet news monitoring was rolled out to all countries in which digitally-delivered content is important for a significant proportion of news users. Here is what made the news on the fifth global monitoring day, March 25, 2015:

“8 Minutes of Terror  
– smashed into millions of pieces”

— *The SUN, England*

“Germanwings crash: American  
Mother-Daughter Pair Were on Board”

— *ABC News online article, USA*

“Crash de l’#A320 : Le point de presse du  
Bureau d’enquête a commencé, selon notre  
reporter sur place”

(Crash of the #A320: The press conference of  
the investigating officials began, according to  
our reporter on site)

— *@libe, Libération France on Twitter at 1.10pm*

Two particular stories appeared in the news across several countries. A Germanwings flight from Barcelona to Dusseldorf had crashed the day prior in the



French Alps, all 150 passengers and crew on board died. This incident was reported in European news, made the headlines beyond Europe, in Argentina, Australia, Canada, Japan and the USA, and appeared as major news items in other countries such as the Dominican Republic, Guatemala, India, Israel, Nepal, Pakistan, Puerto Rico and New Zealand. This topic got the highest international coverage during the fifth global monitoring day.

[“Jolie reveals shock cancer surgery”](#)

— *(The Advertiser, Australia)*

[“Another preventive surgery: Jolie gets ovaries removed to avoid cancer”](#)

— *(Hindustan Times, India)*

Hollywood star and social justice activist Angelina Jolie’s surgery was the second story covered in news across several countries. The day prior to the monitoring, Jolie’s op-ed published in the *New York Times* revealed her experience with surgery to remove her fallopian tubes and ovaries, as she explained, to decrease her risk of developing cancer. News on the global monitoring day reframed and debated the story in different ways: In some cases the story was presented as a health issue and appeared in the health news sections and newscast segments; in other cases it was depicted as a celebrity news item appearing in the celebrity pages and segments. The story was presented through various mediums around the world, being for example, prominent in the news in Portugal, Israel, Italy and Puerto Rico.

[“Elections communales 2015 – Les dossiers du candidature attendus du 30 Mars au 5 Avril”](#) (Municipal Elections 2015: Application documents expected from 30 March to 5 April)

— *Quotidien nokué, Benin*

[“L’affaire OBOUF : Le jugement renvoyé au vendredi 27 mars”](#) (The OBOUF affair: Judgement postponed to 27 March)

— *L’Observateur, Burkina Faso*

[“US drone kills 9 Pakistani militants in Afghanistan”](#)

— *The News, Pakistan*

[“NW \[North-West\] elite raise 80MFCFA to crush Boko Haram”](#)

— *The Guardian Post, Cameroon*

National politics and government issues were covered to a significant extent. Media in Bolivia, Benin, Ban-

gladesh, France and Australia for example highlighted impending, ongoing or just-ended elections, while in Costa Rica, Mongolia and Pakistan among others, the news addressed questions of security. Terrorism was also an important issue, for example, in media in Cameroon and Nigeria regarding the fundamentalist Islamist group ‘Boko Haram’, while the news in Guatemala, Cyprus, Jamaica and Trinidad and Tobago were tipped towards incidences of corruption.

Other events of national interest that made the news on March 25 were:

[The massacre of villagers in the Central African Republic: “Un vingtaine de villageois tués dans le centre nord de la RCA”](#) (About 20 villagers killed in the central north of the CAR)

— *Le Democrat, Central African Republic*

[The semi-final win of the men’s team over South Africa in the Cricket World Cup in New Zealand: “Howzat! What a night as Kiwis triumph”](#)

— *Otago Daily Times, New Zealand*

[Statistics on tourism in Bahamas: “Bahamas 6.7 tourism growth to lead region”](#)

— *@tribune242, Tribune 242 on Twitter at 1.52 pm*

[The constitution and possible reforms in Congo: “Mathias Ozon: La constitution est mauvaise, mais on ne la change pas”](#) (Mathias Ozon: “The constitution is bad but it is not being changed”)

— *Le Patriote, Congo*

[The agriculture in Haiti: “Haiti-Agriculture : Terrible insécurité alimentaire alertent des organisations paysannes”](#) (Haitian agriculture: Rural organisations warn of serious food insecurity)

— *Alter Presse online article, Haiti*

While disasters were prominent in the 1995 and 2015 monitoring day, the plane crash was reported in almost all European countries. The crash was prominent in Latin American news and generally less visible in news in the rest of the world. The trends towards a regionalized news agenda were showing in 2010 with the anniversary of the fall of the Berlin wall (European news) and the North and South Korea open sea conflict (Asian news). The international coverage of Michael Jackson’s hospitalization in 2005 and Angelina Jolie’s surgery in 2015 demonstrate the globalized (largely American) culture channelled through the media and now firmly lodged in our present reality.



All in all domestic politics tended to be more prominent than external politics and certainly more visible than economic news. Nevertheless, the overall mix

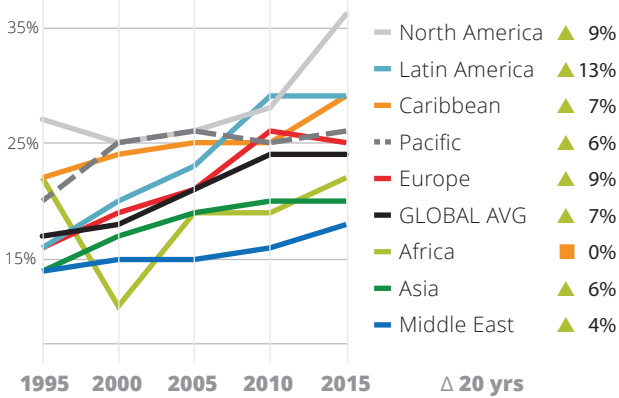
of stories mirrored previous global monitoring days: politics, the economy, crime, social and legal issues, science and health, sports and celebrity news.

**Table 1:** Top 10 news topics on the global monitoring day 25 March 2015

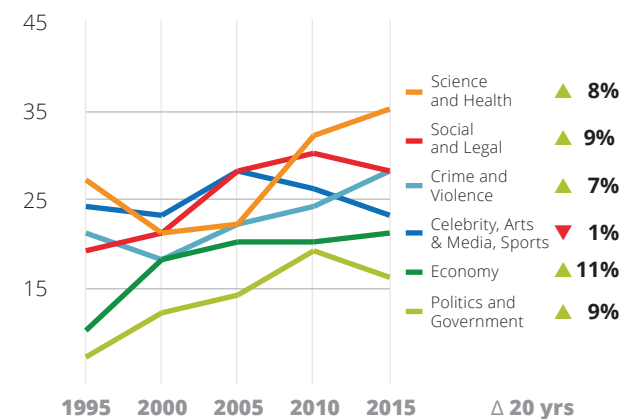
Rank	Topic description
1	Other domestic politics, government....
2	Disaster, accident, famine, flood, plane crash....
3	Sports, events, players, facilities, training, funding
4	Economic policies, strategies, modules, indicators, stock markets...
5	Violent crime, murder, abduction, assault....
6	Non-violent crime, bribery, theft, drugs, corruption
7	Foreign/international politics, UN, peacekeeping
8	Education, childcare, nursery, university, literacy
9	Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)
10	War, civil war, terrorism, other state-based violence

# The Global Media Monitoring Project 2015 At A Glance

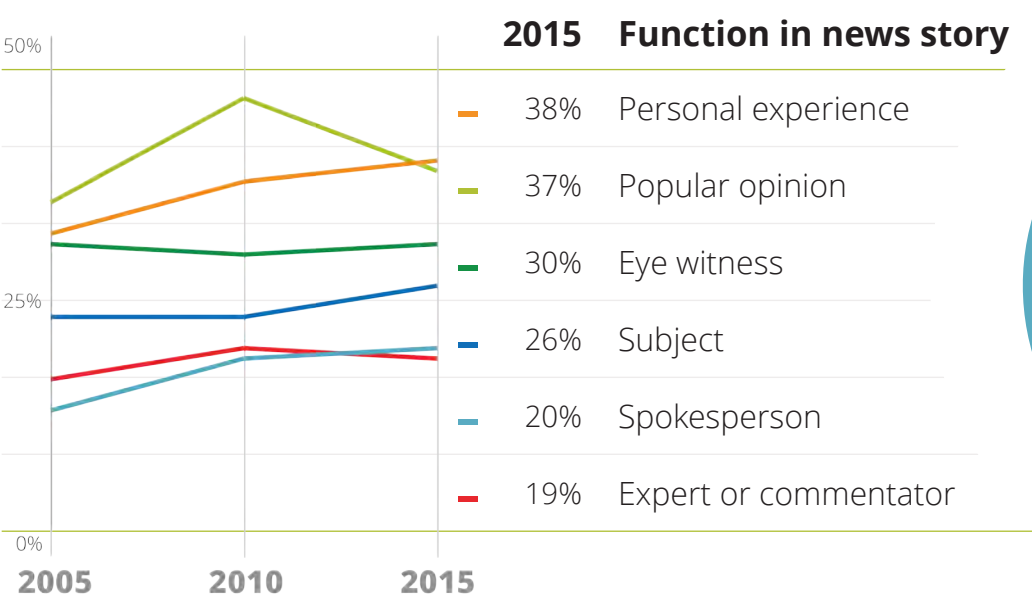
Overall presence of women in print, radio and television news, by region. 1995-2015 (see Table 11)



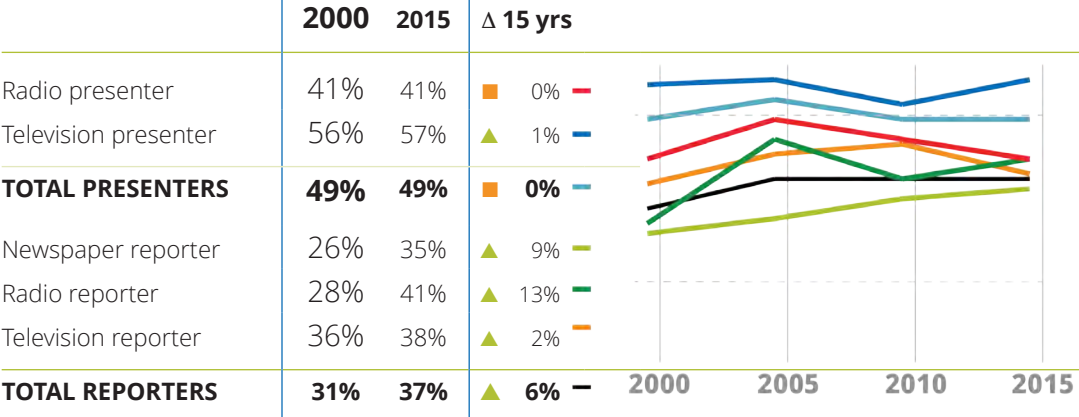
Overall presence of women in print, radio and television news, by major topic, by GMMP year. 1995-2015 (see Table 12)



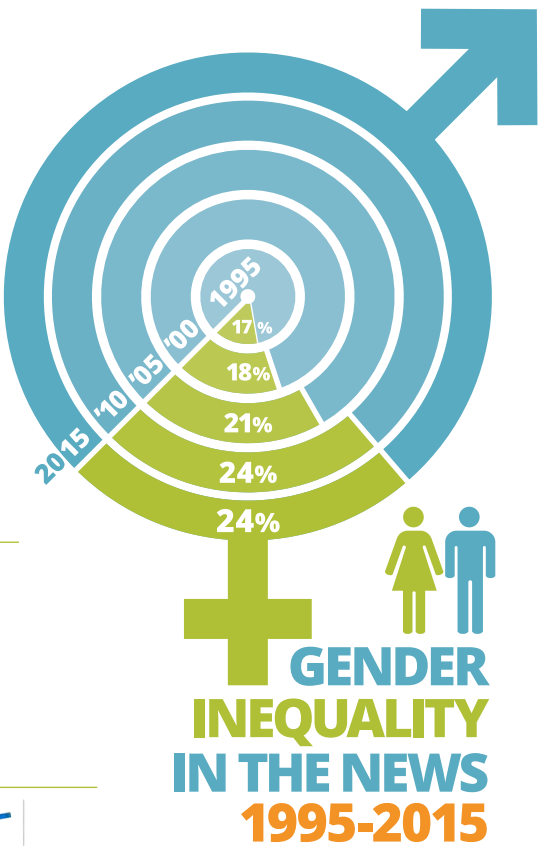
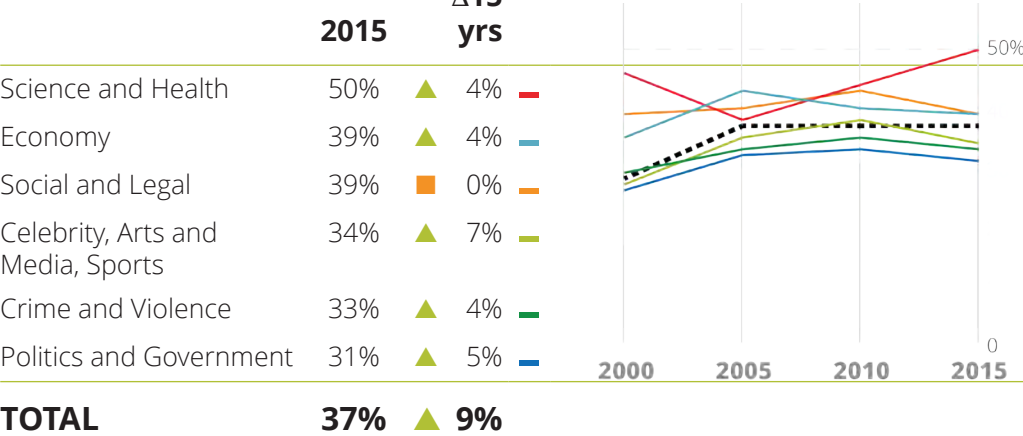
Functions of female news subjects. 2005-2015. (see Table 19)



Reporters and presenters. 2000 – 2015 (see Table 35)



Stories by female reporters, by major topics. 2000-2015 (see Table 43)



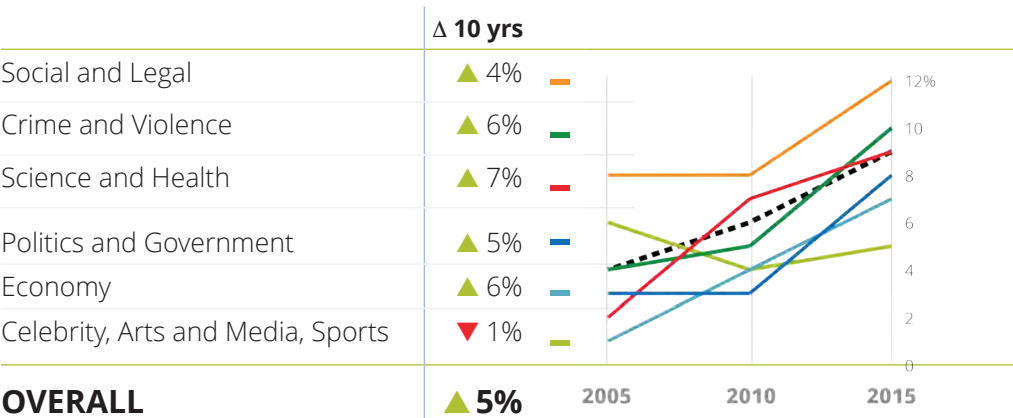
Female reporters in the news, by region. 2000-2015. (see Table 40)

	2000	2015	Δ 15 yrs
Africa	24%	35%	▲ 11%
Asia	31%	31%	■ 0%
Caribbean	39%	44%	▲ 5%
Europe	34%	37%	▲ 3%
Latin America	27%	41%	▲ 14%
Middle East	34%	38%	▲ 4%
North America	36%	40%	▲ 4%
Pacific	43%	45%	▲ 2%
<b>TOTAL</b>	<b>31%</b>	<b>37%</b>	<b>▲ 6%</b>

Stories that clearly challenge gender stereotypes, by major topic. 2005-2015 (see Table 75).

	2005	2015	Δ 10 yrs
Politics and Government	3%	3%	■ 0%
Economy	1%	3%	▲ 2%
Science and Health	1%	5%	▲ 4%
Social and Legal	6%	4%	▼ 2%
Crime and Violence	2%	4%	▲ 2%
Celebrity, Arts and Media, Sports	2%	3%	▲ 1%
Other	5%	1%	▼ 4%
<b>OVERALL</b>	<b>3%</b>	<b>4%</b>	<b>▲ 1%</b>

Stories where issues of gender equality/inequality are raised by major topic. 2005-2015. (see Table 69)



**Table 2:** Key Findings: 1995 - 2015

	1995		2000		2005		2010		2015		%Change (Δ)		
	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	
A. People in the news													
Newspaper, Television, Radio	17	83	18	82	21	79	24	76	24	76	▲ 7		
Newspapers	16	84	17	83	21	79	24	76	26	74	▲ 10	Δ20 yrs	
Television	21	79	22	78	22	78	24	76	24	76	▲ 3		
Radio	15	85	13	87	17	83	22	78	21	79	▲ 6		
News websites and media Tweets									26	74			
News websites							23 (pilot)	77 (pilot)	25	75			
News media Tweets									28	72			
Scope of Story. Newspaper, Television, Radio													
Local	22	78	23	77	27	73	26	74	27	73	▲ 5	Δ20 yrs	
National	14	86	17	83	19	81	23	77	23	77	▲ 9		
National/other	17	83	15	85	18	82	20	80					
Sub-regional/regional									24	76			
International / Foreign	17	83	14	86	20	80	26	74	24	76	▲ 7		
Main Story Topics. Newspaper, Television, Radio													
Science & Health	27	73	21	79	22	78	32	68	35	65	▲ 8	Δ20 yrs	
Social & Legal	19	81	21	79	28	72	30	70	28	72	▲ 9		
Crime & Violence	21	79	18	82	22	78	24	76	28	72	▲ 7		
Celebrity, Arts & Sport	24	76	23	77	28	72	26	74	23	77	▼ 1		
Economy	10	90	18	82	20	80	20	80	21	79	▲ 11		
Politics & Government	7	93	12	88	14	86	19	81	16	84	▲ 9		
Function in Story													
	n/a	n/a	n/a	n/a									
Personal Experience	-	-			31	69	36	64	38	62	▲ 7	Δ10 yrs	
Popular Opinion	-	-			34	66	44	56	37	63	▲ 3		
Eye Witness	-	-			30	70	29	71	30	70	■ 0		
Subject	-	-			23	77	23	77	26	74	▲ 3		
Spokesperson	-	-			14	86	19	81	20	80	▲ 6		
Expert	-	-			17	83	20	80	19	81	▲ 2		
Occupation													
Homemaker, parent (no other occupation is given)			81	19	75	25	72	28	67	33	▼ 8	Δ10 yrs	
Health worker, social worker, childcare worker			n/a		n/a		n/a		47	53			
Office or service worker, non-management worker			35	65	40	60	45	55	35	65	▼ 5		
Unemployed no other occupation given			33	67	19	81	35	65	34	66	▲ 15		
Activist or worker in civil society org., NGO, trade union			24	76	23	77	34	66	33	67	▲ 10		
Doctor, dentist, health specialist			n/a		n/a		n/a		30	70			
Academic expert, lecturer, teacher			n/a		n/a		n/a		23	77			
Lawyer, judge, magistrate, legal advocate, etc.			n/a		18	82	17	83	22	78	▲ 4		
Media professional, journalist, film-maker, etc.			n/a		36	64	29	71	21	79	▼ 15		
Tradesperson, artisan, labourer, truck driver, etc.			15	85	23	77	22	78	21	79	▼ 2		
Government employee, public servant, etc.			12	88	17	83	17	83	20	80	▲ 3		
Government, politician, minister, spokesperson...			10	90	12	88	17	83	18	82	▲ 6		
Business person, exec, manager, stock broker...			n/a		12	88	14	86	16	84	▲ 4		
Agriculture, mining, fishing, forestry			15	85	13	87	13	87	14	86	▲ 1		
Science/ technology professional, engineer, etc.			12	88	10	90	10	90	10	90	■ 0		
Police, military, para-military, militia, fire officer			4	96	5	95	7	93	8	92	▲ 3		
Sportsperson, athlete, player, coach, referee			9	91	16	84	11	89	7	93	▼ 9		
% Portrayed as Victim	29	10	19	7	19	8	18	8	16	8	▼ 3	▲ 1	Δ15 yrs
% Portrayed as Survivor					4	8	6	3	8	3			
% Identified by Family Status	n/a	n/a	21	4	17	5	18	5	19	5	▼ 2	▲ 1	
% In Newspaper Photographs	n/a	n/a	25	11	23	16	26	17	30	23	▲ 5	▲ 12	
% Quoted			33	35	50	50	52	50	61	61	▲ 28	▲ 26	



		1995		2000		2005		2010		2015		%Change (Δ)	
		%F	%M	%F	%M	%F	%M	%F	%M	%F	%M	%F	%M
B. Reporting and Presenting the News. Newspaper, Radio, Television													
<b>% Stories presented</b>		51	49	49	51	53	47	49	51	49	51	0	0
Television				56	44	57	43	52	48	57	43	1	0
Radio				41	59	49	51	45	55	41	59	0	0
<b>% Stories reported</b>		28	72	31	69	37	63	37	63	37	63	6	6
Television				36	64	42	58	44	56	38	62	2	2
Radio				28	72	45	55	37	63	41	59	13	13
Newspapers				26	74	29	71	33	67	35	65	9	9
<b>% Stories of each scope reported, by sex of reporter. Newspaper, radio, television</b>													
Local		33	67	34	66	44	56	40	60	38	62	5	5
National		24	76	30	70	34	66	38	62	38	62	14	14
National/other		28	72	33	67	32	68	32	68				
Sub-regional/regional										37	63		
Foreign / International		28	72	29	71	36	64	37	63	35	65	7	7
<b>% Stories Reported By Major Topic. Newspaper, radio, television</b>												%F	%M
Celebrity, Arts & Sport				27	73	35	65	38	62	33	67	6	6
Social & Legal				39	61	40	60	43	57	39	61	0	0
Crime & Violence				29	71	33	67	35	65	33	67	4	4
Science & Health				46	54	38	62	44	56	50	50	4	4
Economy				35	65	43	57	40	60	39	61	4	4
Politics & Government				26	74	32	68	33	67	31	69	5	5
<b>% Female news subjects and sources, by sex of story reporter. Newspaper, radio, television</b>		n/a	N/a	24	18	25	20	28	22	29	26	5	8
C. News Content													
<b>% Stories with Women as a Central Focus. Newspaper, radio, television</b>		N/a		10		10		13		10		0	0
Celebrity, Arts & Sport				16		17		16		14		2	2
Social & Legal				19		17		17		8		11	11
Crime & Violence				10		16		16		17		7	7
Politics & Government				7		8		13		7		0	0
Science & Health				11		6		11		14		3	3
Economy				4		3		4		5		1	1
<b>% Stories that Challenge Gender Stereotypes. Newspaper, radio, television</b>		N/a	n/a			3		6		4		1	1
<b>% Stories that Highlight Gender (In)Equality. Newspaper, radio, television</b>		N/a	n/a			4		6		9		5	5
<b>% Stories that mention gender equality policies or human and women's rights legal instruments. Newspaper, radio, television</b>		n/a	n/a			n/a		10		9		1	1

## Participating countries

Interest in the Global Media Monitoring Project has grown considerably since the first exercise in 1995. Many more countries than those whose data is contained in this report planned to participate in the global monitoring. Attrition in the number of countries is explained by various factors, among them, repression of women's rights activists during the monitoring period that led Team China to drop out and, special circumstances that made the research untenable such as in Slovenia where the monitoring day coincided with Mother's Day. The number of participating countries has grown by 60% since the first GMMP in 1995. (Table 3)

**Table 3:** Participating countries 1995 - 2015

	1995	2000	2005	2010	2015
<b>Africa</b>	12	11	18	27	<b>32</b>
<b>Asia</b>	14	14	11	13	<b>11</b>
<b>Caribbean</b>	4	6	6	11	<b>15</b>
<b>Europe</b>	21	21	24	32	<b>30</b>
<b>Latin America</b>	10	8	11	13	<b>14</b>
<b>Middle East</b>	3	4	2	6	<b>6</b>
<b>North America</b>	2	2	2	2	<b>2</b>
<b>Pacific</b>	5	4	2	5	<b>4</b>
<b>TOTAL</b>	<b>71</b>	<b>70</b>	<b>76</b>	<b>109</b>	<b>114</b>

The number of participating countries from Africa has increased by 20, to now cover close to 60% of the continent. The increase is dramatic in the Caribbean from only 4 countries in 1995 to 15 currently, representing 60% of the region. There has been growth as well in participation of countries from the former Soviet Union, and perhaps the availability of the monitoring instruments in Russian contributed towards rousing the interest of teams in several Central and Eastern European States. Internet and Twitter news stories were monitored in 68% (n=78) of the participating countries, that is 10 in Africa, Asia (7), Caribbean (11), Europe (28), Latin America (13), Middle East (4), North America (2) and 3 in the Pacific.

**Table 4:** Media monitored. 2015

	Print	Radio	Television	Internet	Twitter	TOTAL
<b>Africa</b>	142	98	63	21	9	<b>333</b>
<b>Asia</b>	75	30	52	32	5	<b>194</b>
<b>Caribbean</b>	56	41	29	19	20	<b>165</b>
<b>Europe</b>	211	118	122	139	145	<b>735</b>
<b>Latin America</b>	98	68	66	53	81	<b>366</b>
<b>Middle East</b>	30	21	24	13	0	<b>88</b>
<b>North America</b>	28	3	13	12	10	<b>66</b>
<b>Pacific</b>	22	14	11	7	15	<b>69</b>
<b>Transnational</b>	0	0	0	8	6	<b>14</b>
<b>TOTAL</b>	<b>662</b>	<b>393</b>	<b>380</b>	<b>304</b>	<b>291</b>	<b>2030</b>

\* Transnational media covered all regions and included Al Jazeera English, Asia News Network, Deutsche Welle World, Jeune Afrique, Telesur, The Guardian International, Ahram, Asia News Network and CNN International. A separation in the analysis is made between traditional (print, radio, television) and new (Internet, Twitter) media results. Chapter 3A covers traditional mediums. Chapter 3B covers news delivered over digital platforms

Print news contributed almost half of the stories monitored in traditional mediums (48%) while media house Tweets overwhelmed the digital news sample, at 55%. (Table 5) More print articles than radio and television news items were monitored in Africa, Asia, the Caribbean, Europe and North America. In the Middle East, the number of television news items exceeded the number of radio and print stories; television stories made up 41% of the sample, followed by radio (31%) and print (28%). In the Pacific the number of print stories almost equalled the television articles, at 40% and 42% respectively. The ease in monitoring tweets due to their short 140-character texts would account for the significant contribution Twitter news made to the total digital news sample.

**Table 5:** Breakdown of news items by region. 2015

	TRADITIONAL			DIGITAL	
	Print	Radio	Television	Internet	Twitter
<b>Africa</b>	39%	34%	26%	44%	56%
<b>Asia</b>	56%	8%	36%	86%	14%
<b>Caribbean</b>	65%	20%	15%	14%	86%
<b>Europe</b>	49%	24%	26%	44%	56%
<b>Latin America</b>	28%	36%	36%	33%	67%
<b>Middle East</b>	28%	31%	41%	100%	0%
<b>North America</b>	56%	5%	39%	64%	36%
<b>Pacific</b>	40%	17%	42%	30%	70%
<b>OVERALL</b>	<b>48%</b>	<b>20%</b>	<b>32%</b>	<b>45%</b>	<b>55%</b>

NB: Unless otherwise stated, all tables in this report show weighted data

## Topics in the news

Half of the news stories covered political (24%) and social/legal news (27%) combined. 2% of the stories could not be classified under a major topic. (**Table 6**)

The lowest contributor to the sample was news on science and health, a trend that mirrors the 2005 and 2010 research.

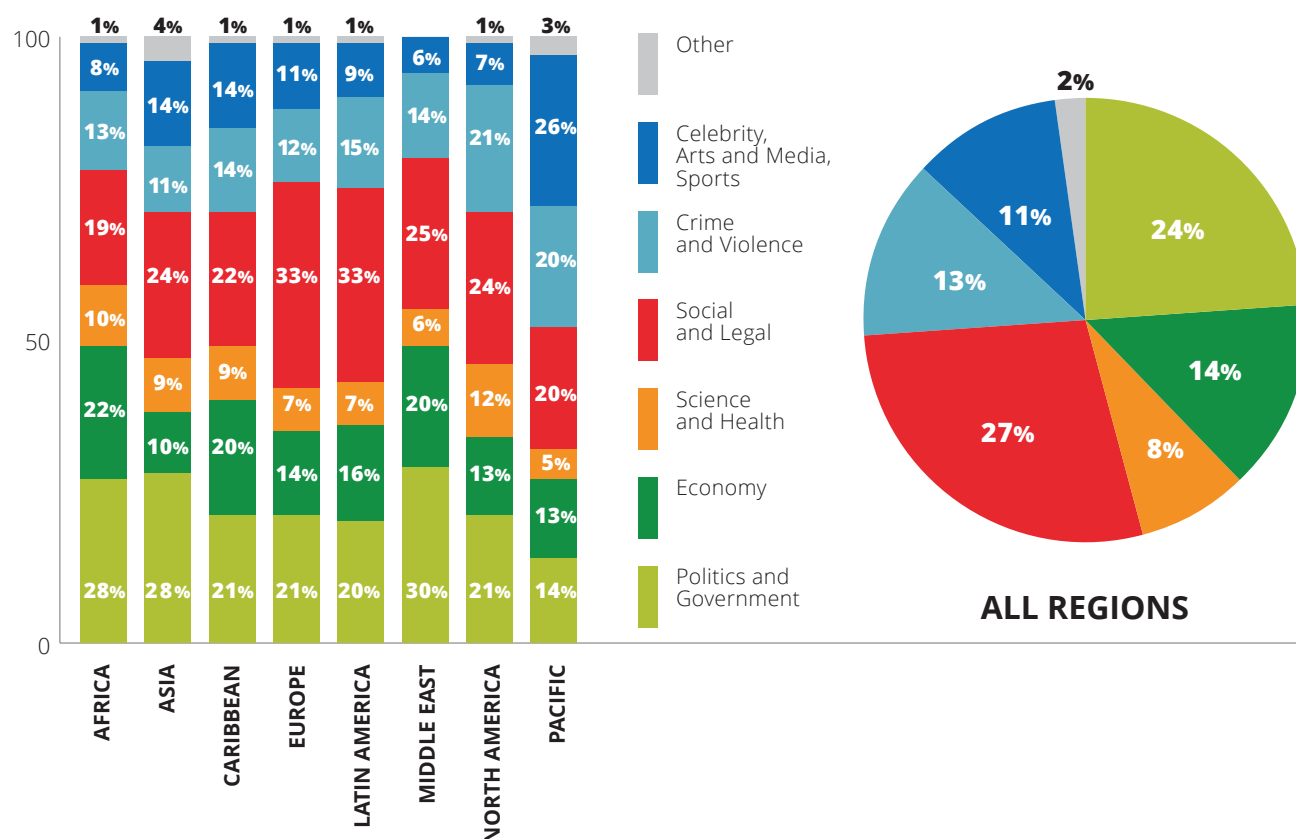
**Table 6.** Topics in the news. 2005-2015

Topic	2005				2010				2015			
	PRINT	RADIO	TV	TOTAL	PRINT	RADIO	TV	TOTAL	PRINT	RADIO	TV	TOTAL
<b>Politics and Government</b>	27%	23%	23%	<b>25%</b>	32%	28%	26%	<b>28%</b>	26%	22%	21%	<b>24%</b>
<b>Economy</b>	19%	27%	18%	<b>21%</b>	16%	21%	17%	<b>17%</b>	14%	18%	12%	<b>14%</b>
<b>Science and Health</b>	11%	11%	9%	<b>10%</b>	10%	9%	9%	<b>9%</b>	9%	6%	8%	<b>8%</b>
<b>Social and Legal</b>	14%	11%	10%	<b>12%</b>	15%	12%	10%	<b>13%</b>	28%	27%	26%	<b>27%</b>
<b>Crime and Violence</b>	20%	17%	22%	<b>20%</b>	19%	18%	22%	<b>20%</b>	12%	14%	15%	<b>13%</b>
<b>Celebrity, Arts and Media, Sports</b>	9%	8%	14%	<b>10%</b>	7%	10%	14%	<b>11%</b>	9%	12%	15%	<b>11%</b>
<b>Other</b>	0	1%	1%	<b>2%</b>	1%	1%	2%	<b>2%</b>	1%	2%	3%	<b>2%</b>

The economic news major topic was the third largest contributor to the sample, followed closely by crime news in 2015. Five years ago the volume of crime news surpassed that of economic news; and in 2005 the number of economic news stories narrowly exceeded those in the crime/violence major topic.



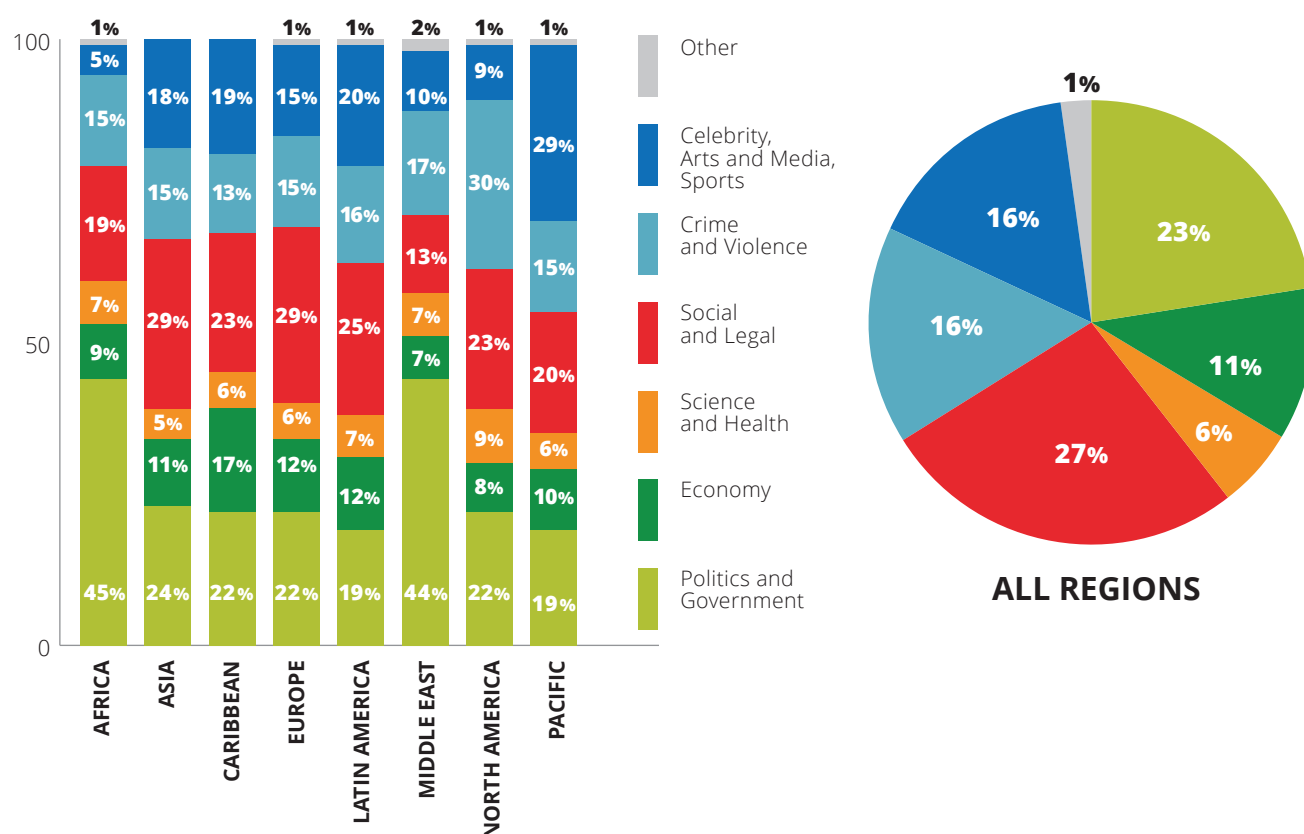
**Table 7.** Topics in newspaper, television and radio news. Regional comparisons. 2015



Political news stories were prominent in Africa (28% of the total sample), in Asia (28%) and the Middle East (30%). (Table 7) One third of the European and Latin American news samples was comprised of social/legal news owing to the plane crash in the French Alps that had occurred the day prior. Stories on science and health made the smallest contributions to the samples in all regions with the exception of Africa and North America where celebrity news was least important, making up 7% to 8% of the total stories in each region. In the Middle East, the volume of celebrity news was as insignificant as that of science/health news, each contributing only 6% of the stories in the sample.

The distribution of topics in stories published on Internet news sites and media house tweets somewhat mirrored the traditional mediums in most regions with some exceptions. News on politics and government constituted close to half of the digital stories monitored in Africa and the Middle East, at 45% and 44% of the respective samples, approximately 1½ times the number of political stories in the traditional mediums in both regions. (Table 8). The percentage of celebrity news was higher in digital stories than in print, television and radio news across all regions apart from Africa; in Latin America the sample size of digital celebrity news was more than double the sample coded in the traditional mediums. Social and legal stories were as numerous in the overall Internet and Twitter news samples as in print, radio and television news.

**Table 8.** Topics in Internet and Twitter news. Regional comparisons. 2015



## Topics and newspaper space

Space allotment communicates the news value, or the importance given to a story by news producers. As discussed earlier, almost one half of the stories monitored from the traditional mediums were from newspapers. Depending on the story angle, articles on the Germanwings plane crash were in most cases coded under the social/legal major topic. Stories under this topic, most of which were on the tragedy, were prominent as  $\frac{1}{4}$  page,  $\frac{1}{3}$  page,  $\frac{1}{2}$  page and full page stories. Stories occupying less than one quarter of the page were in 29% of cases articles on politics and government. Stories least likely to be allotted an entire page covered science and health news (9% of articles).

**Table 9.** Major topics by space in newspapers. 2015

	Full page	$\frac{1}{2}$ page	$\frac{1}{3}$ page	$\frac{1}{4}$ page	Less than $\frac{1}{4}$ page
<b>Politics and Government</b>	17%	26%	27%	27%	29%
<b>Economy</b>	12%	16%	13%	15%	14%
<b>Science and Health</b>	9%	10%	11%	7%	10%
<b>Social and Legal</b>	37%	27%	31%	30%	23%
<b>Crime and Violence</b>	12%	11%	10%	12%	13%
<b>Celebrity, Arts and Media, Sports</b>	12%	10%	7%	6%	9%
<b>Other</b>	1%	1%	1%	3%	1%

## Notes

1. David Tewksbury and Jason Rittenberg. *News on the Internet: Information and Citizenship in the 21st Century*. (Oxford: Oxford University Press, 2012) 3

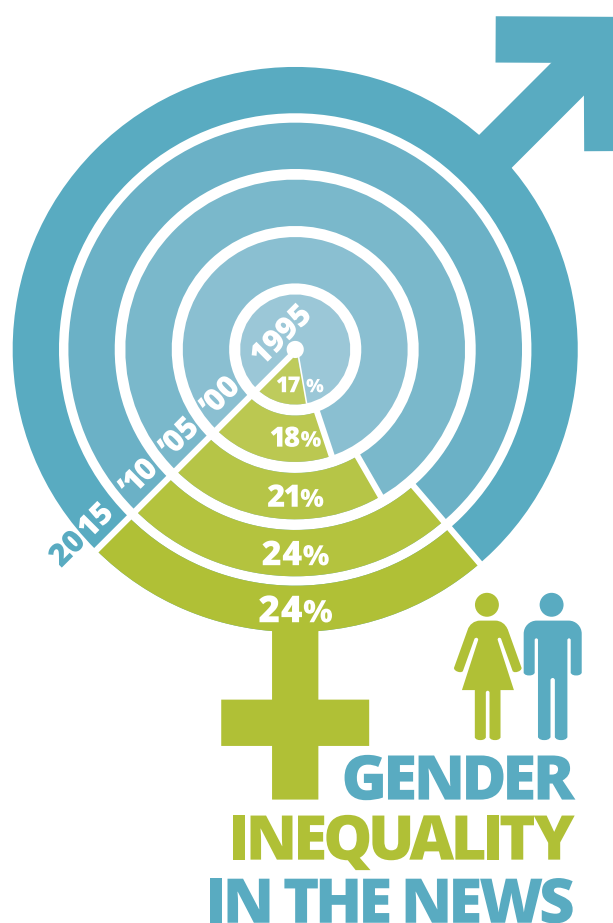


## CHAPTER 3A

# Newspaper, Television And Radio News

## I. People in the news: Chronic gender inequality, regional wins and global inertia

Over the period beginning in the year 2000 up until 2010, the Global Media Monitoring Project discovered a slow but steady increase in the overall presence of women in the news: the gender gap had been narrowing by three percentage points every five years. Change in the overall global indicator ground to a halt during the past five years. In 2015, women still constitute only 24% of the persons heard, read about or seen in the news, exactly as they did in 2010.



“Gender gap” here refers to the gulf in presence of women and that of men in news content, where presence is determined by visibility, voice and mention.

**Table 10:** Female news subjects by medium.  
1995-2015

	1995	2000	2005	2010	2015	Δ 20 yrs
<b>NEWSPAPER</b>	16%	17%	21%	24%	26%	▲10%
<b>RADIO</b>	15%	13%	17%	22%	21%	▲6%
<b>TELEVISION</b>	21%	22%	22%	24%	24%	▲3%
<b>Total</b>	<b>17%</b>	<b>18%</b>	<b>21%</b>	<b>24%</b>	<b>24%</b>	<b>▲7%</b>

Women’s relative presence in the news has increased most in print news, from 16% in 1995 to 26% in 2015 (Table 10). The change is smallest in television news-casts by only three percentage points over two decades and staticity over the past five years. The findings for print news are interesting in light of the trends in decline of the newspaper’s significance as a news source, its demise in some parts of the world and migration to online versions. Increase in women’s presence over two decades is modest on radio, yet the radio’s importance for rural and illiterate populations particularly remains undiminished.

The gender gap has narrowed most dramatically in Latin America over the past two decades, by an impressive 13 percentage points, from 16% in 1995 to 29% in 2015. Europe and North America follow with a 9 percentage point decrease. (Table 11) North America has held its position as the region with the narrowest gender gap relative to the rest of the world, since the start of the systematic GMMP monitoring; in this region, women make up 36% of the people in the news, double the proportion of women in Middle Eastern news.

Interestingly, Asia, the Caribbean and the Pacific regions show a more or less uniform 6 to 7 percentage points improvement in women's presence in the news over the past 20 years, despite variations in the five-year period rates of change. Among other reasons, the dramatic rise in the number of countries in which data was collected may account for the apparent lack of change in Africa; data was gathered in only 12 African countries in 1995, compared to 32 – over half of the continent – in 2015.

Detailed discussions on the regional and country findings are contained in separate reports accessible [here](#).

**Table 11:** Overall presence of women in print, radio and television news, by region. 1995-2015

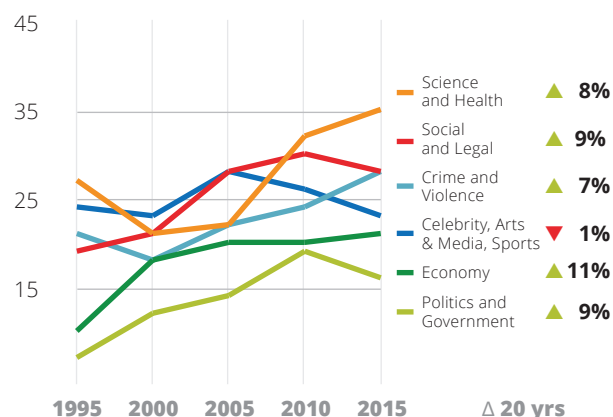
Region	1995	2000	2005	2010	2015	Δ 20 yrs
<b>Africa</b>	22%	11%	19%	19%	22%	0%
<b>Asia</b>	14%	17%	19%	20%	20%	6%
<b>Caribbean</b>	22%	24%	25%	25%	29%	7%
<b>Europe</b>	16%	19%	21%	26%	25%	9%
<b>Latin America</b>	16%	20%	23%	29%	29%	13%
<b>Middle East</b>	14%	15%	15%	16%	18%	4%
<b>North America</b>	27%	25%	26%	28%	36%	9%
<b>Pacific</b>	20%	25%	26%	25%	26%	6%
<b>GLOBAL AVERAGE</b>	<b>17%</b>	<b>18%</b>	<b>21%</b>	<b>24%</b>	<b>24%</b>	<b>+7%</b>

## Presence in News Topics

The gender gap is narrowest in stories on science and health, the major topic of lowest importance on the news agenda occupying only 8% of the overall news space; women make up 35% of the people in news under this topic, in contrast to only 16% in political news stories. (Table 12) The gap is widest in news about politics and government in which women are only 16% of the people in the stories. In fact, women are three percentage points less visible in political news now than five years ago.

Overall, across the 20-year period, the gap has narrowed in all major topics with the exception of celebrity news. The picture however within the five-year intervals varies, often marked by significant progress but sometimes by increases in the gender gap. For instance, the period 2010–2015 saw a three percentage point decrease of the proportion of women in political news stories, and during the period 1995-2000, a six percentage point decrease in women's presence in science/health news.

**Table 12:** Overall presence of women in print, radio and television news, by major topic, by GMMP year. 1995-2015





The gender gap in political stories is narrowest in Latin America, a region leading in the percentage of countries with women as holders of the highest political office. (Table 13) The gulf is widest in Asia followed by the Middle East: women are 7% and 9% of people in news about politics and government in these regions respectively.

In the Pacific region women outnumber men in stories on science and health, however data was collected in only four countries in the region, two of which are the largest and most affluent, namely Australia and New Zealand.

Women's visibility in economic news stories is greatest in North America, at 41% of people in the stories, and least in Asia, at 15%. For both science/health and crime/violence major topics, the highest gender gap

was recorded in Middle Eastern news. The Caribbean and North America are at par with regard to women's presence in celebrity news, at 29%.

A contrast with the gender gaps in digital news would be informative here. (Table 14) Interestingly, in all regions with the exception of Asia, Africa and the Middle East, women's presence in Online and Twitter news is highest in science and health stories. This is a stark contrast to the traditional mediums in Africa and Asia in which women's presence is highest in science/health stories. In African and Asian digital news, women are most present in crime and violence stories, at 40% and 39% of people in the news respectively. In the Middle East, women are most present in digital celebrity news, at 47% of those heard, seen or spoken about in stories under this topic.

**Table 13:** Breakdown of women in print, radio and television news, by major topic, by region. 2015

	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
<b>Politics and Government</b>	16%	7%	19%	19%	25%	9%	23%	22%
<b>Economy</b>	19%	15%	26%	21%	24%	18%	41%	29%
<b>Science and Health</b>	37%	28%	33%	37%	34%	21%	43%	54%
<b>Social and Legal</b>	26%	27%	32%	27%	34%	25%	39%	31%
<b>Crime and Violence</b>	28%	27%	39%	27%	31%	18%	38%	24%
<b>Celebrity, Arts and Media, Sports</b>	15%	20%	29%	26%	23%	22%	29%	21%
<b>Other</b>	22%	31%	20%	37%	29%	0%	33%	100%

**Table 14:** Breakdown of women in online and Twitter news, by major topic, by region. 2015

	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
<b>Politics and Government</b>	28%	20%	21%	17%	24%	10%	17%	18%
<b>Economy</b>	19%	9%	29%	25%	19%	0%	40%	15%
<b>Science and Health</b>	28%	32%	50%	36%	46%	0%	71%	40%
<b>Social and Legal</b>	10%	29%	34%	29%	33%	22%	42%	27%
<b>Crime and Violence</b>	40%	39%	17%	24%	30%	20%	48%	21%
<b>Celebrity, Arts and Media, Sports</b>	0%	24%	39%	25%	27%	47%	31%	23%
<b>Other</b>	0%	0%	0%	34%	45%	11%	100%	50%

**Table 15** Top 10 topics in which women are most likely to be present. 2015

Rank	Topic
1	Beauty contests, models, fashion, cosmetic surgery
2	Family relations, inter-generational conflict, parents
3	Birth control, fertility, sterilization, termination...
4	Women politicians, women electoral candidates...
5	Other stories on science
6	Women's participation in economic processes
7	Women's movement, activism, demonstrations, etc.
8	Family law, family codes, property law, inheritance...
9	Gender violence based on culture, family, inter-personal relations, femicide, harassment, rape, sexual assault, trafficking, female genital mutilation...
10	Human rights, women's rights, rights of sexual minorities...

**Table 16** Women's presence in news topics...the bottom 10. 2015

1	Gender violence perpetuated by the State
2	National defence, military spending, internal security, etc.
3	Sports, events, players, facilities, training, funding
4	Other domestic politics, government, etc.
5	Peace, negotiations, treaties
6	Other development issues, sustainability, etc.
7	Economic crisis, state bailouts of companies, company takeovers and mergers, etc.
8	Other stories on politics
9	War, civil war, terrorism, other state-based violence
10	Other labour issues (strikes, trade unions, etc.)

See Annex 3 for list of topics

**Table 17:** Women as news subjects in different story topics. 2015.

	%F	%M	N
Beauty contests, models, fashion, cosmetic surgery	67%	33%	78
Family relations, inter-generational conflict, parents	65%	35%	57
Birth control, fertility, sterilization, termination...	61%	39%	57
Women politicians, women electoral candidates...	54%	46%	290
Other stories on science	50%	50%	193
Women's participation in economic processes	49%	51%	45
Changing gender relations (outside the home)	47%	53%	17
Women's movement, activism, demonstrations, etc.	46%	54%	104
Family law, family codes, property law, inheritance...	46%	54%	59
Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, female genital mutilation...	46%	54%	388
Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.	43%	57%	379
Medicine, health, hygiene, safety, (not Ebola or HIV/AIDS)	40%	60%	722
Education, childcare, nursery, university, literacy	38%	62%	842
Other epidemics, viruses, contagions, Influenza, BSE, SARS	37%	63%	102
Other celebrity/arts/media news	37%	63%	142
Other stories on social/legal	35%	65%	406
Ebola, treatment, response...	35%	65%	23
Employment	34%	66%	186
Other	33%	67%	246
Poverty, housing, social welfare, aid, etc.	32%	68%	314
Violent crime, murder, abduction, assault, etc.	32%	68%	1545
Child abuse, sexual violence against children, neglect	32%	68%	328
Celebrity news, births, marriages, royalty, etc.	32%	68%	654
HIV and AIDS, policy, treatment, etc.	32%	68%	22
Arts, entertainment, leisure, cinema, books, dance	30%	70%	884
Riots, demonstrations, public disorder, etc.	27%	73%	316
Environment, pollution, tourism	27%	73%	354
Disaster, accident, famine, flood, plane crash, etc.	27%	73%	5690
Informal work, street vending, etc.	25%	75%	24
Science, technology, research, discoveries...	25%	75%	388
Legal system, judiciary, legislation apart from family	25%	75%	1109
Climate change, global warming	24%	76%	107
Non-violent crime, bribery, theft, drugs, corruption	24%	76%	1194
Other crime/violence	23%	77%	308
Religion, culture, tradition, controversies...	22%	78%	375
Migration, refugees, xenophobia, ethnic conflict...	21%	79%	168
Other stories on economy	20%	80%	183
Media, (including internet), portrayal of women/men	20%	80%	160
Economic policies, strategies, modules, indicators, stock markets, etc.	20%	80%	986
Rural economy, agriculture, farming, land rights	20%	80%	323
Consumer issues, consumer protection, fraud...	19%	81%	258
Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals	19%	81%	31
Transport, traffic, roads...	18%	82%	395
Foreign/international politics, UN, peacekeeping	17%	83%	911
Global partnerships	17%	83%	163
Other labour issues (strikes, trade unions, etc.)	16%	84%	276
War, civil war, terrorism, other state-based violence	15%	85%	550
Other stories on politics	15%	85%	699
Economic crisis, state bailouts of companies, company takeovers and mergers, etc.	15%	85%	290
Other development issues, sustainability, etc.	15%	85%	159
Peace, negotiations, treaties	14%	86%	385
Other domestic politics, government, etc.	14%	86%	4398
Sports, events, players, facilities, training, funding	13%	87%	1688
National defence, military spending, internal security, etc.	8%	92%	447
Gender violence perpetuated by the State	0%	100%	11

\* Raw N and Weighted percentage shown. A low N indicates fewer people in the stories published or broadcast on the respective topic on the global monitoring day. The percentages show what proportion of the people in the stories, however few, were women.

## Story scope

The GMMP analysis explores women's presence in the news assessed through the geographical scope of the stories. The variables for this indicator were slightly revised to clearly demarcate "sub-regional and regional" news, that is, stories relevant to sub-regional or regional geographic or political-economic blocs to which the country where the coding was taking place is affiliated. Thus, the coding categories specified were local, national, sub-regional/regional, and foreign/international news.

Women are almost equally present in sub-regional/regional as in local news. They have remained 26%-27% of the people seen, heard and spoken about in local news over the past 10 years, following a relatively large four percentage point change between 2000 and 2005. Their presence in national stories during the past five years has not changed; in 2015 and in 2010, women are 23% of the people in stories of this scope. Regional stories would have been grouped under "national and other" during past GMMPs, implying that women's presence in this category has undergone the most significant rise since 1995. The lowest rise is in local stories, where their presence has increased by only five percentage points over the past two decades.

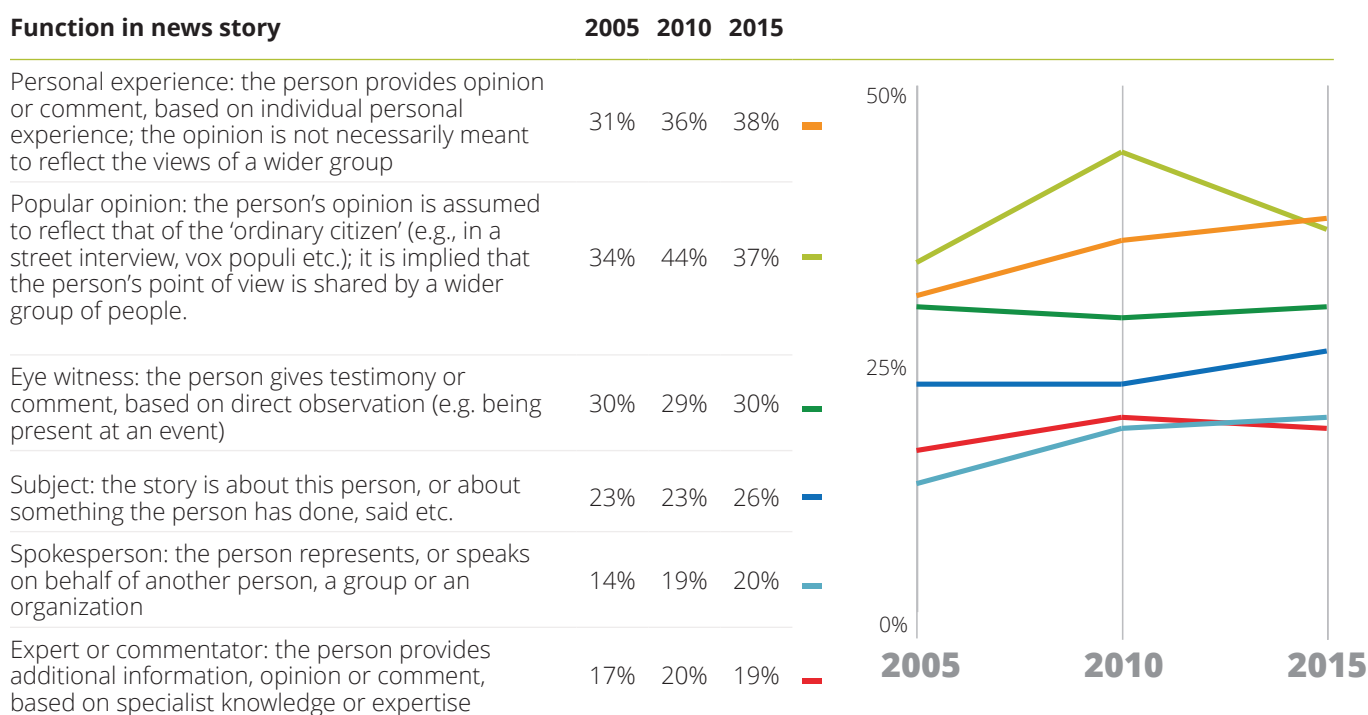
**Table 18:** Female news subjects in local, national, regional and international stories. 1995-2015.

Scope	1995	2000	2005	2010	2015
<b>Local</b>	22%	23%	27%	26%	27%
<b>National</b>	14%	17%	19%	23%	23%
<b>National and other</b>	17%	15%	18%	20%	n/a
<b>Sub-regional, Regional</b>	n/a	n/a	n/a	n/a	26%
<b>Foreign, International</b>	17%	14%	20%	26%	24%
<b>Overall</b>	17%	18%	21%	24%	24%

## Functions in the news

Across the six GMMP function types – or roles in which people appear in the news –, the largest stride in closing the gender gap is in people interviewed based on personal experience. (Table 19) Women comprise 38% of personal experience providers now compared to 31% in 2005. The percentage of women as persons giving testimony based on direct observation has stood still at around 30% over the past 10 years. An insignificant two percentage point increase in women as experts was achieved during the period, leading to the current 19% share, almost similar to women's proportion as persons interviewed as spokespersons (20%).

**Table 19:** Functions of female news subjects. 2005-2015.





North American news has the highest percentage of experts in the news who are women (32%) followed by the Caribbean (29%) and Latin America (27%). (Table 20) Only one in 10 experts in Asian news is a woman. In Latin America and the Pacific regions, women are almost equally as likely as men to be interviewed based on personal experience. In North America, more than three out of four of popular opinion providers in the news are women (78%).

**Table 20:** Functions of female news subjects, by region. 2015.

	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Subject	24%	25%	24%	25%	29%	17%	39%	26%
Spokesperson	19%	11%	27%	23%	22%	16%	31%	24%
Expert or commentator	19%	10%	29%	18%	27%	26%	32%	14%
Personal Experience	29%	31%	44%	38%	47%	30%	40%	48%
Eye Witness	20%	34%	33%	28%	37%	26%	20%	21%
Popular Opinion	25%	31%	41%	42%	42%	32%	78%	25%

## Occupation

The question on news portrayal of the gender distribution of occupations seeks to understand the extent to which news reflects reality, whether and how news undermine gender equality interests.

In the 2015 news world, men outnumber women in all occupational categories with the exception of sex work (50%), as students (59%) and as parents/no other occupation given (67%). (Table 21)

**Table 21.** Women's share of occupations according to the news. 2000-2015.

	2000	2005	2010	2015
Homemaker, parent (male or female)) only if no other occupation is given	81%	75%	72%	67%
Student, pupil, schoolchild	46%	51%	54%	59%
Sex worker	n/a	n/a	39%	50%
Health worker, social worker, childcare worker	n/a	n/a	n/a	47%
Not stated	n/a	n/a	n/a	45%
Villager or resident no other occupation given	n/a	39%	39%	39%
Other	44%	42%	41%	38%
Retired person, pensioner no other occupation given	35%	33%	35%	35%
Office or service worker, non-management worker	35%	40%	45%	35%
Unemployed no other occupation given	33%	19%	35%	34%
Child, young person no other occupation given	n/a	44%	46%	34%
Celebrity, artist, actor, writer, singer, TV personality	45%	42%	41%	33%
Activist or worker in civil society org., NGO, trade union	24%	23%	34%	33%
Doctor, dentist, health specialist	n/a	n/a	n/a	30%
Academic expert, lecturer, teacher	n/a	n/a	n/a	23%
Lawyer, judge, magistrate, legal advocate, etc.	n/a	18%	17%	22%
Royalty, monarch, deposed monarch, etc.	n/a	33%	31%	22%
Media professional, journalist, film-maker, etc.	n/a	36%	29%	21%
Tradesperson, artisan, labourer, truck driver, etc.	15%	23%	22%	21%
Government employee, public servant, etc.	12%	17%	17%	20%
Government, politician, minister, spokesperson...	10%	12%	17%	18%
Business person, exec, manager, stock broker...	n/a	12%	14%	16%
Agriculture, mining, fishing, forestry	15%	13%	13%	14%
Criminal, suspect no other occupation given	7%	9%	8%	12%
Science/ technology professional, engineer, etc.	12%	10%	10%	10%
Police, military, para-military, militia, fire officer	4%	5%	7%	8%
Sportsperson, athlete, player, coach, referee	9%	16%	11%	7%
Religious figure, priest, monk, rabbi, mullah, nun	9%	21%	13%	5%

According to the International Labour Organisation (2015), women hold approximately 40% of paid employment globally.<sup>1</sup> They are almost 42% of workers in global supply chain-related jobs, a share that has been increasing over the past decade. A large proportion of women and men work in the informal sector particularly in Global South contexts, with statistics ranging from 72% of women and 47% of men in Liberia, to 56% of women and 65% of men in Sri Lanka.<sup>2</sup>

In the news world however, women are only 20% of the people portrayed or represented as employees or workers.<sup>3</sup> In 2015, progress towards news representation that acknowledges women’s participation in economic life remains elusive.

**Table 22.** Top 5 occupations for women and men according to the news. 2015

Women	Men
<div>1</div> <div>Government, politician, minister, spokesperson...(32% of women in the news)</div>	<div>1</div> <div>Government, politician, minister, spokesperson...(41% of men in the news)</div>
<div>2</div> <div>Celebrity, artist, actor, writer, singer, TV personality (7%)</div>	<div>2</div> <div>Government employee, public servant, etc. (7%)</div>
<div>3</div> <div>Student, pupil, schoolchild (7%)</div>	<div>3</div> <div>Business person, exec, manager, stock broker... (6%)</div>
<div>4</div> <div>Government employee, public servant, etc. (6%)</div>	<div>4</div> <div>Police, military, para-military, militia, fire officer (5%)</div>
<div>5</div> <div>Homemaker, parent (male or female) (6%)</div>	<div>5</div> <div>Sportsperson, athlete, player, coach, referee (5%)</div>

Most subjects, spokespersons and experts in the news, women and men alike, are described as senior government officials and politicians. (Table 23) The pattern holds for men in all function types: 12% of men providing opinion based on personal experience, 16% of male eyewitnesses and 10% of male personal opinion providers are politicians – the most populous occupational category for men under the respective interviewee types.

Patterns change for women in the remainder three function types: Female personal experience providers are most likely to be portrayed as parents/homemakers (13%), female eyewitness account givers are most often portrayed as simply residents/villagers (22%), and female popular opinion providers are most likely to be described as students (17%).

Thus, in whatever capacity they appear, men are more likely to be portrayed as persons in positions of power. The journalistic gender lens in source selection is not only male centred, but it is also skewed to a certain kind of masculinity when selecting interviewees for all types of views; popular opinion providers, personal experience and eyewitness male interviewees are

predominantly political power holders and government figures, and their authority is made clear in the reporting. The gender lens is skewed to men when selecting interviewees in general but in the one in four chances that a woman is selected, the tendency is to portray the woman as an embodiment of a typical femininity of subordination and powerlessness even in cases where the woman holds senior public office, as media monitoring studies on portrayal of political women have demonstrated.

A study in Ecuador to monitor news during the 2013 electoral period found that while political party lists of electoral candidates had 50% women as required by law, 90% of the candidates who received media coverage were men. (GAMMA, 2013)<sup>4</sup> Further, the media interview content reported for the male candidates focussed on issues such as foreign policy, national security and international agreements – 75% of candidates speaking on these topics were men. Some scholars have argued that the arenas these topics cover involve issues typically associated with “manliness” and masculinity, invoking ideas of strength, courage and decisiveness.<sup>5</sup> Reports on interviews with female

candidates highlighted these issues much less and the sole topic covered exclusively in the reports on women candidates was on women in political power.

More than likely the journalistic choices – in issue framing, choice and portrayal of interviewees – are subconscious rather than intentional and in line with newsroom culture. However, the approach is informed by patriarchy and how patriarchy organizes the world, in particular, power relations between women and men. Journalistic ethics through a gender lens and attention to freedom of expression concerns could rupture these patterns and subvert the cultural (re)production of gender inequalities in material realities.

## Age

### Age in newspaper stories

GMMP monitors record the persons whose age is mentioned in newspaper stories. The 2015 findings reflect the patterns recorded five years ago. Age is given for 21% of women in the stories, almost double the percentage of men whose ages are mentioned (11%). (Table 24)

The within sex breakdown of the statistics reveals that the majority of women in newspapers whose age is mentioned are between 19 to 49 years old, while for men the distribution is more even, across the 19–34, 35–49 and 50–64 age brackets. Notwithstanding, age is mentioned for women almost twice as much as it is for men in newspapers stories.

**Table 24.** Age of news subjects in newspapers, within sex. 2010-2015

	2010		2015	
	%F	%M	%F	%M
<b>12 years or under</b>	4%	10%	6%	6%
<b>13-18</b>	13%	6%	14%	9%
<b>19-34</b>	33%	28%	28%	24%
<b>35-49</b>	25%	23%	30%	26%
<b>50-64</b>	17%	19%	12%	27%
<b>65 years or more</b>	7%	15%	9%	9%
<b>OVERALL</b>	<b>22%</b>	<b>12%</b>	<b>21%</b>	<b>11%</b>

The tendency to mention women's ages almost twice as much as men's is a trend that has continued across the decade. (Table 25)

**Table 25.** Age of news subjects in newspapers, by sex. 2005-2015.

	2005		2010		2015	
	%F	%M	%F	%M	%F	%M
<b>12 years or under</b>	41%	59%	21%	79%	41%	59%
<b>13-18</b>	38%	62%	58%	42%	53%	47%
<b>19-34</b>	36%	64%	44%	56%	45%	55%
<b>35-49</b>	33%	67%	42%	58%	45%	55%
<b>50-64</b>	22%	78%	37%	63%	23%	77%
<b>65 years or more</b>	43%	57%	24%	76%	42%	58%
<b>OVERALL</b>	<b>17%</b>	<b>9%</b>	<b>22%</b>	<b>12%</b>	<b>21%</b>	<b>11%</b>

### Age on television

The GMMP monitors were able to code the ages of 88% of women and 88% of men in television newscasts. The gender disaggregated statistics reveal that women in the 35-49 age bracket are most likely to make the news, in contrast to men who appear most in the 50-64 bracket. (Table 26) This pattern was detected five years ago in the 2010 GMMP. Today, 36% of women seen on television are 35-49 years old while 41% of men are 50-64 years old.

The proportion of female youth seen on television is five percentage points higher today than it was in 2010, while the proportion of women between 19 and 34 years old has reduced by almost 10 percentage points.

**Table 26:** Age of news subjects on television, within sex. 2010-2015

	2010		2015	
	%F	%M	%F	%M
<b>12 years or under</b>	1%	2%	2%	1%
<b>13-18</b>	2%	2%	7%	2%
<b>19-34</b>	31%	13%	23%	16%
<b>35-49</b>	37%	32%	36%	30%
<b>50-64</b>	25%	41%	26%	41%
<b>65 years or more</b>	4%	10%	6%	9%



**Table 23.** Functions of news subjects, by sex, by occupation. 2015.

	Subject		Spokesperson		Expert or commentator		Personal Experience		Eye Witness		Popular Opinion	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
Royalty, monarch, deposed monarch, etc.	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%
Government, politician, minister, spokesperson...	28%	40%	48%	51%	23%	26%	3%	12%	4%	16%	3%	10%
Government employee, public servant, etc.	2%	4%	10%	11%	9%	7%	1%	2%	4%	5%	2%	3%
Police, military, para-military, militia, fire officer	1%	3%	3%	7%	2%	6%	1%	3%	0%	7%	0%	3%
Academic expert, lecturer, teacher	2%	2%	5%	3%	11%	10%	2%	3%	3%	2%	1%	0%
Doctor, dentist, health specialist	1%	1%	1%	1%	9%	5%	1%	1%	0%	1%	0%	0%
Health worker, social worker, childcare worker	1%	0%	1%	0%	2%	1%	1%	0%	3%	0%	0%	0%
Science/ technology/professional, engineer, etc.	0%	1%	0%	1%	4%	9%	1%	1%	1%	1%	0%	0%
Media professional, journalist, film-maker, etc.	1%	2%	1%	1%	5%	5%	1%	2%	1%	1%	4%	2%
Lawyer, judge, magistrate, legal advocate, etc.	3%	3%	4%	4%	9%	7%	0%	1%	0%	1%	0%	0%
Business person, exec, manager, stock broker...	3%	4%	5%	7%	5%	8%	2%	5%	1%	3%	4%	4%
Office or service worker, non-management worker	1%	1%	1%	1%	1%	1%	4%	4%	5%	2%	1%	1%
Tradesperson, artisan, labourer, truck driver, etc.	2%	2%	0%	0%	0%	1%	3%	5%	3%	7%	2%	6%
Agriculture, mining, fishing, forestry	0%	0%	0%	1%	0%	1%	2%	4%	1%	5%	0%	0%
Religious figure, priest, monk, rabbi, mullah, nun	0%	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%
Activist or worker in civil society org., NGO, trade union	2%	1%	9%	5%	10%	5%	2%	2%	1%	2%	5%	2%
Sex worker	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Celebrity, artist, actor, writer, singer, TV personality	12%	7%	1%	1%	1%	1%	3%	4%	0%	1%	1%	4%
Sports person, athlete, player, coach, referee	2%	7%	0%	2%	1%	4%	1%	8%	0%	2%	0%	3%
Student, pupil, schoolchild	6%	1%	1%	0%	2%	0%	11%	6%	6%	1%	17%	4%
Homemaker, parent (male or female) only if no other occupation is given e.g. doctor/mother=code 6	5%	1%	1%	0%	0%	0%	13%	4%	10%	3%	4%	1%
Child, young person no other occupation given	2%	2%	0%	0%	0%	0%	2%	2%	1%	0%	1%	1%
Villager or resident no other occupation given	1%	1%	0%	0%	0%	0%	9%	7%	22%	12%	13%	10%
Retired person, pensioner no other occupation given	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	1%	0%
Criminal, suspect no other occupation given	2%	5%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%
Unemployed no other occupation given	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%

**Table 27:** Age of news subjects on television, by sex. 2005-2015

	2005		2010		2015	
	%F	%M	%F	%M	%F	%M
<b>12 years or under</b>	43%	57%	25%	75%	41%	59%
<b>13-18</b>	40%	60%	27%	73%	49%	51%
<b>19-34</b>	35%	65%	54%	46%	31%	69%
<b>35-49</b>	25%	75%	37%	63%	28%	72%
<b>50-64</b>	15%	85%	24%	76%	17%	83%
<b>65 years or more</b>	12%	88%	17%	83%	17%	83%

## Age and function in the news

Women of all ages appearing in the news will most likely be subjects of the story than interviewees providing opinion in any other capacity. (Table 28) Men in the 35–49 age bracket are equally likely to appear as subjects as they are as spokespersons (28%). Between 50 and 64 years old almost four in ten are interviewed as spokespersons; men of this age appear in the news in the capacity of spokespersons than in any other role. Meanwhile, only 6% of women who are 65 years and older are interviewed as spokespersons, compared to almost one quarter of men in this age bracket.

**Table 28:** Function of news subjects by sex, by age. 2015

	12 and under		13-18		19-34		35-49		50-64		65 years +	
	F	M	F	M	F	M	F	M	F	M	F	M
Do not know	0%	2%	6%	5%	2%	4%	4%	5%	1%	5%	6%	3%
Subject	69%	57%	43%	40%	46%	50%	35%	28%	34%	27%	43%	40%
Spokesperson	1%	2%	5%	12%	7%	9%	21%	28%	26%	37%	6%	23%
Expert or commentator	6%	20%	5%	2%	6%	8%	10%	19%	10%	16%	2%	12%
Personal Experience	17%	15%	28%	29%	17%	13%	20%	10%	18%	7%	28%	13%
Eye Witness	2%	2%	5%	4%	5%	4%	4%	4%	5%	4%	5%	4%
Popular Opinion	2%	3%	8%	8%	15%	10%	5%	5%	4%	3%	9%	4%
Other	3%	0%	0%	0%	2%	1%	1%	1%	1%	1%	0%	1%

Other than as subjects of the story, women in all age brackets appear most in the capacity of people interviewed based on their personal experience. This role can be fulfilled by anyone and requires no special subject knowledge or expertise. An interesting pattern appears for men: at age 39 they become persons sought to represent or speak on behalf of others, groups or organisations: 37% of men between 50–64 years old and 23% age 65 or more appear in the news as spokespersons.

One in 50 women 65 years and older appears as an expert in contrast to six in 50 men of a similar age appearing in the news.

These patterns suggest women's ordinariness when they appear in the news, at the same time as men's currency as interviewees increases as they grow older.

## Victims and survivors

Overall, women remain more than twice as likely as men to be portrayed as victims as they were a decade ago; 16% of women and 8% of men are described as victims now while in 2005 the statistics were 19% and 8% respectively. (Table 29) Almost four out of 10 of women and just over one third of men portrayed as victims are described as victims of accidents and natural disasters. Women are next portrayed as victims of domestic violence (20%), as "other" victim (14%) and as victims of crime (10%). Curiously, the proportion of male victims depicted as victims of domestic violence is higher than that of women in the same category (24%).

**Table 29:** News subjects portrayed as victims, within sex. 2005-2015

	2005		2010		2015	
	%F	%M	%F	%M	%F	%M
Accident, natural disaster, poverty, disease, illness ...	32%	36%	31%	32%	40%	35%
Other victim	14%	10%	19%	14%	14%	11%
Domestic violence (by spouse/partner/other family member), psychological violence, physical assault, marital rape, murder ...	9%	6%	15%	7%	20%	24%
Other crime, robbery, assault, murder ...	20%	22%	11%	16%	10%	11%
Discrimination based on gender, race, ethnicity, age, religion, ability ...	4%	3%	9%	8%	5%	3%
Non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	7%	2%	7%	2%	5%	1%
War, terrorism, vigilantism, state-based violence ...	12%	21%	7%	17%	4%	13%
Violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	2%	1%	1%	4%	1%	1%
<b>TOTAL PORTRAYED AS VICTIMS</b>	<b>19%</b>	<b>8%</b>	<b>18%</b>	<b>8%</b>	<b>16%</b>	<b>8%</b>

The findings on survivors prompt the question whether the campaigns to raise awareness and combat violence against women are perhaps paying off through greater visibility and more empowering media portrayals. For instance, women are more than four times more likely to be depicted as survivors of domestic violence (27%) than they were 10 years ago when the statistic was 6%. (Table 30) In fact, the only category in which survivor portrayals of women has risen during the period 2005-2015 is as survivors of domestic violence, by more than four times.

It is unclear why men survivor portrayals in this category have gone up 10 times, from 4% in 2005 to 39% in 2015.

**Table 30:** News subjects portrayed as survivors, within sex. 2005-2015

	2005		2010		2015	
	%F	%M	%F	%M	%F	%M
Accident, natural disaster, poverty, disease, illness ...	42%	52%	35%	38%	36%	24%
Domestic violence (by spouse/partner/other family member), psychological violence, physical assault, marital rape, murder ...	6%	4%	13%	4%	27%	39%
Other survivor	15%	10%	13%	13%	11%	10%
Non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	10%	3%	11%	1%	4%	3%
Crime, robbery, assault, murder ...	17%	15%	10%	12%	8%	8%
War, terrorism, vigilantism, state-based violence ...	10%	16%	10%	18%	5%	13%
Discrimination based on gender, race, ethnicity, age, religion ...	*	*	7%	9%	8%	3%
Violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	n/a	n/a	1%	5%	0%	1%
<b>TOTAL PORTRAYED AS SURVIVORS</b>	<b>4%</b>	<b>8%</b>	<b>6%</b>	<b>3%</b>	<b>8%</b>	<b>3%</b>

\*Statistics combined with 'other survivor'

## Family status

Fifteen years ago news journalists presented approximately one in five women as a wife, mother, daughter or by other familial ties. There has been little progress over the period, with the proportion in 2015 hovering just under the 20% mark. (Table 31) The percentage of men identified by family status remains almost unchanged since 2000: only 5% are described as father, son, husband or by other family roles. The tendency to depict men as autonomous beings and women as persons in dependent relationships with a spouse, child, parent or other relative persists.

**Table 31:** News subjects identified by family status, by sex. 2000-2015.

Whether identified by family status	2000	2005	2010	2015
Female	21%	17%	18%	19%
Male	4%	5%	5%	5%

The data shows some gender difference with regard to reporters' propensity to identify news subjects by family status. Female reporters mention the family status of 16% of the women in their stories and 6% of the men. (Table 32) Male reporters identify 22% of the women in their stories by their family roles and 8% of the men. This implies that mentioning the family status of women in the stories is part of journalistic culture, but also that the tendency is higher for male reporters. Five years ago there was little difference between female and male reporters. The 2015 monitoring shows some difference that will be explored throughout this report as other indicators on gender difference in reporting are considered.

**Table 32:** News subjects by sex, identified by family status, by sex of reporter. 2010-2015.

	2010		2015	
	Female news subjects	Male news subjects	Female news subjects	Male news subjects
Female reporters	16%	5%	16%	6%
Male reporters	16%	4%	22%	8%

## Direct quotes

Women and men have been quoted directly in more or less equal proportions since 2000. (Table 33) The percentages have risen steadily from 33% and 35% of women and men respectively in 2000, to 61% of women and men in 2015.

**Table 33:** News subjects directly quoted in newspapers. 2000-2015.

Quoted	2000	2005	2010	2015
Female	33%	50%	52%	61%
Male	35%	53%	50%	61%

## Photos

**Table 34:** News subjects photographed in newspapers, by sex. 2000-2015

Appear in photo	2000	2005	2010	2015
Women	25%	23%	26%	30%
Men	11%	16%	17%	23%



30% of women in print news appear in the photographs accompanying the stories, compared to 23% of the men. While the statistic has risen by five percentage points for women, and by 12 points for men over the past 15 years, the likelihood of women being photographed remains higher.

The trend of women photographed in various stages of undress continues, evidence of objectification and sexualisation of women still rife in mainstream news media content. Further is the continued general gender stereotyped portrayals of women in helpless, hopeless victim poses, in contrast to photos, usually profile shots of stoic, strong, authoritative male figures.

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Journalism as a profession runs the risk of being cut out of the media value chain, if public interest and freedom of expression are not brought into the equation

— Frau-Meigs, 2013

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## II. Reporters and presenters

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The GMMP tracks gender gaps in bylines in written stories (print, and, Internet and Twitter more recently), and in the stories reported or presented in newscasts. The data shows a gradual narrowing of the gap between 1995 and 2005, followed by a levelling out from 2005 to 2015 during which period women have reported only 37% of the stories. We begin with an exploration of the literature on gender in the newsroom, before embarking on a discussion of the GMMP results.

### 1. Gender in newsrooms

#### Employment

Research in the 1990s showed a progressive increase in women's employment in the media.<sup>6</sup> Presently, women occupy 27% of the top management jobs in media companies and 35% of the workforce in newsrooms.<sup>7</sup> There are regional and country variations to this. In the Asia Pacific region women make up only 29% of the media workforce.<sup>8</sup> In South Africa, black women account for 18% of newsroom staff despite constituting 46% of the entire population.<sup>9</sup> In the U.S. the proportion of women in journalism jobs rose from approximately 20% in the early 1970s to about 34% in the early 1980s; this figure currently stands at 37%, indicating a near stagnation in growth over the past 25 years.<sup>10</sup>

Scholars documenting the experiences of female journalists in newsrooms highlight the role of organizational, individual and social processes in establishing

and sustaining the gendering of news and newsroom practices. Ethnographies of female journalists have identified discrimination in the assignment of reporting tasks, gender pay gap, sexual harassment and sexism from male news sources and, difficulties balancing work and family life as challenges experienced by some female journalists in the course of doing their work<sup>11</sup>

In the Asia Pacific region, 34% of female journalists have witnessed sexual harassment at work, while 17% have experienced sexual harassment in the course of doing their work. The vast majority of this harassment came from their superiors<sup>12</sup>. Female journalists also have to negotiate multiple identities that their male counterparts often do not. For instance the case of female sports journalists who are frequently seen as "outsiders" because of their gender<sup>13</sup>, black women in American television<sup>14</sup> and women in pan-Arabic newsrooms<sup>15</sup>. For working mothers, attaining a home/work balance within newsrooms that are often dominated by a culture of long hours of work, has been identified as a difficulty by women who have children as well as those who do not<sup>17</sup>. In the face of these challenges, some female reporters have adopted the macho culture of the newsroom as one way to advance their careers.<sup>18</sup>

Sexism within the profession is demonstrated in hiring practices. Mellor's study of pan-Arabic transnational broadcasting networks finds that despite providing new opportunities for Arab women journalists, spurred in part by the growth in pan-Arabic transnational satellite broadcast networks and new

media outlets, producers still consider the physical appearance of female journalists a key marketing tool for their networks.<sup>19</sup> Persistent gender inequalities, sexism, and gender stereotypes within newsrooms mean women continue to face challenges in accessing the profession and in growing into managerial positions within it. Even when women do make it to senior positions, within the media, they encounter gender stereotypes and sexism which stifle opportunities for growth.

Scholars posit that the overwhelmingly male composition of the profession has led to the masculine values that have come to define news values – the criteria used to determine what is ‘news’ – and that the socialization process in the newsroom further reproduces these values. The result is a prevailing ‘macho culture of newsgathering’<sup>20</sup> and the persistence of an “old boys club” which can sometimes render the newsroom a challenging place for women.<sup>21</sup> As Ross (2001) argues: “this idea of a journalistic culture is really a meta-theory, one that goes beyond individual media organisations and instead should be seen as a set of practices or even a professional framework that becomes the accepted way of doing things, developing and changing to be sure, but enjoying universal support for the legitimacy of its principles and practices.”<sup>22</sup>

### Implications on gender in content

Research has identified the comparatively smaller number of women employed in the industry, the structural definition of “news”, organizational constraints, the socialization of reporters, individual influences and journalistic routines as factors that account for the imbalances in gender portrayal in the media content.

Pointing to the gender imbalance in newsrooms, researchers have documented how the increased presence of women in the newsroom potentially impacts content. A significant part of this literature has focused on topics of coverage, sourcing strategies, and reporting styles as areas where female reporters have tended to differ from their male counterparts.

Rodgers and Thorson (2003) described this as the “gender model” suggesting that the socialization of men and women enabled them to bring different views and values to their work and this could be evidenced in their practice of journalism. Their research found that compared to male journalists, female journalists were more likely to include news sources who were women and ethnic minorities.

In South Korea, Kim and Yoon (2009) found that female reporters generally paid less emphasis on conflict, employed a more positive tone, and adopted a more gender sensitive perspective than their male counterparts in coverage of female cabinet ministers. Hanitzsch and Hanusch’s (2012) survey of journalists in 18 countries also found that male journalists valued detachment in reporting more than their female counterparts.

Reliance on authoritative sources remains part of the news gathering process. News sources such as police, courts, and politicians have been described as the ‘primary definers’ of news. Sources serve to support and legitimize the news that is reported. Yet dependence on these sources also reinforces male dominance in the news as most of these sources tend to be men, and white, middle class in the case of North America and Western Europe. Scholarship has illustrated how journalistic sourcing routines perpetuate gender imbalance in news portrayal by privileging male authoritative news sources.<sup>23</sup> Similarly, findings from the GMMP have consistently shown the dominance of men as sources over the past 20 years.

Studying specifically an issue that affects women more, Correa and Harp (2011) compared coverage of stories about the HPV<sup>24</sup> vaccine in a male dominated news organization to coverage in a gender-balanced newsroom. The results found that coverage in the newspaper published by the gender-balanced media house was more prominent and used more diverse themes than in stories published by the male dominated organization. Differences were also found in sourcing strategies. The newspaper with gender-balanced personnel was found to use more diverse news sources (citizens) while the male dominated newspaper relied mostly on official sources.<sup>25</sup> Meyers & Gayle (2015) illustrated how African American women journalists disrupted dominant constructions of race by seeking diverse news sources, such as a black doctor, or a white person on welfare.

Acknowledging that the overwhelmingly male composition of the newsroom impacts news decision making and reporting, other researchers have focused on how having women in positions of power within newsrooms, potentially influences content. Everbach (2006) studied news coverage in a newspaper with an all-female management team and found a difference in news sourcing strategies by reporters at the newspaper compared to reporters at papers led by men. Newspapers with the all-female management team tended to include more female news sources. Craft and Wanta’s (2004) comparative analysis of a news-

paper with a high percentage of women editors and a second newspaper with a lower percentage of women in editorial positions found more positive coverage in the former than in the latter. They found that having more women in editorial decision making positions significantly altered the prioritization of “bad news” as a traditional news value while the male dominated newspaper continued to follow this news value.

Perhaps the patterns of gendered reporting approaches emerging from the research lend credence to the argument that increased presence of women (and minority and marginalised groups) in the newsroom is important for diversifying content.

### Attention to gender equality issues

Almost 40 years ago, a pioneer conference on women and media in Asia learnt about a strategy by women reporters to protect equality interests for fair coverage. “Women reporters in *The Asahi* are aiming at the goal of at least one woman reporter in each section. They feel quite strongly that a woman’s presence in each section would prevent male reporters from writing biased and unfair reports about women”.<sup>26</sup>

Today, examples illustrate how female and male journalists who pursue a gender equality agenda can help to promote fair and balanced reporting. Minić (2012) discusses how pro-feminism television journalists in Serbia and Croatia, with the support of feminist media activists, expanded inclusive journalism by fusing their gender politics with the dominant professional values of critical and public service journalism. Prioritization of topics and events relevant to gender inequality allowed female journalists to bring issues of gender inequality to the fore of the news agenda. Within the post-socialist and post-authoritarian framework of both countries, journalists with a pro-feminism political orientation succeeded in making gender inequality concerns part of the news agenda through their choice of news topics, approaches and sources. Minić’s study further highlights the role of an enabling policy environment and the influence of civil society media activism in promoting critical journalism as well as increasing coverage of gender inequality.

## Conclusion

There is a broad consensus within the media industry and civil society that news media content needs to reflect the diversity of the communities that the media report on, and that gender diversification within the newsroom is important to changing media content. In UNESCO’s (2015) report on the experiences and aspirations of women journalists in Asia and the Pacific, journalists suggested having more women in decision making roles and at every level in the media as key strategies for promoting gender equity in the media.

The World Association of Newspapers and News Publishers’ highlights the removal of barriers to promotion and confronting online harassment as one of the top nine trends in the global media industry in 2015: “Leading from the top, forging alliances, flagging sexist practices, and providing training to help female journalists tackle ‘cybermisogyny’ are important steps being undertaken globally in an effort to achieve real progress in the struggle for gender equality and women’s empowerment in newsrooms” (WAN, 2015).

Gender diversification within the newsrooms remains a priority for other professional bodies such as the American Society of News Editors (ASNE), the South African Editors Forum (SANEF) and the International Federation of Journalists (IFJ). These bodies recognize that diverse newsrooms cover their communities better. In 2000 the ASNE redrafted its diversity mission to include women in newsrooms. Its annual census of newsrooms now tracks the employment of women and minorities in newsrooms. With its ethical journalism campaign the IFJ seeks to promote diversity and inclusiveness in the media.

The literature and evidence from the GMMP results on gender difference in reporting suggest that it would be expedient to grapple with two questions. First, *under what conditions does the gender of reporter make a difference*, and second, *how can those conditions be reproduced to result in the same output by all reporters irrespective of gender*? The globally aggregated monitoring results show that the scales are tipped towards a definitive gender difference in output. The patterns at regional and individual country levels are not uniform – some regions and some countries show clear gender gaps on the gender in content indicators, others show narrower gaps and at country level, a small number evidence mixed results. This discussion is contained later in this chapter.

## 2. Reporters and presenters: Global glass ceiling?

The 2015 GMMP has uncovered what appears to be a global glass ceiling for female news reporters, at least as far as they are visible in newspaper bylines and newscast (television and radio) reports. The ceiling was hit 10 years ago in 2005 when women reported 37% of stories in print, television and radio combined. The statistic has remained unchanged across the decade. The 2015 finding on presenters on radio and television as well mirrors the 2010 results. Below we begin with a discussion on the status of presenters and reporters before embarking on a closer scrutiny of who reports the news.

**Table 35:** Female reporters and presenters. 1995 – 2015

	1995	2000	2005	2010	2015	Δ 15 yrs	
Radio presenter	n/a	41%	49%	45%	41%	0%	—
Television presenter	n/a	56%	57%	52%	57%	1%	—
<b>TOTAL PRESENTERS</b>	<b>51%</b>	<b>49%</b>	<b>53%</b>	<b>49%</b>	<b>49%</b>	<b>0%</b>	—
Newspaper reporter	25%	26%	29%	33%	35%	9%	—
Radio reporter	n/a	28%	45%	37%	41%	13%	—
Television reporter	n/a	36%	42%	44%	38%	2%	—
<b>TOTAL REPORTERS</b>	<b>28%</b>	<b>31%</b>	<b>37%</b>	<b>37%</b>	<b>37%</b>	<b>6%</b>	—

Female news reporters are most present on radio, at 41% and least in print news, at 35%. The low proportion in print news nevertheless masks an appreciable 9 percentage point rise in women's visibility as newspaper reporters over two decades. In 10 years, women's share as reporters has dropped on radio and television by four percentage points in both mediums.

## Overview: Presenters and reporters

41% of radio and 57% of television newscasts are presented by women. (Table 35) While female television presenters outnumber their male colleagues, the overall statistic on presenters is just below parity, at 49%. The current status is a return to 2000 and two percentage points below the 1995 finding. While larger fluctuations were documented for radio particularly in the period 2000 to 2005, the 2000 and 2015 are exactly alike.

In Africa, Asia and the Caribbean, the percentage of female reporters and presenters in news stories has climbed between four to six percentage points in 15 years. (Table 36) Latin America has seen the most dramatic rise from only 28% women in 2000 to 43% in 2015. North America stands out for the sharp drop from 46% women in 2000 to 38% over 15 years, a fall of almost 10 percentage points.

**Table 36:** Female presenters and reporters, by region. 2000-2015

	2000	2005	2010	2015	Δ 15 yrs
Africa	36%	41%	34%	42%	▲ 6%
Asia	42%	49%	44%	47%	▲ 5%
Caribbean	41%	41%	34%	45%	▲ 4%
Europe	40%	42%	41%	41%	▲ 1%
Latin America	28%	38%	38%	43%	▲ 15%
Middle East	47%	41%	46%	50%	▲ 3%
North America	46%	48%	35%	38%	▼ 8%
Pacific	49%	50%	35%	49%	■ 0%

\*1995 data not comparable due to difference in regional groupings



In Africa, the Caribbean, Europe, Latin America and the Middle East the proportion of female presenters and reporters is highest in television newscasts, at 47%, 53%, 48%, 50% and 59% in each region respectively. (Table 37) Women present and report most in radio newscasts in Asia (56%) and the Pacific (61%). The higher percentages in broadcast news may be explained by the larger numbers of women as news anchors or presenters, while their role as reporters is far less.

North America defies the trend with its large gender gaps in newscasts; in this region, women comprise only 26% of reporters and presenters on radio, and 36% on television. That radio newscasts in the North American sample come from the U.S. only implies that the radio results would need to be validated in follow-up research.

**Table 37:** Female presenters and reporters in stories, by region, by medium. 2015.

	Newspapers	Radio	Television
Africa	32%	44%	47%
Asia	30%	56%	52%
Caribbean	40%	45%	53%
Europe	34%	40%	48%
Latin America	47%	36%	50%
Middle East	33%	50%	59%
North America	40%	26%	36%
Pacific	47%	61%	46%

In the discussion below we take a closer look at the data on presenters, followed by a more extensive discussion on the GMMP findings on reporters.

## Presenters

The 'Ken and Barbie' approach to television news anchoring described by van Zoonen as "local anchor teams of a woman and a man whose physical attractiveness seems to be more important than their professional qualities as journalists"<sup>27</sup> seems to have been embraced in much of the Global South. Indeed, GMMP monitors in some African countries remarked on tendencies of their local television stations to hire clearly unskilled and good-looking presenter pairs particularly in the private channels. The sex ratio hovers around 1:1 across most of the globe. Female presenters slightly outnumber men in Asia (58%), the Middle East (57%) and the Pacific regions (52%), while in the rest of the regions the numbers are at or just below parity, apart from North America. (Table 38)

**Table 38:** Female presenters by region. 2000 - 2015

	2000	2005	2010	2015	Δ 15 yrs
Africa	48%	54%	39%	50%	▲ 2%
Asia	53%	61%	49%	58%	▲ 5%
Caribbean	43%	41%	32%	46%	▲ 3%
Europe	45%	49%	46%	47%	▲ 2%
Latin America	29%	31%	36%	44%	▲ 15%
Middle East	60%	47%	48%	57%	▼ 3%
North America	55%	60%	36%	35%	▼ 20%
Pacific	54%	55%	32%	52%	■ 2%
<b>OVERALL</b>	49%	53%	49%	49%	■ 0%

In North America the statistics fall well below parity, echoing results from recent U.S. research that found overrepresentation of men as anchors (60%) in news-casts from four major stations – American Broadcasting Company (ABC), CBS, National Broadcasting Company (NBC) and Public Broadcasting Service (PBS).<sup>28</sup>

Over the 15-year period beginning in 2000, the numbers have held more or less steady for most regions with some fluctuations. Latin America stands out for its steady and significant climb from 29% female presenters in 2000 to 44% currently, a 15 percentage point reduction in the gender gap in 15 years.

### Television presenters by age

Younger presenters on screen are predominantly female, but the scales tip dramatically at 50 years old when men begin to dominate the news-anchoring scene. (Table 39) The near-evenness of presenters in each age category documented in 2010 has been replaced by an overrepresentation of women in the younger age groups, a severe underrepresentation of women in the 50-64 age bracket (28%) and complete disappearance at 65 years old. Just under 1% (n=13) of male anchors were coded in the 65years+ age category.

**Table 39:** Female presenters, percentage by age. 2005-2015

	2005	2010	2015
12 and under	n/a	51%	100%
13-18	n/a	59%	82%
19-34	79%	52%	84%
35-49	50%	58%	49%
50-64	7%	51%	28%
65 years or more	n/a	57%	0%

### Global glass ceiling: 37%

In 2005 women made up 37% of reporters in print, television and radio news globally. This overall statistic has not changed in 10 years, despite fluctuations in the regional averages ranging from +7 points in Africa to -6 points in Asia over the decade. (Table 40)

Across the 15-year period beginning in 2000, the gap has narrowed the most in Latin America (+14%) followed by Africa (+11%). The rest of the world has seen single digit changes apart from Asia where status quo has been maintained.

The finding on the current status of women as reporters closely echoes a conclusion from research in 2011 that women comprised 36% of reporters, based on an average from 59 countries.<sup>29</sup>

**Table 40:** Female reporters in the news, by region. 2000-2015.

	2000	2005	2010	2015	Δ 15 yrs
Africa	24%	28%	30%	35%	▲ 11%
Asia	31%	37%	37%	31%	■ 0%
Caribbean	39%	41%	45%	44%	▲ 5%
Europe	34%	34%	35%	37%	▲ 3%
Latin America	27%	44%	43%	41%	▲ 14%
Middle East	34%	35%	34%	38%	▲ 4%
North America	36%	35%	38%	40%	▲ 4%
Pacific	43%	44%	38%	45%	▲ 2%
<b>TOTAL</b>	31%	37%	37%	37%	▲ 6%

## Geographic Scope

49% of television, radio and newspaper stories cover national news, 7% are about sub-regional/regional news and the remainder 45% of stories are shared equally between national and international news.

Two decades ago female journalists covered 33% of local news stories, 24% of national stories and 28% of international news. (Table 41) Currently, women

report 38% of local and national news and 35% of international news. Women cover 37% of sub-regional/regional stories, nevertheless, stories of this scope are less than one in 10 of the total number of stories.

The changes over 20 years imply that women have made tremendous strides in breaking into national news reporting, an area in which they lagged behind 20 years ago, although a large 24 percentage points gender gap persists (38%:62%).

**Table 41:** Stories by female reporters, by scope. 1995-2015.

	1995	2000	2005	2010	2015
Local	33%	34%	44%	40%	38%
National	24%	30%	34%	38%	38%
National and other	28%	33%	32%	32%	
Sub-regional/regional					37%
Foreign/International	28%	29%	36%	37%	35%
<b>TOTAL</b>	28%	31%	37%	37%	37%

The gender ratio is closest to parity in reporting national news in the Caribbean (47%), Europe (39%) and North America (46%) and in reporting sub-regional/regional news in Asia (50%), Latin America (45%) and the Middle East (43%). (Table 42) In Asia and the Pacific region, female reporters present as many sub-regional/regional stories as their male counterparts, while the number of stories by female reporters in the Pacific report exceed those by their peers (at 52%).

**Table 42:** Female reporters in local, national, regional and international stories, by region. 2015.

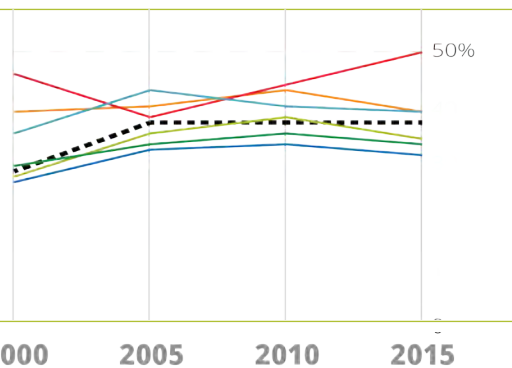
	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Local	37%	34%	37%	34%	40%	34%	43%	52%
National	34%	31%	47%	39%	41%	40%	46%	40%
Sub-Regional	34%	50%	46%	28%	45%	43%	23%	50%
Foreign/International	36%	21%	41%	37%	42%	38%	30%	43%

## Major topics

The proportion of female reporters in news stories falls well below parity in all topics except science and health where the ratio is at par. Only 31% of stories on politics and 39% of economic news are reported by women. (Table 43)

**Table 43:** Stories by female reporters, by major topics. 2000-2015

	2000	2005	2010	2015	Δ 15 yrs	
Science and Health	46%	38%	44%	50%	▲ 4%	—
Economy	35%	43%	40%	39%	▲ 4%	—
Social and Legal	39%	40%	43%	39%	■ 0%	—
Celebrity, Arts and Media, Sports	27%	35%	38%	34%	▲ 7%	—
Crime and Violence	29%	33%	35%	33%	▲ 4%	—
Politics and Government	26%	32%	33%	31%	▲ 5%	—
<b>TOTAL</b>	28%	37%	37%	37%	▲ 9%	—



Women report only 9% more stories in 2015 than they did in 2000. Within the major topics, the greatest gain for women has been in reporting celebrity, arts, media and sports stories, an increase of 7 percentage points across the 15 year period. There has been no change in the proportion of social/legal news reported by women: today as in 2000, women report 39% of stories under this topic. On stories that comprise the bulk of the news agenda, namely economic, political and crime news, women report only 4%-5% more stories in 2015 than in 2000.

Political and crime news are the two topics least reported by women in most regions with the exception of Asia and Latin America. Women report 30% of political news in Africa, Europe (30%), Middle East

(27%) and North America (28%) – the largest thematic reporting gender gaps in these four regions. (Table 44). A 2014 study on Sweden and Russia identified gender as significant in journalists' interactions with politicians.<sup>30</sup> In both countries political reporters viewed political journalism as a "male game" with rules established by male politicians and male journalists; in dealing with sources, male journalists employed tactics such as going to the sauna and drinking together, strategies that female journalists would consider as inaccessible to them.<sup>31</sup> If generalized to other contexts, this may explain why political news reporting has consistently lagged behind all others over the past 15 years with regard to the proportion of stories by women.

**Table 44:** Female reporters, by major topic, by region. 2015.

	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
Politics and Government	30%	31%	45%	30%	41%	27%	28%	41%
Economy	32%	32%	44%	43%	40%	32%	40%	51%
Science and Health	47%	54%	75%	44%	45%	41%	57%	79%
Social and Legal	39%	30%	45%	37%	44%	52%	48%	48%
Crime and Violence	34%	28%	28%	33%	38%	37%	34%	36%
Celebrity, Arts and Media, Sports	34%	18%	38%	42%	30%	55%	32%	38%

In the Caribbean, the topic in which male reporters outnumber their female peers the most is crime news, at 28% of stories by women. This is the same for the Pacific region where women report 36% of crime stories, and following celebrity news, in Asia (28%) and in Latin America (38%).



## Age of television reporters

The sex-disaggregated findings on television reporters by age differ markedly from those of presenters in the same medium. (Table 45) Just over one half of reporters 19 to 34 years old are women, unlike the 83% observed for presenters in the same age group. They

make up less than three out of 10 (28%) of reporters between 35 to 49 years old, dissimilar to the gender equal numbers found for presenters. At 65 years and older, women disappear from the screen while men remain, albeit as a mere fraction (<1%, n=7) of the total number of male reporters.

## Pushing Back: GMMP results

*Mindy Ran, International Federation of Journalists (IFJ) Gender Council Co-Chair*

It seems (journalists) trade unions have been talking about sticky floors, glass ceilings, gender pay gaps, unfair dismissal around maternity, lack of access to jobs or training, bullying, harassment and increasing violence – for a lifetime. Everyone from the UN, UNESCO, the ILO, Trade Union organisations and nations have enacted laws, made motions, charters and decisions to create the balance that is truly needed to ensure our voice is heard.

Yet, anecdotally, it feels as if we have hit a plateau, a place where movement and change is so small as to seem non-existent. Which is why projects like the GMMP are so essential to increase our understanding, and to marker where we need to work harder, to push back against what feels like a gradual slide back into sexism and discrimination.

Sadly, no one has been keeping track of the number of women that have been pushed out of the profession as a result of mass lay-offs and redundancies that are the tag of a shrinking media landscape and the double punch of financial crises. On the other hand, there is also no research on the growing number of women who are turning their backs on traditional media and “doing it for themselves”, with an increasing proliferation of self-made online stations and podcasts, particularly aimed at women in rural communities that might otherwise be isolated.

So, while the media landscape itself shrinks, shifts and regrows into something else, we can see that reflected in the GMMP statistics. Looking at the figures for reporters and presenters by region we can see that in some regions losses that occurred in 2010, have been regained, but in most regions, there has been little increase from the highs seen in 2005.

When looking at the figures for percentage of female reporters, we see that the total change for all regions from 2005 – 2015 – is zero (0), the 37% has

not changed in the past 10 years. Another area of loss, is looking at the topics primarily covered; in all major topics except Science and Health, there have been steady, small decreases – with the least amount of women reporters represented in covering politics and government. Conversely, we see high numbers of women reporters cover topics such as medicine and environment.

Even more telling are the statistics on age: as presenters and anchors we are 49% between the ages of 35 –49, yet drop to 28% after the age of 50, with 0% by the time we reach 65. As television reporters that decline comes even earlier, falling from 51% at 19 – 34 to just 28% at 35-49 years of age.

Sadly, these statistics tell us that we are still not being trusted or respected to tell the story, to analyse events, to investigate and to bring the major topics to our audiences and readers. That appearance still matters more than experience. That the struggle to gain equal voice and decision making power within mainstream media may be one that some grass roots women are turning their backs on, preferring to find alternative routes that remain controlled by the women themselves.

However, the battle for an equal, ethical place in mainstream media is one we cannot afford to lose, and one we cannot turn our backs on, because to give up the battle against unfair working practices is to allow our voices to be erased and no longer be heard within our own communities and the wider world.

**Table 45:** Television reporters by age. Percentage women. 2005-2015

	2005	2010	2015
12 and under	n/a	36%	67%
13-18	n/a	42%	60%
19-34	52%	39%	51%
35-49	34%	42%	28%
50-64	17%	40%	24%
65 years or more	n/a	45%	0%

## Reporters and people in the news

News stories by male journalists contain fewer female news subjects (people in the news) than those by female reporters. In 2015, 29% of news subjects in stories reported by female journalists are women compared to 26% by male reporters. (Table 46) Five years ago, 28% of news subjects in stories by female reporters were women compared to 22% by male journalists.

**Table 46:** Female news subjects, by sex of reporter. 2000-2015

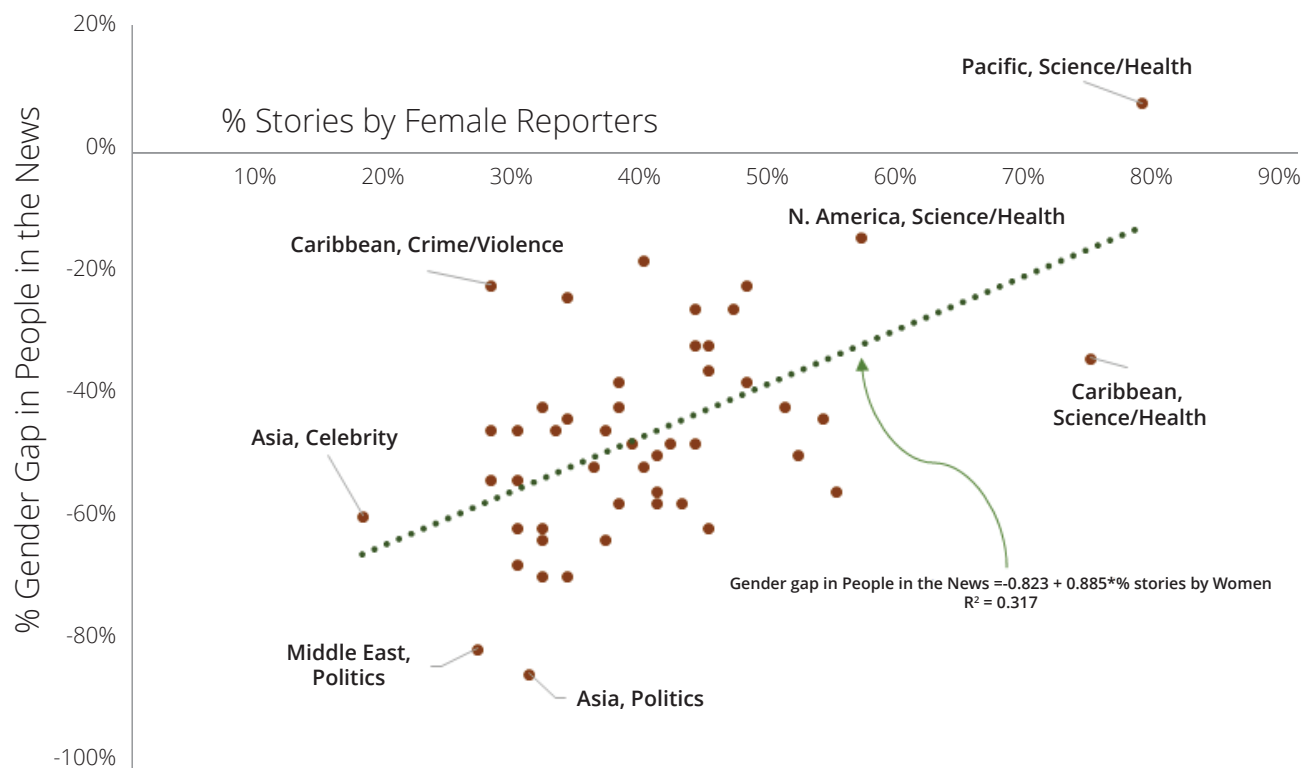
	2000	2005	2010	2015	Δ 15 yrs
Female reporters	24%	25%	28%	29%	▲ 5%
Male reporters	18%	20%	22%	26%	▲ 2%

This continues a pattern first observed in 2000 when the percentages were 24% and 18% for female and male reporters respectively. These results correspond with other research findings on the higher likelihood of female news reporters to feature more diverse news sources than their male counterparts. At the same time, the percentage of female news subjects and sources selected by male reporters has increased by a larger margin (+8%) over the 15-year period.

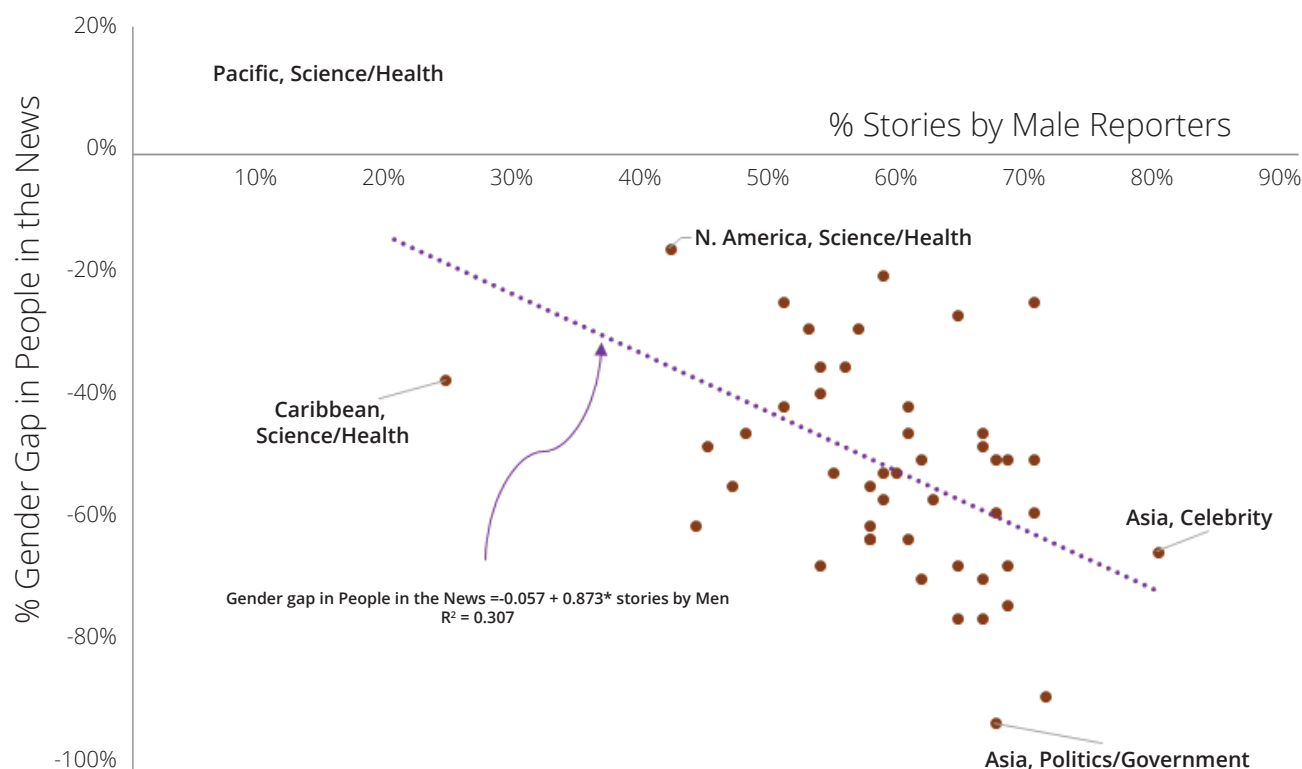
Interestingly though, the gender difference has narrowed from 5-6 points from 2000 to 2010, to only 3 percent in 2015, implying a growing similarity between female and male reporters in source selection patterns.

Linear regression analysis reveals the gender difference in source selection to be extremely significant ( $p < .0001$ ), (Figure 1 and Figure 2) implying that progress may be made towards narrowing the gender gap in news sources if the reporter gender gap is also addressed. However, this needs to be in the context of a broader strategy that seeks to create that constellation of conditions that support equality objectives. Further, the questions of gender stereotyping and lack of a gender lens in operationalising media professional ethics in female and male reporters need to be attended to as well.

**Figure 1:** Gender difference in source selection: Gender gap in people in the news and percentage of stories reported by women. 2015



**Figure 2** Gender difference in source selection: Gender gap in people in the news and percentage of stories reported by men. 2015



**Table 47:** Top 10 news stories most likely to be reported by women. 2015

1	Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals
2	HIV and AIDS, policy, treatment, etc.
3	Beauty contests, models, fashion, cosmetic surgery
4	Ebola, treatment, response...
5	Women's movement, activism, demonstrations, etc.
6	Changing gender relations (outside the home)
7	Birth control, fertility, sterilization, termination...
8	Other epidemics, viruses, contagions, influence
9	Medicine, health, hygiene, safety, (not Ebola or HIV/AIDS)
10	Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.

**Table 48:** Stories least likely to be reported by women...the bottom 10. 2015

1	Sports, events, players, facilities, training, funding
2	Informal work, street vending, etc.
3	National defence, military spending, internal security, etc.
4	Riots, demonstrations, public disorder, etc.
5	Other development issues, sustainability, etc.
6	Rural economy, agriculture, farming, land rights
7	Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, female genital mutilation.
8	Other domestic politics, government, etc.
9	War, civil war, terrorism, other state-based violence
10	Non-violent crime, bribery, theft, drugs, corruption

**Table 49:** Topics in the news - Detail by medium for female reporter. 2015

Topic	Newspaper		Radio		Television	
	%	N	%	N	%	N
Women politicians, women electoral candidates...	28%	81	67%	6	63%	19
Peace, negotiations, treaties	26%	68	30%	20	46%	41
Other domestic politics, government, etc.	30%	577	33%	90	31%	260
Global partnerships	37%	27	0%	5	57%	7
Foreign/international politics, UN, peacekeeping	31%	136	59%	32	38%	53
National defence, military spending, internal security, etc.	14%	106	56%	9	30%	40
Other stories on politics	26%	82	28%	18	51%	41
Economic policies, strategies, modules, indicators, stock markets, etc.	33%	215	53%	38	35%	79
Economic crisis, state bailouts of companies, company takeovers and mergers, etc.	50%	48	42%	12	33%	27
Poverty, housing, social welfare, aid, etc.	39%	64	31%	13	44%	16
Women's participation in economic processes	56%	18	50%	4	50%	2
Employment	55%	42	43%	7	39%	18
Informal work, street vending, etc.	25%	4	0%	2	25%	4
Other labour issues (strikes, trade unions, etc.)	41%	37	42%	26	58%	31
Rural economy, agriculture, farming, land rights	23%	57	40%	10	47%	19
Consumer issues, consumer protection, fraud...	48%	46	25%	12	46%	28
Transport, traffic, roads...	30%	64	54%	26	36%	58
Other stories on economy	32%	57	38%	13	30%	23
Science, technology, research, discoveries...	36%	89	43%	7	33%	27
Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)	67%	167	50%	20	51%	65
EBOLA, treatment, response...	100%	1	50%	2		0
HIV and AIDS, policy, treatment, etc.	83%	6	0%	1	100%	1
Other epidemics, viruses, contagions, Influenza, BSE, SARS	88%	16	50%	2	39%	18
Birth control, fertility, sterilization, termination...	67%	15		0	43%	7
Climate change, global warming	43%	21	25%	8	50%	22
Environment, pollution, tourism	37%	83	64%	14	40%	45
Other stories on science	35%	26	0%	1	36%	11
Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals	33%	3	100%	2	100%	3
Family relations, inter-generational conflict, parents	40%	15	0%	1	100%	3
Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.	69%	61	61%	18	40%	20
Religion, culture, tradition, controversies...	54%	54	55%	11	52%	46
Migration, refugees, xenophobia, ethnic conflict...	34%	44	33%	3	25%	4
Other development issues, sustainability, etc.	32%	31	33%	3	17%	18
Education, childcare, nursery, university, literacy	44%	172	48%	23	54%	52
Women's movement, activism, demonstrations, etc.	64%	14	55%	11	71%	7
Changing gender relations (outside the home)	67%	6		0	0%	2
Family law, family codes, property law, inheritance...	17%	12	67%	3	70%	10
Legal system, judiciary, legislation apart from family	30%	189	44%	25	29%	34
Disaster, accident, famine, flood, plane crash, etc.	28%	579	40%	213	42%	607
Riots, demonstrations, public disorder, etc.	31%	52	30%	10	16%	37



Topic	Newspaper		Radio		Television	
	%	N	%	N	%	N
Other stories on social/legal	54%	48	40%	15	44%	32
Non-violent crime, bribery, theft, drugs, corruption	33%	152	30%	23	30%	132
Violent crime, murder, abduction, assault, etc.	32%	141	56%	32	36%	121
Gender violence based on culture, family, inter-personal relations, femicide, harassment, rape, sexual assault, trafficking, female genital mutilation...	33%	48	8%	13	39%	18
Child abuse, sexual violence against children, neglect	42%	24	40%	15	33%	15
War, civil war, terrorism, other state-based violence	41%	64	42%	19	19%	73
Other crime/violence	32%	50	50%	4	39%	28
Celebrity news, births, marriages, royalty, etc.	45%	92	67%	9	35%	46
Arts, entertainment, leisure, cinema, books, dance	50%	114	65%	20	49%	47
Media, (including internet), portrayal of women/men	28%	18	67%	3	57%	7
Beauty contests, models, fashion, cosmetic surgery	50%	10		0	100%	9
Sports, events, players, facilities, training, funding	14%	123	12%	51	22%	191
Other celebrity/arts/media news	42%	24	67%	3	80%	5
Other	35%	37	58%	12	53%	32

## Notes

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## Chapter 3B.

# Internet and Twitter News

Recent data on internet use and distribution reveal that there are over three billion internet users worldwide, close to half of the estimated seven billion global population. The internet penetration rate is highest in North America (88% of the population) followed by Europe (74%) and the Pacific region (73%). (Internet World Stats, 2015) The lowest percentages of internet users are found in Africa (27% of the population) and Asia (39%). Evidently, these patterns reflect global economic and infrastructural inequalities, as well as cultural and other factors discussed in the vast literature on the global digital divide.

The internet has changed the news sphere and tremendously impacted traditional media. The numbers of people using the internet as the main source of information rises constantly and the online news audience has grown exponentially. Although broadcast media and the print press remain key sources of information, they stand under pressure in the digital environment as a mix of traditional and new approaches to news have gained sway.<sup>1</sup> In the USA, for example, the print news audience is outnumbered by that of online news.<sup>2</sup> Research also reveals the replacement effect that the internet has on traditional news media; the more experience a news consumer has with the internet, the less time this person spends with traditional mediums.<sup>3</sup>

Social media platforms such as Facebook and Twitter continue to grow in importance as news sources. Facebook claims to have 1.49 billion monthly active users (2015) and Twitter 316 million monthly active users with 500 million Tweets sent per day. The Pew Research Center found that in the USA the numbers of Twitter and Facebook users who turn to these platforms for news have risen from 52% (Twitter) and 47% (Facebook) in 2013 to 63% for both in 2015.<sup>4</sup> Divina Frau-Meigs (2013) argues that entities such as Facebook and Youtube are “no longer ‘ICTs’, with the technical quality of signal as their priority; they are also involved with issues of freedom, access, pluralism, independence, content quality, education and ethics”<sup>5</sup>, all issues that are central to communication rights.

In view of the rising significance of digital news to audiences in many parts of the world, the 2015 GMMP introduced Twitter news monitoring at the same time

as it rolled out the Internet news component previously piloted in 2010. The objective was to gather evidence on the gender dimensions of digital news content, on gender disparities in portrayal and representation of women and men in online news, as well as gender gaps at the level of digital news production. The evidence will be applied to support lobbying, awareness, education and other actions intended to contribute towards securing mainstream online news media accountability to women.

The monitoring teams were invited to participate in the digital news research if the numbers of local Internet and Twitter news users were significant enough to justify implementation of this component of the research. Internet and Twitter news were monitored in 68% (n=78) of the participating countries, that is 10 in Africa, Asia (7), Caribbean (11), Europe (28), Latin America (13), Middle East (4), North America (2) and 3 in the Pacific region.

## News over the World Wide Web

Internet users can access local, national and international news easily as soon as they get online. The proliferation of laptops, hand-held devices such as smartphones and tablets, and wireless internet connections have simplified this access. With text, video and podcasts on offer, the internet combines the features of all traditional media and connects them in a user friendly way.

Depending on issues such as affordability and connectivity, users are able to access news whenever and wherever they want without restriction to time or place. News websites are updated on a regular basis several times a day and Twitter delivers information at every second. Events of the day and hour find immediate coverage on the internet and not only in the next day's paper or in the evening news. The news agenda changes constantly on internet news platforms and the stories remain accessible for a longer period as articles can be easily retrieved if they are online or archived.

## Audience, producer and both

With the internet the character of news has changed, as well as the producer-audience relations, which also have effects on the news agenda. Anyone with internet access can theoretically break a story or create news, thus new sources for news like blogs have developed and led to a more diverse news scene.<sup>6</sup> Jay Rosen's notion of "the people formerly known as the audience" has become a well-known description of these consumer-producers.<sup>7</sup> The era of a top-down media system has come to an end as journalists and news producers have to communicate more intensively with their audience and readership, and react to new digital developments, indicating a shift from information to participation.<sup>8</sup> Consequently the monopoly of print and broadcasting on the news agenda is ruptured as the news production scene becomes more pluralistic.

While the traditional printed newspapers shrink their staff and number of copies sold, internet news grow and reach new audiences. The extraordinary combination of digital platforms and spaces allows mutual feeding and exchanges and calls for the contribution of lots of more workers in news and information production, not only journalists, but web content planners and coordinators, technicians, graphic designers, community managers, audio and visual content specialists, among many more. From a gender perspective, this raises the question on the extent to which women are part of this workforce and what jobs they occupy.

## The social network filter

Young people particularly rely on their social networks for (re)direction to news that they are interested in, which Brian Stelter (2008) calls the 'social filter', a contrast to the 'professional filter' like newspapers or radio programs. He quotes a college student who said "If the news is that important, it will find me", which illustrates a new attitude towards news – of stumbling over news rather than actively searching for stories. Clickable links lead to news articles, blog entries or videos shared via email, Facebook, Twitter or other social media platforms. These links lead to very different sources such as a variety of newspapers or magazines.<sup>9</sup>

Social media also offer other forms of news gathering. Through the choice of friends on Facebook or people to follow on Twitter one can have an immense influence on the news that will come through. According to Baresch et al (2007), these social network services

are de facto news services (p.7) with Facebook and Twitter as the leading means of exposure to news within the social media sphere. The 140 character-limit for tweets leads to numerous short headlines every second that make the news.

## Traditional-new mediums interface

Newspapers particularly have had to adapt to the changes brought about by the Internet, as print copy sales decline with movement of news users to online sources, and, as advertisements and money migrate to internet websites and other digital platforms. Consequently, newspapers have to cope with reduced revenue through their print products and develop new business models and publishing formats.

The process of a digital convergence has not been easy, as Frau-Meigs notes:

"As a generalization, the legacy media, whose mode is 'broadcast', are being challenged by new economic models and social values that shake the status quo they had reached in the pre-digital era: they have lagged behind in fully understanding the meaning of digital convergence; they have missed introducing a pay mechanism when going online and are now suffering from the lack of a clear economic model; they have been slow and defensive in embracing citizen journalism and user aggregated content and comment; many have been lax on training staff in new digital skills and competences." (p.4)

Alex Jones (2009) observes "a crisis of diminishing quantity and quality, of morale and sense of mission, of values and leadership" in the new trends, especially through the budget cuts and redundancies newspapers had and have to face.<sup>10</sup> However, Frau-Meigs argues that radio, television and also the press will be displaced in importance, but nevertheless persist because of the cognitive needs and sensorial differentiations that they fulfil.<sup>11</sup>

Many newspapers by now have an online and offline presence. That 64% of the news websites monitored for GMMP 2015 do not have an offline presence implies that the number of online only sources exceed by far the number of offline also news sites.

Due to lower budgets and a smaller workforce, online versions of newspapers often do not add content; instead, they add access and opinions, thus enlarging the readership by reaching out to online users.<sup>12</sup> Online news sites are interested in publishing articles that get shared as much as possible via social networks. In fact, 49% of the Internet stories monitored for the GMMP were present in the respective media's Twitter feed



and 36% on their Facebook pages.

The websites of newspapers tend to be text-dominated and started out without many other features of the internet, like videos or more pictures, which has changed.<sup>13</sup> Consequently, it is not surprising that practicing journalists advise future journalists to start gaining multimedia skills and building a social network that follows their texts early.<sup>14</sup> As Paul Smalera (2015) puts it: “We are all internet reporters by now”.

Frau-Meigs suggests that the general trend of paper losing its position as the primary information channel will happen across the world, but currently, it contributes to “the cultural divide between media-rich and media-poor countries and communities”.<sup>15</sup> According to Wassermann (2014), the slow demise of newspapers and the growing power of social media are globally true, but the newspaper industry is still vibrant in many countries in the global south.

## Gender-specific dimensions

A study by Intel, Dalberg and Globescore (2012) found that:

“On average across the developing world, nearly 25% fewer women than men have access to the internet, and the gender gap soars to nearly 45% in regions like sub-Saharan Africa. Even in rapidly growing economies the gap is enormous. Nearly 35% fewer women than men in South Asia, the Middle East and North Africa have Internet access, and nearly 30% in parts of Europe and across Central Asia. In most higher-income countries, women’s internet access only minimally lags behind that of men’s, and in countries such as France and the United States, in fact exceeds it.” (p. 10)

According to a report by the ITU Broadband Commission for Development, in 2013 there were 200 million less women internet users than men in the world.<sup>16</sup>

In a study on the use of content links on Facebook in the USA, Baresch et. al. (2011) found that there are in total more women (54%) on Facebook, that on average links posted by women get more comments and more ‘likes’ than those by men, and that they posted more links in every category that the researchers had introduced for the study, except for politics and satire. According to the Association for Progressive Communications (APC) women also send more tweets than men on Twitter. Women, at least in the ICT-rich countries, use Facebook and Twitter regularly to share and receive news.

Frau Meigs argues that men tend to use the internet for all purposes while women are much more likely to search the internet for medical services and information. She explains the obstacles for women as being time constraints due to women’s social reproductive roles, cultural norms, technophobia, online safety and security issues, and at times, lack of relevance of the content to their interests and concerns. (p. 46)

Moreover, women are more often deprived of crucial elements necessary for use of new media, such as literacy, higher education, ICT skills, involvement in design and implementation of ICTs, financial resources, awareness of the internet’s potential benefit, and family support.<sup>17</sup> Awareness of the internet’s information potential, access to tools and resources, and, increased internet-enabled public spaces would contribute to improving women’s use of and access to the internet.

## Barriers and rights

Women are becoming increasingly more engaged in the information society, not only as audiences but also as content creators and participants in online debates and public life. Nevertheless the information society is not gender neutral and has different implications for women and men, girls and boys, and the relationships between them. A critical perspective on how ICTs are changing the nature of gender relations in social, political, economic and cultural landscapes is necessary, to “examine how techno-social practices reproduce gender power differentials, what norms are privileged in the structures of the Internet”.<sup>18</sup>

Frank la Rue, the Special Rapporteur on the Promotion of the Right to Freedom of Opinion and Expression, argues that “the right to freedom of opinion and expression is as much a fundamental right on its own accord as it is an ‘enabler’ of other rights, including economic, social and cultural rights [...] Thus, by acting as a catalyst for individuals to exercise their right to freedom of opinion and expression, the internet also facilitates the realization of other human rights”<sup>19</sup>. It is therefore important to include women’s perspectives in order to enable progress towards an internet that ensures freedom of expression for all.

On the one hand, while the internet in general has worked to enrich the right to freedom of expression and of plurality in the news<sup>20</sup> it has at the same time created new challenges for women as audiences, content producers and news professionals. Women endure various forms of gender-based violence over the internet and social media, including online harass-



ment, cyber stalking, privacy invasions and viral ‘rape videos’, which further diminishes their possibility to engage online and violates their rights and freedoms.<sup>21</sup> Posetti underlines the growing impact of cybermisogyny on women journalists, which presents psychological and potentially physical risks to their safety. She notes that disengaging from online interactions “is not a realistic option for women journalists working within mainstream newsrooms, where engagement with broad audiences via popular social media channels is now essential.”<sup>22</sup>

On the other hand, the internet is a vital public sphere for women due to barriers of access to traditional mediums. Inequalities that women face in terms of economic power, education and access to resources also affect access and participation in shaping the internet, its debates and policy. This explains why the internet has become an increasingly critical public sphere for the claiming of citizenship rights and civil liberties, including women’s rights and for feminist organizing. For those who have little access to other kinds of “publics” due to the multiple forms of discrimination faced – including based on gender, age, economic status and sexual identity – it can be a particularly important space for the negotiation and fulfillment of their rights.

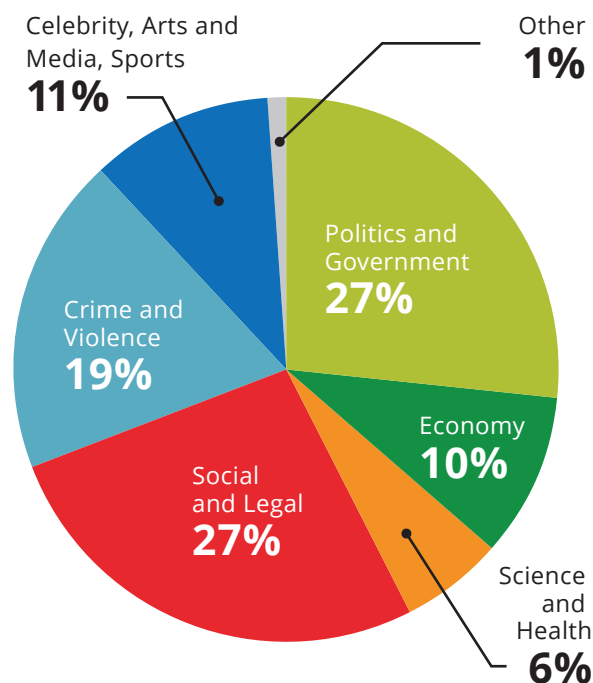
## GMMP monitoring Internet and Twitter news

The GMMP country teams were provided with guidelines to help them determine if the internet and Twitter news monitoring components were relevant in their contexts. The methodology guides contain criteria for website and twitter feed selection, as well as the type and number of stories to code. Monitors were instructed, for instance, to select only national (and if necessary, local) websites, only websites concerned with news and websites reflecting diversity and balance. They were instructed to select only Twitter feeds concerned with news and feeds affiliated with media houses. The methodology guides are available at <http://whomakesthenews.org/media-monitoring/methodology-guides-and-coding-tools>.

## Topics in online news

Stories on politics and on social/legal news dominated the online news agenda on the global monitoring day 25 March 2015. Both major topics together accounted for more than half the number of stories published on news websites around the world. The Germanwings plane crash reported widely on the monitoring day is responsible for the high proportion of stories under the social/legal major topic.

**Table 50:** Internet news: Distribution of major topics. 2015



\* This table shows Internet news only unlike table 8 which combines Internet and Twitter news

## People in online news

The underrepresentation of women observed in traditional mediums appears to have seamlessly crossed over into digital news delivery platforms. Overall, women make up only 25% of the people in Internet news stories. (Table 51) This percentage rises slightly to 26% when news Tweets are integrated into the count. Women’s near absence is most acute in transnational media online news where they comprise 15% of news subjects.

**Table 51:** Internet news: Percentage of female news subjects and sources, by major topic, by region. 2015.

Region <sup>1</sup>	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports	OVERALL
<b>Africa</b>	32%	9%	0%	0%	0%	0%	<b>19%</b>
<b>Asia</b>	19%	3%	35%	29%	39%	24%	<b>27%</b>
<b>Caribbean</b>	24%	35%	50%	32%	23%	25%	<b>29%</b>
<b>Europe</b>	17%	26%	36%	27%	23%	25%	<b>24%</b>
<b>Latin America</b>	28%	19%	48%	32%	28%	31%	<b>30%</b>
<b>Middle East</b>	10%	0%	0%	22%	20%	47%	<b>17%</b>
<b>North America</b>	18%	42%	75%	31%	50%	50%	<b>40%</b>
<b>Pacific Islands</b>	20%	17%	43%	27%	22%	28%	<b>25%</b>
<b>Transnational news websites<sup>2</sup></b>	15%	0%	13%	22%	8%	14%	<b>15%</b>
<b>OVERALL</b>	<b>19%</b>	<b>23%</b>	<b>41%</b>	<b>28%</b>	<b>27%</b>	<b>26%</b>	<b>25%</b>

1. Results disaggregated by region should be understood in consideration of the number of participating countries in each region, a number largely informed by the levels of importance of internet news to local populations, which is a factor of the internet penetration rate.

2 Transnational media monitored: Al Jazeera English, Asia News Network, Deutsche Welle World, Jeune Afrique, Telesur, The Guardian International, Ahram, Asia News Network and CNN International

The gender gap in women's presence in internet news is lowest in North America, where women comprise 40% of the people in the stories. (Table 51) This is 10% higher than the closest contender, Latin America, where women are 30% of the people in the news, followed by the Caribbean at 29%. Apart from transnational news – treated here as a separate grouping – women are least present in Middle Eastern web news (17%), only slightly less visible than in African news in which women comprise 19% of news subjects and sources.

Women are most present in online news on science and health, at 41% of news subjects, and least visible in political stories (19%). Women appear most in science and health stories in five regions: North America (75%), the Caribbean (50%), Latin America (48%), the Pacific (43%) and Europe (36%). The exceptions are Africa where women are most visible in political stories (32% of subjects and sources), Asia in crime/violence stories (39%) and the Middle East in celebrity news (47%).

A comparison with traditional mediums on women's presence by theme (Table 12) reveals a greater online presence of women in stories on politics (+3%), the economy (+2%), science and health (+6%) and celebrity news (+3%). This however does not result in a higher overall presence of women (difference is only 1%) due to the re-distribution of space occupied by the major topics in online news. (Table 50 and Table 7) The

proportion of crime news stories is higher online than in traditional mediums (+6% the number of stories) and lower in economic (-4%) and science/health stories (-2%).

Asian online news have seven percent more female subjects and sources than newspapers, radio and television newscasts combined in the region, (Table 11 and Table 51) while North American online news stories have four percent more women than their counterpart traditional news delivery channels. In the rest of the world, women's underrepresentation in internet news matches or is worse than in legacy media. There are three percent fewer women in African online news than in the continent's overall print, television and radio broadcast news.

## Multimedia components

The gendered tendencies on appearance in visuals accompanying stories found in traditional mediums continues into the online news world. (Table 52) 34% of the women in the stories appear in the videos and photos, compared to 29% of men.

**Table 52:** Internet news: Multimedia, family status, direct quotes

	%F	%M
<b>Appear in multimedia components accompanying news stories</b>	34%	29%
<b>Identified by family status</b>	21%	7%
<b>Directly quoted</b>	50%	52%

## Family status

Women are three times more likely to be described by family status – as wives, daughters, mothers, etc. – implying identities drawn from their relationship with

others. This is a contrast to the higher media tendency to depict men as persons whose worth stem from their other roles in society such as their political positions or occupations.

## News production online: The reporters

Women report five percent more stories online than in the traditional mediums combined: 42% of news published online are reported by women (Table 53) in comparison to the 37% found for traditional mediums (see discussion in Chapter 3(II) and Table 35). They report 5% more political stories, economic stories (+4%), science/health news (+1%), crime news (+11%), social/legal stories (+4%) and celebrity news (+10%).

**Table 53:** Internet news: Female reporters in major topics, by region. 2015.

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports	OVERALL
<b>Africa</b>	50%	29%	60%	25%	0%	0%	<b>41%</b>
<b>Asia</b>	33%	80%	100%	49%	78%	52%	<b>53%</b>
<b>Caribbean</b>	25%	40%	50%	75%	50%	0%	<b>40%</b>
<b>Europe</b>	38%	39%	46%	42%	33%	35%	<b>39%</b>
<b>Latin America</b>	27%	48%	45%	40%	38%	42%	<b>40%</b>
<b>Middle East</b>	14%	25%	33%	18%	33%	60%	<b>26%</b>
<b>North America</b>	51%	71%	41%	42%	50%	60%	<b>48%</b>
<b>Pacific Islands</b>	33%	17%	89%	77%	50%	20%	<b>53%</b>
<b>Transnational media</b>	36%	0%	50%	50%	23%	67%	<b>43%</b>
<b>OVERALL</b>	<b>36%</b>	<b>43%</b>	<b>51%</b>	<b>43%</b>	<b>44%</b>	<b>44%</b>	<b>42%</b>

Only in the Middle East and the Caribbean are female reporters fewer in online than in traditional news, by -12% and -4% respectively. Comparative presence is highest in Asia at +22% more female reporters online, followed by North America and the Pacific (+8% in each region), Africa (+6%) and Europe (+2%). There is no significant difference in Latin America where female reporters are present in almost equal proportions online as in print, television and radio news overall (difference =1%)

Women outnumber men in reporting internet news in Asia and the Pacific, at 53% of stories by women in both regions.

## Function in the news

A breakdown of the people by sex, by the roles they fulfil in online stories reveals some striking similarities with, as well as differences from, print and broadcast

news.

Women are equally as likely to appear as subjects and as persons interviewed based on personal experience in online published stories as in overall newspapers, print and radio stories – 26% and 38% of subjects and personal experience providers respectively are women, whether online or in traditional mediums.

In online news, women are two percentage points less likely to appear as spokespersons and two percentage points more likely to appear as experts, at 18% and 21% of the people appearing in these roles respectively.

The greatest gain for women in online stories with regard to the capacity in which they appear is as popular opinion providers, where they are 42% of persons fulfilling these roles in web published news.

**Table 54. Internet news: Function of people in the news. 2015**

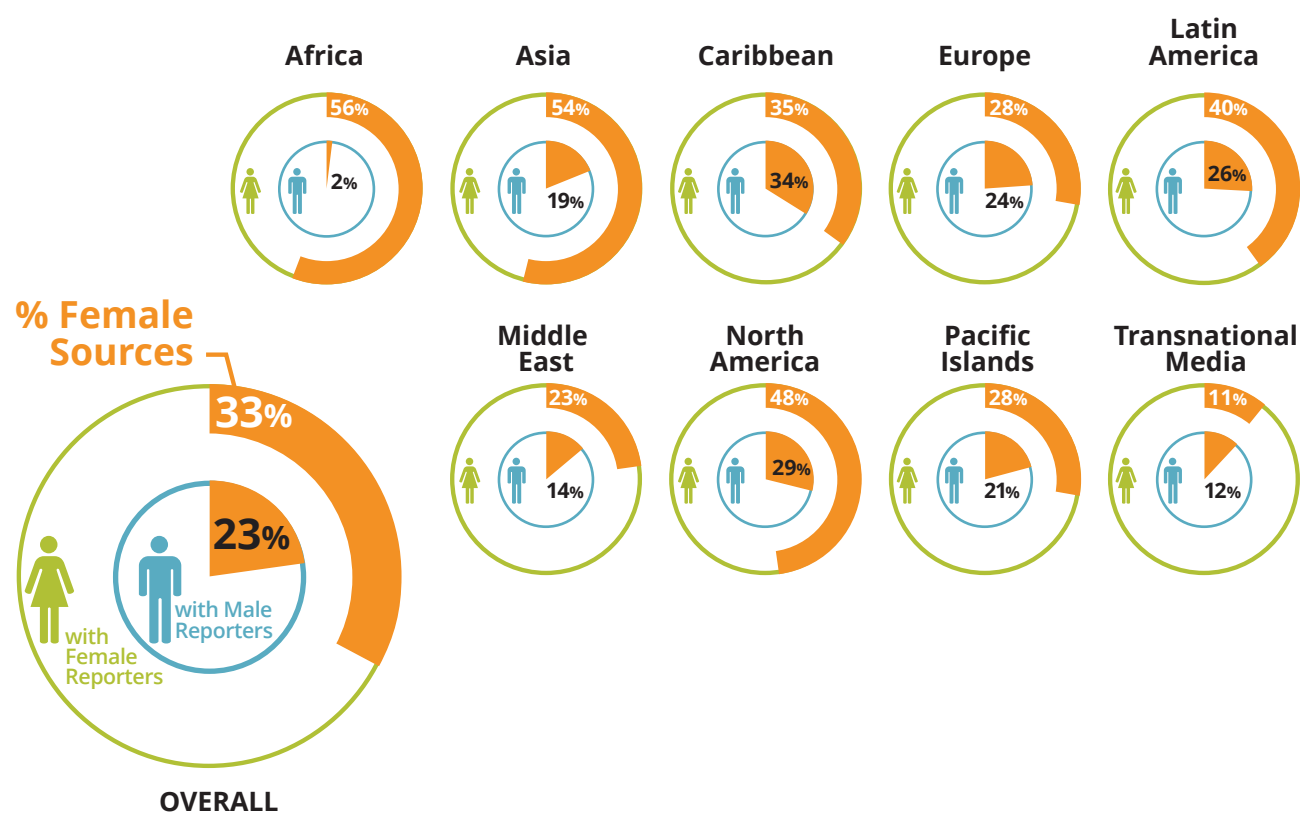
Function in news story	% F	%M
Subject: the story is about this person, or about something the person has done, said etc.	26%	74%
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organization	18%	82%
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	21%	79%
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	38%	62%
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	27%	73%
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.	42%	58%

### Gender difference in source selection

Gender difference in source selection by female and male reporters becomes starker in online news. The 10 percentage point difference in selection of female subjects and sources is more than three times higher than in traditional mediums. Women are 33% of

sources in stories by online news female reporters, compared to 23% in stories by men. (Table 55). The thesis on the presence of a real gender difference in source selection is thus supported, and further, the implication that gender balanced newsrooms to an extent could likely drive progress towards diversity in sources, as part of a broader gender equality strategy.

**Table 55:** Internet news: Selection of female news subjects. 2015.



## On rights, gender stereotypes and gender equality issues

The percentages of stories that: mention policy or legislation on gender equality, women's rights and/or human rights, and, those that highlight gender equality or inequality issues are comparable between web published and print/radio/television news. 10% of internet news stories mention policy or legal instruments and 10% highlight gender (in)equality issues, proportions that are almost similar to the 9% found for traditional mediums on both indicators. (Table 56).

Internet news stories are three percentage points more likely to challenge gender stereotypes than stories in print/radio/television. Equally interesting is the finding that 19% of online news stories focus centrally on women, in contrast to 10% in the traditional mediums.

**Table 56:** Internet: On rights, gender equality issues, gender stereotypes and women's centrality. 2015

Indicator	% Stories
Stories that refer to or make mention of policies or legislation on gender equality, women's rights and/or human rights	10%
Stories that raise gender equality issues	10%
Stories that clearly challenge gender stereotypes	7%
Stories that focus centrally on women	19%

## #Gender in Twitter news

The bulk of tweets in the GMMP sample (94%) were original tweets. Celebrity tweets were most likely to be retweets (13%) than tweets in the other major topics.

A recent study on news sourcing and gender on Twitter by analyzing reporter tweets at 51 US newspapers found a severe underrepresentation of women in quotes.<sup>23</sup> The research "suggest[ed] that in navigating social media technology, reporters are increasing diversity by communicating with women via @ mentions and retweeting messages to their entire community of followers".<sup>24</sup>

In the GMMP news tweets sample, women were 28% of people in the tweets, whether as subjects, sources or @mentions.

More than half of the tweets (57%) had no indication of the identity of the reporter(s) behind the tweets. Of the remainder, it was clear that men were 64% of the reporters while 36% were women, numbers that are close to the distribution of reporters by sex in traditional mediums overall.

Only 4% of news media tweets clearly challenge gender stereotypes, exactly similar to the percentage of stories in traditional mediums. (Table 57) Science/health tweets tend to challenge gender stereotypes less than similar news in print, television and radio (-4%) while crime/violence tweets challenge gender stereotypes at a higher rate (+4%) than stories under the same topic delivered over traditional mediums.

**Table 57** Twitter: Tweet clearly challenges gender stereotypes, by region, by major topic. 2015.

	Africa	Asia	Caribbean	Europe	Latin America	North America	Pacific Islands	Transnational media	Overall
<b>Politics and Government</b>	7%	8%	5%	2%	1%	0%	0%	0%	<b>2%</b>
<b>Economy</b>	17%	0%	6%	0%	0%	8%	0%	0%	<b>1%</b>
<b>Science and Health</b>	0%	0%	0%	1%	2%	0%	0%	0%	<b>1%</b>
<b>Social and Legal</b>	4%	0%	7%	3%	1%	8%	3%	0%	<b>3%</b>
<b>Crime and Violence</b>	46%	0%	8%	9%	4%	0%	5%	0%	<b>8%</b>
<b>Celebrity, Arts and Media, Sports</b>	0%	0%	12%	4%	4%	8%	0%	0%	<b>4%</b>
<b>OVERALL</b>	<b>14%</b>	<b>3%</b>	<b>7%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>	<b>3%</b>



A regional comparison between Twitter and traditional mediums reveals a higher likelihood for Twitter news to clearly challenge gender stereotypes in Africa (+9%) and North America (+2%). The reverse is true in all other regions (except for the Middle East where no Twitter data was collected): Tweets are far less likely to clearly challenge gender stereotypes in the Pacific (-8% fewer stories compared to news in traditional mediums) and Latin America (-3%).

The Africa finding however would need to be validated in future research with a larger sample, when Twitter usage becomes important for more countries in the region. Further, Twitter was monitored in Kenya, Nigeria, Cameroon and the Democratic Republic of Congo, a sample that excludes South Africa which is the most active country in the region on Twitter.

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## In conclusion

The internet and Twitter news monitoring results reveal a seamless crossing over of news media sexism from traditional mediums into new media forms. Gender inequalities in portrayal and representation of women and men, as well as gendered patterns in news production thrive across digital platforms. Patriarchal norms in traditional newsroom cultures are replicated in online news production practices. While women continue to take advantage of new information and communication technologies to create media that align with their interests through, for instance, news portals for and by women, the need for interventions to secure mainstream online news accountability to women remains.

## CHAPTER 4.

# News Content

### Rights-centred journalistic practice

In 2010 the GMMP began grappling with questions about the visibility of women's human rights in news reporting. A question on whether the story referenced or made mention of gender equality, women's rights, human rights and related policy or legal instruments was introduced into the coding instruments. The question asks about general – non-gender/non-women specific – instruments in order to first determine whether any legal or rights frameworks at all were visible in the story.

Only 9% of stories overall contain reference to legal, rights or policy frameworks (Table 58), signalling the absence of a rights perspective that is crucial in a professional journalism that responds to the original function of news media in society, namely, to contribute to the process of holding rights bearers accountable.

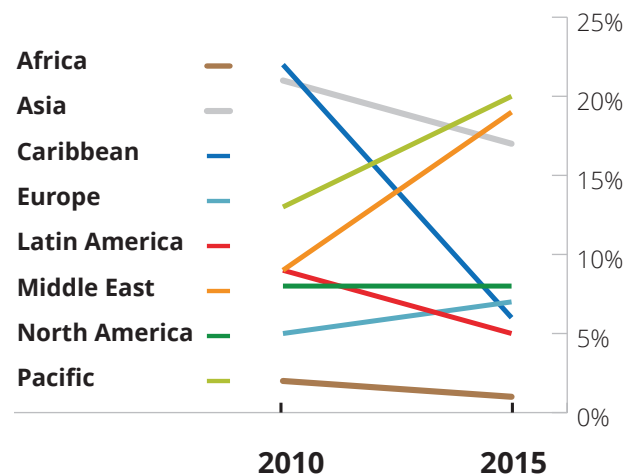
Social and legal stories make the highest contribution (12%) to the overall global average of stories referencing the frameworks, followed closely by stories on crime and violence (10%). It is disturbing that economic and political reporting is almost bankrupt of the rights angle in view of the injustices that mark our daily encounters with politics and the economy. A rights angle is present in only 8% of political stories and 7% of economic news.

**Table 58:** Reference to gender equality/human rights/policy, by major topic. 2015.

Major Topic	2015
Politics and Government	8%
Economy	7%
Science and Health	9%
Social and Legal	12%
Crime and Violence	10%
Celebrity, Arts and Media, Sports	5%
Other	5%
<b>OVERALL</b>	<b>9%</b>

News media in Africa, the Caribbean and North America record exemplary performance on this indicator relative to other regions, at 20%, 19% and 17% of stories respectively. (Table 59) African and North American news performed higher than the global average on this indicator in 2010 as well. The other regions fall below the global finding with Pacific news recording only 1% of such stories. While it is not enough to simply mention a legal provision, it is nevertheless a start to creating awareness of the tools available to challenge rights' violations or support rights' claims.

**Table 59:** Reference to gender equality, women's rights and/or human rights policy, by region. 2010-2015.



In four regions social and legal news contain the highest proportions of stories with a rights focus, that is, a quarter of the stories under this topic in Africa, almost 4 out of 10 in the Caribbean, 11% in the Middle East and 3 out of 10 in North America. (Table 60) Political stories in Asia (97%), economic stories in the Pacific (98%), in the Middle East (98%) and in Europe (97%) perform poorly on the rights-focus yardstick.

## Bulgaria

**Title:** Time to kill, and not breastfeed  
Published in *24 Chasa* newspaper

### Summary

This story by a female journalist is about a woman who was forbidden to breastfeed her baby in a public space. The journalist's analysis of the case contrasts public concern over breastfeeding with the generally accepted and unquestioned sexualized images of women displayed in public spaces. She cites recommendations from the World Health Organisation on the importance of breastfeeding young children, and Pope Francis' statement in 2014 urging women to breastfeed their babies.

### Analysis

A large portion of the article is dedicated to the journalist's analysis that while it is forbidden for women to nurse in public, social norms allow display of gratuitous sexualized images of women in public spaces. Her argument highlights the problem of women's objectification particularly in the field of marketing. The journalist justifies women's freedom to use public space for nursing by invoking the health benefits of breastfeeding babies.



### MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Good</b>
Rights elements integrated	<b>Good</b>
Observes Public's Right to Freedom of Expression	<b>Fair</b>
<b>Overall score</b>	<b>A</b>

The article reflects the state of gender and media in Bulgaria. It challenges how women's sexuality is sometimes socially permissible and other times, in this case when fulfilling a maternal role, is impermissible, depending on the dominant attitudes and societal norms.

The article could have benefited from a discussion of paternalism towards women through regulation of their movement in the public space under the guise of protection and policing decency. It is clear that these perceptions are only applied to women. The journalist has chosen to frame the issue through a health perspective examining the impact of breastfeeding for children. A social analysis would have helped to highlight women's isolation and exclusion from public spaces.

**Table 60:** Reference to gender equality/human rights/policy, by major topic by region. 2015.

	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific
<b>Politics and Government</b>	20%	3%	16%	7%	5%	9%	15%	4%
<b>Economy</b>	18%	6%	8%	3%	5%	2%	14%	2%
<b>Science and Health</b>	19%	8%	16%	5%	12%	3%	9%	0%
<b>Social and Legal</b>	25%	12%	38%	5%	12%	11%	31%	3%
<b>Crime and Violence</b>	21%	12%	22%	7%	7%	2%	10%	0%
<b>Celebrity, Arts and Media, Sports</b>	10%	8%	5%	2%	1%	0%	10%	0%
<b>Other</b>	9%	6%	0%	0%	0%	0%	20%	0%
<b>TOTAL</b>	<b>19%</b>	<b>8%</b>	<b>19%</b>	<b>5%</b>	<b>8%</b>	<b>6%</b>	<b>17%</b>	<b>1%</b>

9% of stories by female reporters make mention of legal or rights instruments, compared to 8% of stories by men. (Table 61) The difference is however insignificant; a rights focus is absent to similar extents in stories by female and male reporters alike.

**Table 61:** Gender difference in reporting, by major topic: On rights-based journalism. 2015.

	Female reporters	Male reporters
<b>Politics and Government</b>	9%	10%
<b>Economy</b>	7%	6%
<b>Science and Health</b>	6%	5%
<b>Social and Legal</b>	13%	11%
<b>Crime and Violence</b>	9%	8%
<b>Celebrity, Arts and Media, Sports</b>	4%	4%
<b>OVERALL</b>	9%	8%

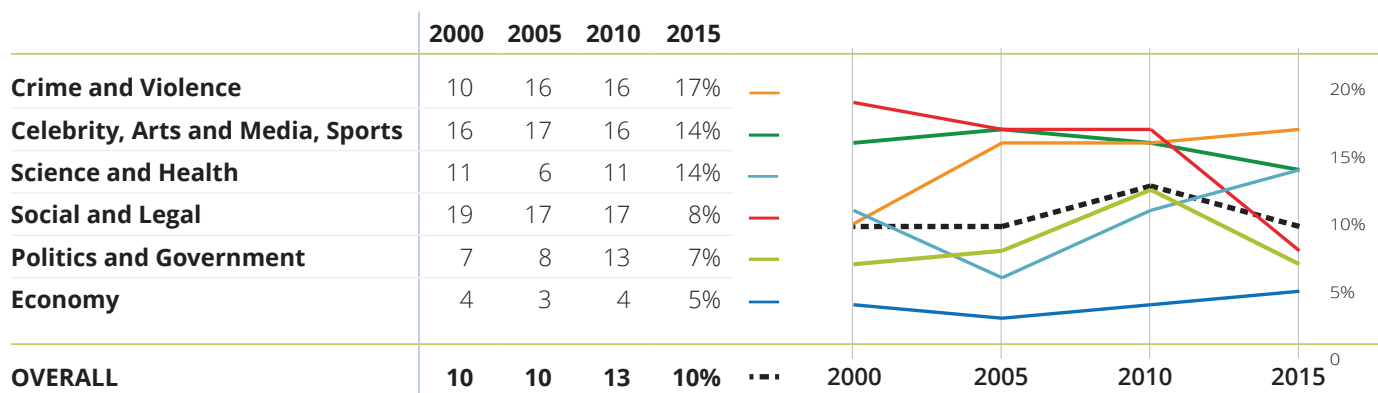
## Women's centrality in the news

The GMMP keeps track of change in the proportion and types of stories that focus centrally on women. Such stories include those that direct attention to individual or groups of women as well as stories that deal with issues affecting women in particular ways, for instance, a story about women's unemployment.

The overall proportion of stories focussing on women has remained unchanged at 10% since 2000, with the exception of 2010 when a three percentage point increase was documented. Economic news followed by political news are least likely to focus on women, currently at 5% and 7% of stories in these topics respectively.

The atypical finding on the low proportion of social and legal stories centred on women is explained by the Germanwings plane crash: only 4% of stories in the "Disaster, accident, famine, flood, plane crash, etc." topic that falls under the "social/legal" theme focussed centrally on women, yet these stories overwhelmed the sample in this major topic.

**Table 62:** Women's centrality in the news, by major topic. 2000-2015.



**Table 63:** Top 10 topics in which women are most likely to be central. 2015

Rank	Topic
1	Women's participation in economic processes
2	Birth control, fertility, sterilization, termination...
3	Family relations, inter-generational conflict, parents
4	Beauty contests, models, fashion, cosmetic surgery
5	Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, female genital mutilation...
6	Changing gender relations (outside the home)
7	Women politicians, women electoral candidates...
8	Women's movement, activism, demonstrations, etc.
9	Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.
10	Celebrity news

The GMMP has discovered not only a gender difference in reporting that is centred on women, but a difference that has become more pronounced over 10 successive years of monitoring. (Table 66) 14% of stories by female reporters focus centrally on women, in contrast to 9% of stories by their male counterparts.

This suggests that more female reporters, who currently are only 37% (global average) of newsroom personnel in this capacity, may likely result in a rise in the proportion of stories that focus centrally on women, with implications for progress towards securing women's freedom of expression in the public sphere. Nevertheless, the need to overhaul newsroom cultures underpinning marginalisation of women in the output of female and male reporters alike remains.

**Table 64:** Women's centrality...the bottom 10 stories. 2015

Rank	Topic
1	Other development issues, sustainability, etc.
2	Climate change, global warming
3	Gender violence perpetuated by the State
4	Other stories on economy
5	Economic crisis, state bailouts of companies, company takeovers and mergers, etc.
6	Economic policies, strategies, modules, indicators, stock markets, etc.
7	Peace, negotiations, treaties
8	Transport, traffic, roads...
9	Consumer issues, consumer protection, fraud...
10	Other labour issues (strikes, trade unions, etc.)

**Table 66:** Gender difference in reporting, by topic: On women's centrality. 2005-2015.

	2005	2010	2015
<b>Female reporter</b>	11%	13%	14%
<b>Male reporter</b>	10%	10%	9%

## Gender (in) equality in the news

The percentage of stories in which gender equality or inequality issues are raised appears to be rising steadily since 2005, despite still remaining under the 10% mark. In 2015, 9% of stories evoke gender (in)equality issues, more than double the percentage documented 10 years ago.



**Table 65:** Stories with women as a central focus by topic –detail. 2015.

Topic	%		N
Women's participation in economic processes	91%	9%	33
Birth control, fertility, sterilization, termination...	73%	27%	45
Family relations, inter-generational conflict, parents	68%	32%	38
Beauty contests, models, fashion, cosmetic surgery	68%	32%	28
Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, female genital mutilation...	57%	43%	159
Changing gender relations (outside the home)	45%	55%	11
Women politicians, women electoral candidates...	45%	55%	143
Other celebrity/arts/media news	42%	58%	81
Women's movement, activism, demonstrations, etc.	35%	65%	55
Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.	34%	66%	213
Celebrity news, births, marriages, royalty, etc.	28%	72%	326
Ebola, treatment, response...	27%	73%	15
Child abuse, sexual violence against children, neglect	25%	75%	101
Violent crime, murder, abduction, assault, etc.	23%	77%	655
Family law, family codes, property law, inheritance...	23%	77%	31
Medicine, health, hygiene, safety, (not Ebola or HIV/AIDS)	21%	79%	410
Employment	19%	81%	126
Arts, entertainment, leisure, cinema, books, dance	15%	85%	402
Global partnerships	14%	86%	99
Religion, culture, tradition, controversies...	13%	87%	204
Other stories on science	11%	89%	96
Informal work, street vending, etc.	11%	89%	19
HIV and AIDS, policy, treatment, etc.	10%	90%	21
Non-violent crime, bribery, theft, drugs, corruption	9%	91%	567
Media, (including internet), portrayal of women/men	9%	91%	70
Other crime/violence	8%	92%	153
Education, childcare, nursery, university, literacy	8%	92%	488
Legal system, judiciary, legislation apart from family	8%	92%	467
Other epidemics, viruses, contagions, Influenza, BSE, SARS	8%	92%	79
Riots, demonstrations, public disorder, etc.	7%	93%	223
Science, technology, research, discoveries...	7%	93%	288
Rural economy, agriculture, farming, land rights	6%	94%	185
Other stories on social/legal	6%	94%	256
Other domestic politics, government, etc.	6%	94%	2021
Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals	6%	94%	17
Migration, refugees, xenophobia, ethnic conflict...	6%	94%	69
Other stories on politics	5%	95%	346
Poverty, housing, social welfare, aid, etc.	5%	95%	169
Environment, pollution, tourism	5%	95%	208
Foreign/international politics, UN, peacekeeping	5%	95%	494
War, civil war, terrorism, other state-based violence	4%	96%	372
Disaster, accident, famine, flood, plane crash, etc.	4%	96%	1973
Sports, events, players, facilities, training, funding	4%	96%	810
National defence, military spending, internal security, etc.	3%	97%	296
Other labour issues (strikes, trade unions, etc.)	3%	97%	181
Other	3%	97%	306
Consumer issues, consumer protection, fraud...	3%	97%	151
Transport, traffic, roads...	2%	98%	310
Peace, negotiations, treaties	2%	98%	230
Economic policies, strategies, modules, indicators, stock markets, etc.	2%	98%	689
Economic crisis, state bailouts of companies, company takeovers and mergers, etc.	1%	99%	162
Other stories on economy	1%	99%	125
Climate change, global warming	0%	100%	78
Other development issues, sustainability, etc.	0%	100%	104
Gender violence perpetuated by the State	0%	100%	4

**Table 67:** Stories where issues of gender equality or inequality are raised, by region. 2005-2015.

Region	2005	2010	2015
Africa	4%	5%	20%
Asia	3%	3%	8%
Caribbean	5%	9%	18%
Europe	3%	3%	5%
Latin America	4%	12%	7%
Middle East	1%	4%	6%
North America	5%	10%	17%
Pacific	3%	1%	1%
<b>GLOBAL AVERAGE</b>	<b>4%</b>	<b>6%</b>	<b>9%</b>

The proportions vary considerably across the regions (Table 67), fluctuate across major topics and across topics within the regions (Table 68). African news have the highest overall proportion of stories highlighting gender equality concerns: 1 to 2.5 in 10 stories in each major topic raises equality issues.

*Almost 4 out of 10 of social/legal stories in the Caribbean region underline gender equality concerns...*

*...3 out of 10 stories in North American news on this same topic raise such issues.*

**Table 68:** Stories where gender equality issues are raised, by major topic, by region. 2015.

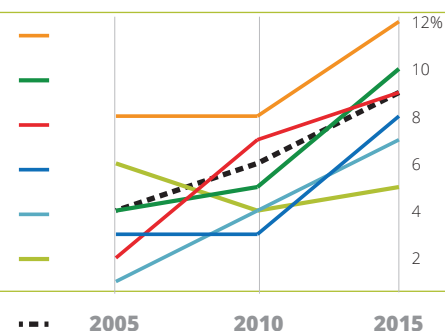
	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific	OVERALL
Politics and Government	19%	3%	15%	7%	5%	9%	15%	4%	<b>8%</b>
Economy	18%	6%	8%	3%	5%	2%	14%	2%	<b>7%</b>
Science and Health	19%	8%	14%	5%	11%	3%	10%	0%	<b>9%</b>
Social and Legal	25%	12%	37%	5%	12%	12%	31%	3%	<b>13%</b>
Crime and Violence	21%	12%	23%	8%	7%	2%	10%	0%	<b>10%</b>
Celebrity, Arts and Media, Sports	10%	8%	5%	2%	1%	0%	9%	0%	<b>5%</b>
<b>OVERALL</b>	<b>20%</b>	<b>8%</b>	<b>18%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>	<b>17%</b>	<b>1%</b>	<b>9%</b>

Over the past 10 years the largest strides in integrating a gender equality perspective have been in science and health news (+7 percentage points), followed by economic, and crime/violence stories (+6 percentage

points). (Table 69) Reporting on celebrity news has regressed slightly on this indicator to 5% of stories now, compared to 6% in 2005.

**Table 69:** Stories where issues of gender equality/inequality are raised by major topic. 2005-2015.

	2005	2010	2015	Δ 10 yrs
Social and Legal	8%	8%	12%	▲ 4%
Crime and Violence	4%	5%	10%	▲ 6%
Science and Health	2%	7%	9%	▲ 7%
Politics and Government	3%	3%	8%	▲ 5%
Economy	1%	4%	7%	▲ 6%
Celebrity, Arts and Media, Sports	6%	4%	5%	▼ 1%
<b>OVERALL</b>	<b>4%</b>	<b>6%</b>	<b>9%</b>	<b>▲ 5%</b>



**Table 70:** Top 10 news stories in which gender equality issues are most likely to be raised. 2015

Rank	Topic
1	Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.
2	Birth control, fertility, sterilization, termination...
3	Changing gender relations (outside the home)
4	Women's participation in economic processes
5	Gender violence based on culture, family, interpersonal relations, femicide, harassment, rape, sexual assault, trafficking, female genital mutilation
6	Women's movement, activism, demonstrations, etc.
7	Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals
8	Ebola, treatment, response...
9	Legal system, judiciary, legislation apart from family
10	Migration, refugees, xenophobia, ethnic conflict...

**Table 72:** Gender difference in reporting: On gender (in)equality. 2005-2015

	2005	2010	2015
<b>Female reporters</b>	11%	5%	10%
<b>Male reporters</b>	7%	3%	9%

At a global level there appears to be little gender difference in reporting that evokes gender equality or inequality issues. (Table 72) While stories of all reporters tend not to highlight equality concerns, those by female reporters have over the past ten years been slightly more likely to raise such issues.

The inter-regional patterns are uneven. (Table 73) A regional breakdown reveals greater propensity for gender difference in reporting in North America and the Middle East: in both regions, stories by female reporters are between almost 2 to 2.5 times more likely to raise gender (in)equality issues than those by male reporters. The differences are smaller in Africa, Europe and the Pacific, non-existent in Latin America and the reverse in Asia and the Caribbean where stories by male reporters seem to be somewhat more

**Table 71:** Raising gender (in)equality issues... the bottom 10 stories. 2015

Rank	Topic
1	Beauty contests, models, fashion, cosmetic surgery
2	Gender violence perpetuated by the State
3	Other stories on economy
4	Disaster, accident, famine, flood, plane crash, etc.
5	Sports, events, players, facilities, training, funding
6	Other stories on science
7	Non-violent crime, bribery, theft, drugs, corruption
8	Transport, traffic, roads...
9	Arts, entertainment, leisure, cinema, books, dance
10	Environment, pollution, tourism

responsive to gender inequality concerns by one to two percentage points. The small differences detected in the latter two regions however are statistically insignificant.

**Table 73:** Gender difference in reporting, by region: On gender (in)equality. 2015

	Female reporters	Male reporters
<b>Africa</b>	23%	20%
<b>Asia</b>	11%	13%
<b>Caribbean</b>	14%	15%
<b>Europe</b>	6%	5%
<b>Latin America</b>	6%	6%
<b>Middle East</b>	11%	6%
<b>North America</b>	25%	10%
<b>Pacific</b>	3%	2%
<b>OVERALL</b>	11%	9%

**Table 74:** Stories where issues of gender equality/inequality are raised by topic-detail. 2015

Topic	%		N
Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.	61%		213
Birth control, fertility, sterilization, termination...	55%		44
Changing gender relations (outside the home)	50%		12
Women's participation in economic processes	45%		33
Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, female genital mutilation...	41%		159
Women's movement, activism, demonstrations, etc.	36%		55
Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals	29%		17
EBOLA, treatment, response...	27%		15
Legal system, judiciary, legislation apart from family	26%		468
Migration, refugees, xenophobia, ethnic conflict...	26%		70
Employment	22%		126
Family relations, inter-generational conflict, parents	21%		38
Women politicians, women electoral candidates...	21%		143
Family law, family codes, property law, inheritance...	19%		31
Child abuse, sexual violence against children, neglect	16%		101
Media, (including internet), portrayal of women/men	16%		70
Religion, culture, tradition, controversies...	15%		204
Poverty, housing, social welfare, aid, etc.	15%		169
Other stories on social/legal	14%		256
Peace, negotiations, treaties	13%		231
Other development issues, sustainability, etc.	12%		104
Education, childcare, nursery, university, literacy	11%		487
Celebrity news, births, marriages, royalty, etc.	11%		327
Other epidemics, viruses, contagions, Influenza, BSE, SARS	10%		79
HIV and AIDS, policy, treatment, etc.	10%		20
Violent crime, murder, abduction, assault, etc.	10%		656
National defence, military spending, internal security, etc.	10%		295
Other stories on politics	9%		346
Climate change, global warming	9%		78
Other celebrity/arts/media news	9%		81
Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)	8%		410
War, civil war, terrorism, other state-based violence	8%		372
Riots, demonstrations, public disorder, etc.	8%		222
Economic crisis, state bailouts of companies, company takeovers and mergers, etc.	7%		162
Other crime/violence	7%		153
Science, technology, research, discoveries...	7%		288
Foreign/international politics, UN, peacekeeping	7%		494
Consumer issues, consumer protection, fraud...	7%		152
Other domestic politics, government, etc.	6%		2021
Global partnerships	6%		98
Rural economy, agriculture, farming, land rights	6%		186
Informal work, street vending, etc.	6%		18
Other	6%		306
Other labour issues (strikes, trade unions, etc.)	6%		181
Economic policies, strategies, modules, indicators, stock markets, etc.	4%		689
Environment, pollution, tourism	4%		208
Arts, entertainment, leisure, cinema, books, dance	3%		402
Transport, traffic, roads...	3%		310
Non-violent crime, bribery, theft, drugs, corruption	3%		567
Other stories on science	2%		96
Sports, events, players, facilities, training, funding	2%		810
Disaster, accident, famine, flood, plane crash, etc.	2%		1973
Other stories on economy	1%		126
Gender violence perpetuated by the State	0%		4
Beauty contests, models, fashion, cosmetic surgery	0%		29

## Gender stereotyping in the news

*The media have a great potential to promote the advancement of women and the equality of women and men by portraying women and men in a non-stereotypical, diverse and balanced manner, and by respecting the dignity and worth of the human person.*

Global framework, Para. 33, Beijing Platform for Action, 1995.<sup>1</sup>

Strategic Objective J2 of the Beijing Platform for Action calling governments, media, the private sector and civil society to “Promote a balanced and non-stereotyped portrayal of women in the media” and specific provisions within this objective support the GMMP’s integration of media gender stereotypes as an axis of study.

Media gender stereotypes are generally understood as caricatures of femininity and masculinity in portrayals of women and men in relation to each other. Various empirical studies have revealed how such stereotypes shape societal attitudes, behaviour and expectations, as well as structure the experiences of individuals and entire groups. Donna Chu’s (2004) study on mass media, emergent stereotypes about Hong Kong women and the attitudes of young people revealed how the predominantly negative stereotypes were “impos[ing] rules and expectations on the personality and appearance of the new generation of women”<sup>2</sup>. While the young people were active rather than passive audiences, they still “rel[ied] on the mass media for shorthand information that helps them to understand social groups” (pg. 143)

Tukachinsky et al’s (2015) juxtaposition of data from public opinion surveys and the researchers’ own content analysis of American television shows broadcast over 22 years drew the links between media representation and public perception: “The prevalence of hyper-sexualized Black and Latino characters was associated with more negative attitudes toward African Americans and Latinos in the United States.

Conversely, as more Blacks and Latinos on television occupied high social and professional status, White Americans tended to hold more favourable views of these social groups”.<sup>3</sup>

Miller et al’s (2015) transnational comparative study drawing participants from 66 countries and whose aim was to understand the strongest predictor of stereotypes that associate science with men more than women nevertheless confirms the influence of stereotypes on levels of female enrolment in tertiary science education courses as well as in science research employment.<sup>4</sup> The researchers suggest that repeated counterstereotypic exposure is critical for changing implicit or subconscious stereotypes, while changes in the broader cultural environments may help redress explicit or acted upon stereotypes.

Gender stereotypes have remained firmly embedded in news media output over the past decade. Only 4% of stories clearly challenge such stereotypes, reflecting a one percentage point change since 2005 when this indicator was first introduced into the GMMP coding instrument. (Table 75)

Within the major topics, the largest change has been in science and health news: 5% of stories clearly challenge gender stereotypes compared to only 1% in 2005. This topic in fact has the narrowest gender gap in news subjects – women comprise 35% of the people in science/health news – and is closest to parity in terms of reporters – 49% of the stories are reported by women. This topic is also the least important on the news agenda, contributing only 8% of the stories in newscasts and in the major news pages in print. In 10 years there has been no progress in the proportion of political news stories that clearly challenge gender stereotypes. The stereotypes appear to have increased in social and legal news, a finding that would be explained by the large number of disaster stories and strong gender stereotypes that often accompany such stories.



**Table 75:** Stories that clearly challenge gender stereotypes, by major topic. 2005-2015.

	2005	2010	2015	Δ 10 yrs
<b>Politics and Government</b>	3%	5%	3%	■ 0%
<b>Economy</b>	1%	4%	3%	▲ 2%
<b>Science and Health</b>	1%	5%	5%	▲ 4%
<b>Social and Legal</b>	6%	8%	4%	▼ 2%
<b>Crime and Violence</b>	2%	5%	4%	▲ 2%
<b>Celebrity, Arts and Media, Sports</b>	2%	6%	3%	▲ 1%
<b>Other</b>	5%	2%	1%	▼ 4%
<b>OVERALL</b>	<b>3%</b>	<b>6%</b>	<b>4%</b>	<b>▲ 1%</b>

Economic news reporting in North America appears to be exceptional in challenging gender stereotypes: one in five stories under this topic clearly challenges stereotypes. Under this topic, the performance in the rest of the world ranges from 0% of stories in the Pacific to 4% in Africa. North American news media lead as well in challenging gender stereotypes in social and legal news (19% of stories), followed closely by Caribbean news media under the same topic, at 17%. In Asia, stereotypes are challenged most in news about crime and violence (7% of stories) while in Africa they are challenged equally in crime/violence and celebrity news (6% of stories).

**Table 76:** Stories that clearly challenge gender stereotypes, by region, by major topic. 2015.

	Africa	Asia	Caribbean	Europe	Latin America	Middle East	North America	Pacific	OVERALL
<b>Politics and Government</b>	4%	1%	7%	3%	6%	1%	3%	0%	<b>3%</b>
<b>Economy</b>	4%	2%	1%	2%	3%	1%	20%	0%	<b>3%</b>
<b>Science and Health</b>	4%	5%	8%	4%	11%	0%	7%	0%	<b>5%</b>
<b>Social and Legal</b>	4%	4%	17%	2%	5%	6%	19%	1%	<b>4%</b>
<b>Crime and Violence</b>	6%	7%	11%	4%	6%	0%	0%	1%	<b>4%</b>
<b>Celebrity, Arts and Media, Sports</b>	6%	2%	4%	4%	2%	3%	2%	1%	<b>3%</b>
<b>OVERALL</b>	<b>5%</b>	<b>3%</b>	<b>8%</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>9%</b>	<b>1%</b>	<b>4%</b>

Ten years ago North American news led in the overall proportion of stories that clearly challenged gender stereotypes. (Table 77) At 9% of stories challenging gender stereotypes, the region still leads, followed closely by the Caribbean where the most impressive change (by five percentage points) has taken place relative to the rest of the world regions.

The decade-long trend is almost horizontal in Asia (+1%), Europe (+1%) and the Pacific (no change), while downward-sloping in the Middle East (-1%). Monitoring results from Latin America showed promise on this indicator in 2010; today, it appears the news media is performing at only one percentage point above the global average on this measure.

**Table 77:** Stories that clearly challenge gender stereotypes, by region. 2005-2015.

Region	2005	2010	2015	Δ 10 yrs
Africa	3%	5%	5%	▲ 2%
Asia	2%	5%	3%	▲ 1%
Caribbean	3%	5%	8%	▲ 5%
Europe	2%	4%	3%	▲ 1%
Latin America	3%	13%	5%	▲ 2%
Middle East	3%	4%	2%	▼ 1%
North America	5%	9%	9%	▲ 4%
Pacific	1%	2%	1%	■ 0%
GLOBAL AVERAGE	3%	6%	4%	▲ 1%

Scrutiny of the stories that challenge gender stereotypes by sex of reporter over two monitoring periods in 2010 and 2015 points to a small gender difference in reporting: 6% of stories by female reporters challenge gender stereotypes in contrast to 3% of stories by men. (Table 78) The three percentage point difference was detected in the 2010 GMMP.

**Table 78:** Gender difference in reporting: On clearly challenging gender stereotypes. 2010-2015.

	2010	2015
Female reporters	7%	6%
Male reporters	4%	3%

# GMMP 1995-2015: a few thoughts

Karen Ross

The first GMMP report was published in 1995 and launched in the same year at the UN's 4th world conference on women during which another ground-breaking initiative was announced, the Beijing Platform for Action (BPfA). The media were identified in the BPfA as a major player in both the perpetuation of gender stereotypes but also as an enabling force for change, so it is timely to spend a little time reflecting on exactly how the media has changed over the past two decades. Given that both governments and media organisations across the globe have signed up to any number of gender equality strategies during this same time period, what changes are visible in news media to show the progress made? There are three significant benefits that a global project such as GMMP brings to an understanding of gender, media and society which give it an authority which is hard to resist. One is its geographic coverage, which has increased by nearly two-thirds since the first study (71), with 114 countries monitored in 2015. This scope is vital in producing comparative data, enabling us to see both a broad sweep but also regional and national variations. Second is its longitudinal nature, enabling researchers and policy-makers to identify trend data. Third is the range of media monitored, now including both legacy and new media. This scope is important as it enables us to see similarities and differences both geo-politically but also chronologically, enabling us to assess the distance travelled and inform policy-makers of the work yet to be done.

While each of the five monitoring days were randomly chosen to represent an 'ordinary' newsworld, there is obviously no such thing and both the first and the last iterations saw a national disaster reported around the world's media, the Kobe earthquake in 1995 and the Germanwings plane crash in 2015. In different countries, in different years, the monitoring day has coincided with national holidays, general elections and mother's day. But despite these extraordinary events, there is remarkable and fundamentally disappointing consistency to women's representation and employment in news media. In the introduction to the 1995 GMMP report, the project manager and the executive director of MediaWatch hoped that the project would lay the seeds for future monitoring initiatives which it certainly has, but with what effect?

Given the research on the topic which has been undertaken outwith the GMMP, the guidance and

recommendations produced by the UN and the EU, women's visibility in newspapers, TV and radio has increased a tiny 7% since 1995 and now stands at 24%, the same as it was in 2010. The percentage is 25% for news websites and 28% for news media tweets. Women are more likely to appear in science and health stories, social and legal stories and crime and violence and this is a trend which has remained stable over the past 20 years. Their function in news stories has also remained more or less the same or within a few percentage points and they are now even more likely to be asked to speak about their personal experience (38%) in relation to a story than for any other reason such as eye witness, spokesperson or expert (19%). Again, where occupation is reported, women are twice as likely to be described as 'homeowner' or 'parent', than men, although in 1995, they were five times more likely to be so described, so this is an improvement of sorts. The news agenda itself has also changed and this has an impact on women's inclusion or otherwise. In 2000, the top three news topics were politics/government, crime/legal and economy/business. In 2015, the top three were politics/government, disaster/accident and sports, where women's inclusion in the first and third topics has decreased since 2010. The relentless downward slide of news into infotainment and human interest, and the increasing levels of personalisation mean that women's visibility in news is tending towards the trivial rather than the substantial: they are important to the story because of their biology (mother) or their victimhood. While the proportion of women described as victim has almost halved since 1995 (now standing at 16%), it is still double that of men, even though 8% of women are now described as survivors, usually of domestic violence. Again, this is understandable when considering the media's fascination with sex and violence: of those stories with women as a central focus, there has been a shift from the most popular category, being social/legal (19%) in 2000 to crime/violence (17%) in 2015.

While there are regional variations and how can we reconcile these findings with what we know about women's real contribution to the real world? At a time when we have more women Presidents and Prime Ministers than ever before, the number of women appearing in political news has actually decreased since 2010 and now is a mere 16% of all subjects in this genre. Despite more women than men graduating



with good degrees, they constitute fewer than one in five experts in the news, an increase of 2 percent on the 2005 figure. Even where the findings over time appear encouraging in relation to women media workers, for example, there are almost as many women as men working as broadcast news presenters, the average of women in this role has gone down significantly over the past few years so that older women are almost invisible in the contemporary news landscape. Coupled with a decrease in the number of women TV news reporters over the past five years, there seems very little to show for two decades of campaigning to promote gender equality in the media.

It becomes almost irresistible to argue that these findings, both the contemporary situation but also the trends over the past 20 years, are the outcome of forces which are not random or serendipitous but deliberate and strategic. Notwithstanding that some regions and countries have made significant efforts in both the employment and representation of women in news media, many more countries have not managed to effect change of any kind, at least not over the past decade. Why not?

Part of the answer lies in the inter-relatedness of news values with 'hard' journalism, where the former were first determined by men and the latter is still practised by men. In other words, *what* and *who* counts as news is agreed in male-ordered newsrooms and delivered by male journalists who source people like themselves. Since 2000 and even more starkly in 2015, the find-

ings show that women journalists use more women as sources and subjects than men. Perhaps this is not surprising, as women reporters are seen as more likely to cover 'soft' topics which are allegedly of more interest to women but this is not actually the case.

For example, in 2000, women reported on 47% of environmental stories; in 2005, they reported on 43% of economics stories; in 2010 it was 44% of science/health stories; in 2010, it was 44% of science/health stories, rising to 50% in 2015. This finding provides some hope that as the number of women media professionals continues to rise, so too will the proportion of women who make it onto the news agenda but the pace of change is painfully slow and some of us cannot wait that long.

While it is certainly encouraging to see an increase in the number of stories which challenge gender stereotypes, they still only constitute 4% of the stories we monitored in 2015, which means that 96% did not. Similarly, 9% of stories in 2015 highlighted gender inequality, compared with 4 percent in 2000, which is a more than doubling of stories but they are still a tiny proportion of the total number coded.

On the eve of Beijing+20, the results of GMMP2015 and this brief 20-year retrospective provide little evidence that the BPfA's aspirations for improving women's access to and representation in the media (Area J) are any closer now than when they were first drafted in 1995.

## Notes

1. United Nations, *Beijing Declaration and Platform of Action, adopted at the Fourth World Conference on Women, 27 October 1995*, available at: <http://www.refworld.org/docid/3dde04324.html> [accessed 2015/09/27]
2. Donna Chu "Kong Girls and Lang Mo: teen perceptions of emergent gender stereotypes in Hong Kong." *Journal of Youth Studies* 17 no. 1(2014):130-147
3. Riva Tukachinsky, Dana Mastro, and Moran Yarchi. "Documenting Portrayals of Race/Ethnicity on Primetime Television over a 20-Year Span and Their Association with National-Level Racial/Ethnic Attitudes" *Journal of Social Issues* 71 no. 1: (2015). 17-38
4. David I. Miller, Alice H. Eagly and Marcia C. Linn. "Women's representation in science predicts national gender-science stereotypes: Evidence from 66 nations" *Journal of Educational Psychology* 107 no. 3 (2015): 631-644



## CHAPTER 5

# Case studies

## France

**Title:** Retenue par le regime cubain, l'artiste Tania Bruguera continue son combat (Detained by the Cuban regime, the artist Tania Bruguera continues her fight)

Published online on *France 24*

### Summary

This story is about Cuban singer Tania Bruguera who is facing difficulties while trying to return to France to perform at the *Do Disturb* festival. Her passport has been confiscated by the Cuban government and her travel plans put in disarray. She is portrayed as a resilient person standing strong in the face of oppression. The article is written by a male journalist and the two people interviewed for the written story are men. In a video clip narrated by a woman, Bruguera comments on her situation. The narrator explains Bruguera's music as a critical commentary on the Castro government as well as on the renewed relationship between Cuba and the U.S. more recently. A female college student in France who studied under Bruguera is interviewed in the video story.

### Analysis

Bruguera is presented as a fighter for freedom of expression, a performer and person with agency. She is valued as a teacher whose knowledge and skills are required and sought. The vocabulary employed shows reverence for her as a freethinking artist who mobilizes admiration and support from the French and international arts community. She is described as a spokesperson on freedom of expression and citizen action that awakes conscience. She is portrayed not as a victim but as a human rights activist. The lack of insistence on her gender helps to direct focus on her work and activism. Nevertheless, there is a missed opportunity here to present the experiences of female artists under the Cuban regime. The article raises a reader's curiosity on whether women in Bruguera's profession experience more discrimination than their male colleagues.



### MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	Good
Rights elements integrated	Fair
Observes Public's Right to Freedom of Expression	Fair

**Overall score** **B**

The article is refreshing in so far as it promotes unconditionally the personality of Tania Bruguera – artist, performer, freedom of expression activist and well respected by the international community. The journalists could have framed the story as one of Bruguera as victim but did not. Instead, they portray her as a strong person, a fighter who will not bend to the regime.

While the story is gender aware, it makes no mention of other women in the international contemporary art circles and restricts the narrative to Bruguera. The two performers interviewed in the story are male. The article lacks contextualization: What are the experiences of her female colleagues in Cuba? Is Bruguera's situation unique? Such information would have helped to add perspective to the story.



# Vietnam

**Title:** Worry continues of using premium milk for children

A print news story

## Summary

The article discusses the case of the shutting down of a replica *Ensure* milk production base in Ho Chi Minh City on March 21, 2015. Families are worried about the health risk posed by milk products already on the market.

## Analysis

The article not only has a gender balance of sources, it also challenges gender stereotypes. Women and men are interviewed for the story and appear in the photos. The first photo shows a woman in a grocery aisle near the milk section along with a female store assistant. The sight of women shopping for household items is common in Vietnamese society; they have traditionally been responsible for the smooth running of the home. The second image showing a man reading the label on a can of milk at the grocery store is certainly atypical. The picture suggests men also participate in domestic responsibilities. This challenges a common stereotype that it is a woman's responsibility alone to look after the family. Men are not usually associated with domestic work such as caring for children, preparing food for the family, and being attentive to health and nutrition.

The journalist was skilful in presenting the two pictures with very similar content by situating the shot in the same aisle and using the same angle. The photo conveys a message that health and nutrition and provision of care for the family is not just women's work.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied

**Good**

Rights elements integrated

**Weak**

Observes Public's Right to Freedom of Expression

**Fair**

**Overall score**

**C**



# Trinidad & Tobago

**Title:** *Volney Pushes Alliance to Contest Polls*

Trinidad Guardian (online)

## Story Summary

The article provides an account of the proceedings at a public meeting which hosted influential government and business officials at a local community centre. The attendees expressed support for the Alliance of Independents (AI) party to present candidates for the general elections. Nicole Dyer-Griffith is the founder of AI whose address to the group is described as having “climaxed speeches”. A number of the key participants were former government officials such as Nicole’s husband, Gary Griffith. He is the former national security minister and appears in a picture alongside AI’s interim chairman and a businessman.

## Analysis

The article begins with a statement from former Member of Parliament, Herbert Volney, who “mandated the Alliance of Independents (AI) to put up candidates in constituencies”. The message conveyed here is that AI is instructed by another authority, a male with potentially more power and influence, to take part in the elections. The article continues by further elaborating on the content of Volney’s address and providing details on other special guests who attended the meeting. A small section near the end of the article provides some detail on the content of Nicole Dyer-Griffith’s speech. Additionally, the journalist quotes a female speaker’s use of bad language repeatedly, placing undue emphasis on the woman’s unprofessional choice of words. The article concludes with a demeaning comment made by another attendee



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public’s Right to Freedom of Expression	<b>Weak</b>
<b>Overall score</b>	<b>D</b>

which is directed at AI’s leaders. All of this contributes to the idea that women’s role in politics is insignificant and sometimes unprofessional or amateur. The most blatant underlying message conveyed in this article is that women’s participation bears little substantive value in the political arena, a stereotype of women in politics.

It is clear that the majority present at the meeting were men. However, the image of male dominance in politics is underlined by using a picture of three men (including Nicole’s husband) in a conversation at the meeting. It is clear to the reader that the organization is headed by a woman but she is neither in the picture nor given a reasonable level of attention in the article. Her husband is given greater prominence through his appearance in the image and by reference to his former position in the government.

In sum, the structure of the article, the content, the title, and the image together demonstrate how women who occupy leadership positions particularly in politics and governance are undermined in media coverage.

# Australia

**Story title:** *Exclusive: Top Female Judge’s Sexism Slapdown*

Published in *The Courier-Mail*, a daily newspaper, circulated in the state of Queensland.

## Summary

The story is about a dispute between two women, the District Court Chief Patsy Wolfe and the Court of Appeal’s President Margaret McMurdo. The dispute surrounds the issue of women’s appointment to the



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Fair</b>
Observes Public’s Right to Freedom of Expression	<b>Weak</b>
<b>Overall score</b>	<b>D</b>

Queensland bench where the President made a remark at an informal luncheon indicating that the government's judiciary appointments display sexism. This was published in the newspaper and Judge Wolfe's commentary countered McMurdo's allegations by stating that her superior's claim is not endorsed by others on the bench.

## Analysis

While the story discusses competing perspectives of whether or not gender equality is present in the Queensland judiciary, the report not only misses the opportunity to further study the issue and present facts, it demonstrates a blatant stereotype. This brief article centres on the dispute between the two women, emphasizing their personal views and animosity towards each other above all other dimensions of

the story. The motivation behind the story seems to be the public statement of one professional woman and the response of another. It is common to portray women as emotional and argumentative, and this article is framed to enhance this perspective.

The story should instead have used the incident as a peg on which to analyse the underlying issues. This would have involved primary research into the facts on appointments of women to the bench and/or exploration of perspectives from other experts in a position to discuss the appointment processes. This would have contributed to a clearer picture on whether or not there is a problem of gender equality in the state's legal system. An analytical angle would have been more useful and in line with journalistic ethics instead of focusing on a disagreement between two professionals.

# Bosnia and Herzegovina

**Title:** Dunja Mijatovic awarded the Medaille Charlemagne

*Newspaper Oslobodenje*

## Summary

The news story is about Dunja Mijatovic, a representative of the Organisation for Security and Co-operation in Europe (OSCE) on Freedom of the Media, who was awarded the Medaille Charlemagne. The award is the highest level of recognition for engagement in human rights and media in Europe. Mijatovic is of Bosnian nationality and is the first person from South East Europe to have received this award. Two male spokespersons, the Mayor of the German City of Aachen and the President of the Committee are quoted for their remarks on her achievement.

## Analysis

Although the article speaks about Mijatovic's significant achievement in winning a prestigious award, the two men's commentaries are given more prominence than the actual winner of the prize. The remarks of the two men occupy most of the space in the article while Mijatovic is mentioned only as the subject of the newscast. Her comments on receiving the award, her goals, aspirations, struggles and other experiences are not acknowledged in the article. Further, the article is situated in an unbecoming place in the newspaper, surrounded by other stories related to politics and positioned at the bottom right of page 5, occupying



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>
<b>Overall score</b>	<b>D</b>

less than one fifth of the page. A photo of Mijatovic is published in the article, standing in front of the official OSCE flag and smiling. The story does not carry a byline. All these elements give the impression that the story is merely a space-filler.

There is no effort to include commentary from the winner herself, particularly as she is the first person from South East Europe to receive the prestigious award. While the language in the article is gender sensitive, the content of the news is disappointing as it neither presents the voice of the historic winner nor is the story granted significant value compared to other news articles.

# Madagascar

**Title:** Borne fontaine: Inaccessible pour les foyers nécessiteux

*La Gazette de la Grande Ile (print)*

## Summary

The article reports on the high cost of drinking water for families in Madagascar considering that only 40% of Malagasy households have built-in water pumps. The journalist indicates that the price of a can of water varies between 100 to 200 ariary (equivalent of 0.05 Euro) which is very expensive for a low-income household that earns 2 Euro per day and needs 15 cans of water daily. The reporter interviews a woman who expresses the difficulties of completing household chores such as laundry and washing dishes. The narrative links the lack of clean water to children's health and consequences of absenteeism from school.

## Analysis

In Malagasy culture, supplying water to the house is believed to be a woman's responsibility regardless of the distance or environmental and physical conditions. The woman interviewed in the article articulates this reality as she expresses the difficulty of the current living conditions for herself and her family. However, the journalist overlooks her words and fails

# Sudan

**Story title:** Al Tayar Reveals the Details of Al Hassan Plan

*Al Tayar newspaper*

## Summary

The front page story reports on an interview with the leader of the Union Democratic Party (UDP), Mr. Al Hassan. He reveals his party's forthcoming plans which currently centre on preparing for the election and hosting a general conference for the party. The main feature of the 180-day plan is to form committees in various states and localities with leaders from the party to follow up with the election process and subsequently work on the general conference. Al Hassan indicates that other long- and short-term plans are being developed. The party leader further proposes his solution to the country's major problems such as mechanisms to foster national dialogue, foreign



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>

**Overall score** **D**

to follow through on her comments about how women are affected by water shortage and the problems they encounter when fetching water. The journalist interviews only the woman, reinforcing the stereotype of fetching water as "women's work". The story misses the opportunity to highlight the high costs of potable water as being relevant to the entire family. The accompanying picture depicts a woman and three children holding water carriers near a pump. The reporting is problematic as the care work that women do continues to be undermined, unrecognized, and unpaid. The journalist chooses to focus on children's health and education. While these issues are equally important and deserve attention, the story remains wanting of a gender lens.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>

**Overall score** **D**

policy, and peace process.

## Analysis

The UDP is one of the two biggest parties in Sudan and has been active for more than 60 years prior to independence. A large number of women are members of the party and are engaged in the political work



undertaken at all levels. However, the reporter fails to inquire about women's participation to prepare for the elections or their role in developing the party's broader political agenda. There is no mention of women's involvement in the planned committees nor any reference to the agenda on women and their engagement in the long- or short-term plans. The story completely

overlooks female candidates taking part in the coming elections.

The absence of any reference to women points to the media trend of invisibilising women in politics despite their active participation as part of the electorate, as electoral candidates and leaders.

## Barbados

**Title:** Out of Work

*Barbados Today* (print)

### Summary

The report reflects on the lack of work placements for Barbadian workers in Miami in spite of an agreement and the budget for a seasonal employment programme.

### Analysis

What is not highlighted in the article is the gender-specific impact of this news. Particular fields that are female-dominated, for instance the tourism industry, did not receive placement arrangements either and this impacts female unemployment more profoundly than male unemployment. Given that the impact is disproportionate for male and female workers, it would require a different and appropriate approach to reporting. There are other organiza-



**MEDIA PUBLIC ACCOUNTABILITY SCORECARD**

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>
<b>Overall score</b>	<b>D</b>

tions that have not been approached but also heavily depend on women's employment. As a result, the accuracy of information is in question. A rights orientation would have responded to the public's right to receive information, a key element of Freedom of Expression. There is an assumption that everyone is impacted equally by the outcomes of the employment programme, but the article fails to note the impact to particular sectors of the population.

## Cyprus

**Title:** Relay of Freedom

*Phileleftheros Newspaper*

### Summary

This article is about the Greek War of Independence otherwise known as the Greek Revolution that began in 1821. It is written on the occasion of the 25th of March which is celebrated as a national day. The article recognizes the contributions of many men in this and other wars.

### Analysis

This article is gender blind because by obliterating women from the narrative, it presents an incomplete picture of the war. Historical evidence shows that women were active fighters in the mountains,



**MEDIA PUBLIC ACCOUNTABILITY SCORECARD**

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>
<b>Overall score</b>	<b>D</b>

building trenches and fortifications, preparing ammunition, and serving as nurses to the wounded, yet, their role is entirely ignored in this article. Even the painting that accompanies the article includes women fighters but their role is not mentioned in the text.



By neglecting to acknowledge the influential women who actively participated in the historical event, the journalist fails to recognize the value of women's contribution and sacrifice for the country. Ideals of patriotism are commonly associated with men but

the image shows women who also bore responsibility during the event. The text provides no details of the women, their contribution unfortunately remains unrecognized and undervalued.



## Sweden

**Title:** Audit critique of elderly care

Aired on *SR P4 Goteborg*, a public service local radio in Sweden's 2nd largest city

### Summary

This is a story from a radio newscast about health care planning for the elderly. The local system has been critically reviewed through a government order. The investigation has reported deficiencies in health care planning where it is sometimes uncertain who is responsible for the safety of discharged patients. The local authorities have now decided to review the health care planning by looking into doctors' responsibilities. A male politician comments that patients will benefit from these changes and their needs will be attended to more effectively.

### Analysis

The news segment is short since it is a follow up to a longer news report that was previously broadcast during the day. The main problem reported is that elderly patients are often discharged from hospitals without proper health care planning. This means that it is sometimes unclear who is responsible for the ailing person, and the difficult situation when the person is ready for discharge but must stay in the hospital for several days since no one knows where she or he can go. This affects women and men differently, given that women are in a more vulnerable position than



### MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>
<b>Overall score</b>	<b>D</b>

men. The story analysed does not consider this at all but only talks about "patients" as a homogenous group. When considering health care programmes and patient needs, this can be problematic. The reporting is noted as gender-blind in view of the evidence that women, in Sweden at least, generally live longer than men, and that married men in heterosexual relationships are often taken care of by their wives or daughters. Consequently, when women age and fall ill they are more often alone and dependent on social services for care and assistance, or receive help from their daughters. For this reason, it would have been more instructive if the story had highlighted the difference in impact and outcome of the current programme on different genders and age groups. Furthermore, the article does not present the voice of the actual beneficiaries of the health care programme.

# Jamaica

**Title:** Schools ready for final GSAT preparations

Published in *Gleaner* newspaper

## Summary

A news story on how schools are helping grade 6 students better prepare for the GSAT. Teachers express that a lot of emphasis is on easing the stress for students through activities like board games, spiritual practices, and enjoying treats like ice cream. These activities are intended to help students relax, become motivated, and better conduct themselves to do well on the test.

## Analysis

The story is about children's education and well-being. The sources are mostly teachers, all women, and there was no attempt to bring variety to the voices in the story. Limiting commentary to women for this story not only reinforces a stereotype commonly accepted in Jamaican society that teaching and children's



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>

**Overall score** **D**

education is the exclusive responsibility of women, but is also devalues men's role in parenting and children's education. The reporter should have enhanced the quality of the story by including the perspective of parents, particularly fathers, who participate in helping their children prepare for the test. Presenting diverse perspectives that reflect the reality achieves the goals of responsible journalism, and can help educate parents on how to contribute to their children's learning.

# Israel

**Title:** Contacting the Ministry of the Environment:

Run urgent enforcement measures in Givat Amal asbestos removal

Published on *Haaretz* online news <http://www.haaretz.co.il/news/science/1.2599638>

## Summary

This news report is about government officials who spoke out against health problems caused by high levels of asbestos in a poor neighbourhood in Tel Aviv. The officials demanded in a letter to the Ministry of Environmental Protection that enforcement measures be implemented to address the health of residents in the area and for housing solutions to be provided to those affected. The response from the government was that if the asbestos panels are proven to be a danger, the municipality will then deal with the problem accordingly.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>

**Overall score** **D**

## Analysis

While all subjects and sources mentioned in the article are male professionals (the parliament member, the head of the ministry for the environment, Tel-Aviv mayor, the lawyer), the picture that accompanies the news article depicts a woman standing alone in the middle of ruins of a building. Her posture is passive, with hands tucked inside her pockets. Her expression communicates sadness, despair and exhaustion. The woman is identified by her name and introduced as a "citizen living in the area" but no other relevant description is provided nor is her voice heard.



The image chosen to accompany the news article presents an important problem in reporting. It is common to depict women as weak and dependent and for their voices to remain unheard. That the article's sources are all male professionals while the person in the photo is a lone dejected-looking woman accentuates the idea of her vulnerability. The reader takes away the impression of women as lacking agency and dependent on male professionals for rescue. The neighbourhood's residents include children and men but they are neither seen nor heard. It is important to have a balance of sources as well as a fair representation of the impacts and outcomes of an event. The journalist neglects these requirements of professionalism and leaves the public with a gender-blind and incomplete story.

## Bosnia & Herzegovina

**Title:** Professional singer refuses to remove a birthmark from the face

@Oslobodjenje Twitter feed

### Summary

The tweet reads "Professional singer refuses to remove a birthmark from the face: I am proud of my appearance!" The tweeted photo shows a woman with a birthmark on her face and is featured as a simple profile shot with no make-up and hair tied back. Based on the photo it appears that the woman was photographed nude or topless although it is not clear from the height of the photo.

### Analysis:

The word "refuses" implies that the woman who is in the entertainment industry is acting in defiance of some set standard of beauty. The tweet leads one to question whether she is being coerced into having the birthmark removed. The photo is a close-up of her face angled to place the birthmark at the centre. The language and photo betray a subtle stereotype, exaggerating the idea of the non-conforming rebellious woman.



### MEDIA PUBLIC ACCOUNTABILITY SCORECARD

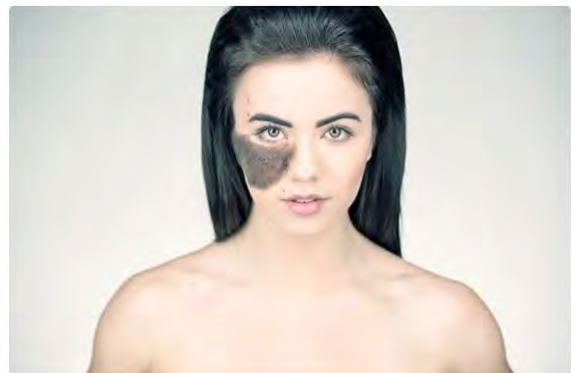
Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>

**Overall score** **D**

**Oslobodjenje**  
@Oslobodjenjeba



Profesionalna plesačica odbija odstraniti mladež sa lica: Ponosna sam na svoj izgled!  
[goo.gl/TMmdl5](https://goo.gl/TMmdl5)



5:20 AM - 25 Mar 2015





# Morocco

**Title:** Convention: Haro sur la violence faite aux femmes dans les bus (*Denounce violence against women in buses*)

Published in *Le Matin du Sahara et du Maghreb* online news

## Summary

The article covers a partnership agreement signed between an association that works to protect women's rights, and a transport company. The purpose of the agreement is to improve the safety of women and girls on buses. The agreement was developed as part of the Safe Cities global initiative launched by UN Women in 2008 to combat violence against women in public areas.

## Analysis

The title reflects the content of the story accurately. The story exposes how women are subjected to various forms of violence such as aggression, harassment and intimidation when using public transport. Women and men are interviewed for the story. The agreement was signed by a woman, representative of UN Women in the Kingdom, and a man, chief executive officer of the bus company ALSA Maroc.

The article is factual, adopts neutral language and cites statistics on acts of violence against women. For instance, the UN Women representative is quoted as saying that two out of three women are subjected to violence. A depersonalized image of women and men on a bus accompanies the story.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	Good
Rights elements integrated	Good
Observes Public's Right to Freedom of Expression	Good
<b>Overall score</b>	<b>A</b>



This article discusses the centrality of gender in incidences of violence against women. It is highly informative, stating for instance that half of the fleet of buses in Marrakesh are equipped with surveillance cameras. The article encourages debate on the right of women to use public transport.

# Malta

**Title:** Domestic violence offenders are never sent to seek treatment

Published in the *Times of Malta* newspaper

## Summary:

The story publicizes the little known information regarding treatment for domestic abuse perpetrators. The article provides data from the Ministry of Home Affairs on cases of domestic violence. It also reports the story of the death of a victim of domestic violence who was failed by the system. The article includes contributions by Professor Liz Kelly from the London



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	Good
Rights elements integrated	Fair
Observes Public's Right to Freedom of Expression	Good
<b>Overall score</b>	<b>A</b>

Metropolitan University who has conducted research on domestic violence perpetrator programmes, as well as Dr. Marcelene Naudi, Head of the Gender Studies

Department at the University of Malta. Both experts discuss possible solutions to address the difficulties associated with treatment (or lack of it) of perpetrators in domestic violence cases at a local level. It is a precious contribution given the general absence of this topic in news media reports.

**Analysis:**

This is an excellent example of gender aware news. The topic discussed – treatment for domestic abuse perpetrators – is very rarely an issue considered

significant enough to be published in media reports. This article is informative, it is gender-balanced, and it touches on legal cases to exemplify the point raised on treatment of perpetrators. Female professionals are directly quoted on their expert perspectives. The article presents facts gathered through research, which is important for validating and legitimating an issue as important. Further, the article presents expert advice on solutions to improve treatment of perpetrators. The article has high educational value for the general public and raises awareness on an important and common concern.

# Palestine

**Title:** President honours 45 women from Jerusalem to perform Umrah

Broadcast on *Palestine Channel* television

**Summary**

The television news story reports on a group of female residents in the Al-Aqsa Mosque in Jerusalem who were selected by the President to perform a religious pilgrimage. The female reporter interviewed several women from the group in addition to a female political party member to comment on the event.

**Analysis**

The women in the newscast are portrayed as strong and courageous individuals who challenge the occupation and stand up to discomfort, arrest, and attacks. The subjects of the news are also the primary sources of information, enabling more accurate and fair reporting. It is important for women to be heard directly and appear on television screens without stereotypical labels being attached to them.

This story defies the stereotypes of weak and politically disengaged women. Rather, the women are presented as brave and determined to fight for freedom and take bold steps to express their views on national television. This type of news reporting allows for an alternative perspective to be heard and presents a rare media image of women.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	Good
Rights elements integrated	Fair
Observes Public's Right to Freedom of Expression	Fair
Overall score	B





# Retelling Angelina Jolie's *Diary of a Surgery* story

Access the article at [http://www.nytimes.com/2015/03/24/opinion/angelina-jolie-pitt-diary-of-a-surgery.html?\\_r=0](http://www.nytimes.com/2015/03/24/opinion/angelina-jolie-pitt-diary-of-a-surgery.html?_r=0)

On March 24, one day before the GMMP monitoring day, the *New York Times* published Angelina Jolie's Op-Ed in which she shares her health journey. In the article titled "Angelina Jolie Pitt: Diary of a Surgery", she discusses her experience and decision to undergo preventative surgery – removing her fallopian tubes and ovaries to decrease her risk of developing cancer – only two years after having a double mastectomy. She speaks of her family history with cancer which had increased her chances of developing cancer to an estimated 87%. Jolie states the decision was hers and that it was an informed decision made after considerable research and consul-

tation with experts all around the world. Jolie explains that her family is the reason for her decision as she hopes to maintain her health and continue to be with her children. The actress indicates that she chose to write about her experiences in the article to ensure women are informed about the options available to them. Jolie aspires to help women be proactive, feel strong and empowered and to not despair despite the seriousness and risks involved.

The story garnered worldwide media attention and was presented through various mediums all around the globe. As a result, several countries captured this story while monitoring for the GMMP, including France, Israel, Italy, Japan, New Zealand, Portugal, Puerto Rico, Spain and the USA. Below is an analysis of the different renditions of Jolie's *Diary of a Surgery* story.



# Japan

**Title:** Angelina Jolie has had her ovaries and fallopian tubes removed

Segment in *TV Asahi* newscast

Japan's news telecast of Angelina Jolie's story on TV Asahi demonstrated several aspects of professional and ethical journalism. The subject of the news, Jolie, was introduced as an actress, movie director, former ambassador of the United Nations High Commission for Refugees (UNHCR), and mother of six children. The order in which her multiple identities are made clear is interesting: her professional life is evoked before her family role is mentioned. The report accurately reflects Jolie's own account in the original *NY Times* article. The moving images show Jolie at a press conference and with her family. It can be argued that images of her at press conferences and alongside her celebrity husband reinforce her celebrity status, thus can detract from the central message. At the same time Jolie's fame and profile ensures greater traction for the issues she champions, including in this case, cancer risks for women and possibilities of intervention.

In the story a female gynaecologist comments on the medical procedure and the decreased risk of cancer. There is evidence that the journalists conducted further research: In the story are computer-generated images of genes used as a backdrop in an explanation of the relationship between cancer risk and gene mu-



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Fair</b>
Rights elements integrated	<b>Fair</b>
Observes Public's Right to Freedom of Expression	<b>Fair</b>
<b>Overall score</b>	<b>B</b>

tation. As a result the report introduces new information and its educational value is increased, in line with Jolie's intention to create awareness. In stating that the condition is a universal health problem applicable to all women, the report is likely to draw the attention of ordinary women.

It is unfortunate however that the story lacks the voice of non-celebrity women who could have juxtaposed their experiences with that of the celebrity. The male anchor Ichiro Furutachi makes an observation about the affordability of such surgery to ordinary women. He speculates that it might have been better if Jolie had kept the surgery secret. The anchor's remarks may cause the story to be dismissed, however, it is undeniable that the medical knowledge shared has served its informational purpose.

# New Zealand

**Title:** N/A

Segments on *TV3* and *TV1* newscasts

The issue of women's health is taken seriously in both telecast reports featured. The stories frame Jolie as proactive in approaching her health condition. The news angle presented is refreshing in its rejection of conventional ideals of femininity and fertility which could have been an issue in the context of this particular health condition. Jolie shares her personal story through her own voice demonstrating empowerment and independence, and this is reflected well in the news segments. While there is a strong presence of her glamorous images in the reports, her husband is largely excluded from both stories.

Interestingly, the TV3 report appears to be of higher journalistic standards than TV1 due to two key differ-



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Good</b>
Rights elements integrated	<b>Fair</b>
Observes Public's Right to Freedom of Expression	<b>Good</b>
<b>Overall score</b>	<b>A</b>

ences. First, the studio introduction by the TV3 news presenter describes Jolie as an actress, highlighting her professional identity before her family role. Secondly, the TV3 story also includes an interview with a fellow gene carrier who made the same decision as Jolie and had her ovaries removed. This enhances the news an-

gle portraying women as proactive, independent and strong, irrespective of their social status and public

# Portugal

**Title:** Angeline Jolie – the actress reveals she removed her ovaries and fallopian tubes

Segment on *TV1* newscast

The news story begins with the original source of news, Angelina Jolie’s NY Times article on her preventative medical surgery. The anchor introduces the issue by stating: “Twenty four hours later, this news still makes the headlines all over the world: Angelina Jolie has once again undergone an operation to prevent cancer”. The image legend reads: “Angelina Jolie – the actress reveals she has removed her ovaries and fallopian tubes”. The focus is on her particular case illustrated by celebrity images of both her and her husband. An image of Jolie and her mother is portrayed as well accompanying the statement that she was operated by the same surgeon who operated on her mother. The anchor states “she says she did it for her children’s sake”. The narrative first part of the segment centres on her mother, her husband and her children making it a personal story whose rationale for inclusion is simply Jolie’s celebrity status.

The story shifts focus to a medical discussion, with no attempt to link to Jolie’s original story apart from her photo that appears in the background. Cancer researcher, Sobrinho Simões, is interviewed to share his medical expertise. The image legend reads: “Hereditary cancer. In cases of high probability surgery must be the decision to take”. The story is contextualised with country specific data and infographics that represent Portuguese citizens’ likelihood to develop an oncological disease in their lifespan. As a result, the discussion generalizes all hereditary cancers and the focus no longer remains on ovarian cancer.

The use of sources in the report is disappointing. The only quote used in the first segment of the news piece is of Jolie stating why she underwent the surgery: “for her children’s sake”. Her actions are portrayed as a consequence of her role as a mother which is reinforced by the accompanying images. Her physical beauty and her relationship to actor husband Brad Pitt is also emphasized, as seen in all the images. Thus, the narrative strategy appears to be to elicit empathy from the audience. A male doctor who provides his professional opinion becomes the main focus of the newscast. His is the rational, detached expert voice. The

persona.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Fair</b>
Observes Public’s Right to Freedom of Expression	<b>Fair</b>
<b>Overall score</b>	<b>C</b>

focus on ovarian cancer is lost in a scientific discussion that moves on to call up all other types of hereditary cancers. The story classically exemplifies the tendency to suppress and trivialize women’s voices while simultaneously accentuating men’s knowledge and rational thinking.

The story appears almost at the end of newscast usually reserved for celebrity news. Overall, the story is illustrative of media gender stereotyping at the same time as being one that misses an opportunity to educate and take seriously an issue that affects women and families worldwide.



# Spain

**Title:** Angelina and cancer

Published in *El País* newspaper

The news angle clearly demonstrates how stereotypes can be challenged. The report discusses how the actress became subject to the surgery not for cosmetic reasons but rather with the purpose to gain control over her health.



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Good</b>
Rights elements integrated	<b>Fair</b>
Observes Public's Right to Freedom of Expression	<b>Fair</b>

**Overall score** **B**

The report portrays a responsible, serious and courageous attitude in Jolie with respect to her decision. Moreover, it is explained that the story is made public in order to help other women, which arguably recognizes Jolie's double authority: first, as a person well versed in the issue due to knowledge gained from personal experience and, second, as a person with potential to influence the public as a result of her celebrity status. Unlike several other reports published worldwide, Jolie's family roles are not mentioned until the story is well underway.

# United States of America

**Title:** A high-profile strike against ovarian cancer.

Published in the *Washington Post*.

The article provides details in a question and answer format with doctors. It is an excerpt of a longer piece from the *on health* blog. The headline captures the celebrity status of Jolie and the main message, encouraging women to seek treatment for risk of ovarian cancer.

All the sources are doctors and experts on breast and ovarian cancer. Two of the four experts are women. The experts equally contribute to raising awareness about cancer and the treatment options available to women. Jolie's age is mentioned in the story as it is relevant to the risk of cancer. The tone conveys admiration: Jolie is said to be "winning praise from oncologists and health experts for airing a number of sensitive issues". Later in the story, it is noted that removal of ovaries may likely lead to early menopause. A female doctor is quoted saying "Jolie's efforts may 'bring menopause out of the closet' by prompting



## MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Good</b>
Rights elements integrated	<b>Fair</b>
Observes Public's Right to Freedom of Expression	<b>Good</b>

**Overall score** **A**

women to discuss their symptoms with their doctors and what can be done to relieve them. It's going to take menopause and give it a whole new face and put it in a whole new light". The article goes on to state "It's a face of beauty. It's a face of courage". Further, the question of Jolie's status as a wealthy celebrity is raised: "Q: So is this some kind of special analysis available only to the wealthy and famous? A: No. This is the current standard of care." Jolie is presented as having a worthy point of view in a health debate,

using her celebrity position to highlight a health issue for all. The accompanying photo is an artistic black and white shot of Jolie in dark clothing, looking up with a reflective expression on her face. She is presented in a profile shot and her body is not framed in the picture. The voice in this story is factual, from

experts in their fields. The purpose of the story is to provide factual information to women about how they might want to treat their own health. The story is on page 2, along with two other articles about science and health.

## Israel

**Title:** My kids won't have to say: Our mom died of cancer

Published in *Yedioth Acharonot* daily

Although the item uses the story to present statistics of genetic breast cancer and medical treatment, the article's title is sensationalist, misrepresents Jolie's original purpose for telling her story, and diverts attention to her family role. The title introduces the risk of dismissal of the story by readers interested in informational articles. The subtitle on a glossy photo of Jolie reads: "I have called Brad who was filming in France and he immediately boarded a plane". This statement portrays her as weak, dependent and waiting for her famous husband to run to her rescue, which in effect, detracts from her bravery in making a decision to undergo serious surgery and to tell her story publicly in order to help other women. This story exemplifies blatant stereotyping and falls short on all measures of media accountability.



### MEDIA PUBLIC ACCOUNTABILITY SCORECARD

Gender lens in journalistic ethics applied	<b>Weak</b>
Rights elements integrated	<b>Weak</b>
Observes Public's Right to Freedom of Expression	<b>Weak</b>

**Overall score** **D**





## CHAPTER 6

# Ending media sexism by 2020

// *Since all areas of life relate to gender equality, efforts must be made to cut the roots of gender discrimination wherever they appear”.*

— UN Women

Gender equality in media content is not only a right in itself, but it also bears on the achievement of rights in lived material realities, to the extent that such equality reshapes the social and cultural norms underlying gender-based injustices. Further, achieving the newly adopted sustainable development goals is contingent upon achieving gender equality. The GMMP 20-year findings strongly suggest that without a well-crafted strategy that brings together the drivers of progress in a synergistic manner, the vision for media gender justice will remain out of reach, at least for this century.

Throughout this report an attempt has been made to assess the GMMP findings through a lens of media accountability to women (and marginalized groups invariably). Such accountability means: seeking out the perspectives and opinions of different groups of women on *all* issues; operationalizing balance, accuracy, fairness and all tenets of professionalism through a gender lens, and; foregrounding rights provisions wherever possible, especially so in reports on issues that affect women profoundly. An accountable media would be empowering for women and marginalized groups for in opening up space for them to contribute to public discourse taking place through the media, it also affirms their opinions as worthy to be heard. Balanced, accurate and fair representation would make inroads into narrowing the gap between the self-understandings of the various groups in society, and the picture presented of them in the media. What then emerges is more holistic content that accurately reflects the experiences, views and aspirations of the constituent groups of society, and consequent responses that are better able to meet their needs.

Political-economic pressures are often invoked in attempts to justify media shortcomings on accountability to women and rampant sexist content. But, as discussed earlier in this report, possibilities exist for journalistic agency – or the ability of individual

journalists and editors to negotiate and/or overcome structural constraints. Structure invokes agency and without agency there is no structure. Ethnographic studies offer cases of individual journalists and entire newsrooms negotiating structure in order to write the stories they want to write, or to output the kind of content that responds to professional ethics requirements. This implies the need to build journalists’ knowledge about the opportunities for agency, and skills on how to exercise agency in ways that expand room for producing content that demonstrates accountability. The partnerships involved in implementing the GMMP research and writing this report show that the concerns are shared with some key news media industry bodies and professionals.

The GMMP finds a sexism that has endured across time and space, morphed to adapt to emerging media forms and thrived in all spaces in which content is produced and shared. Traction in propelling change towards media that aligns with aspirations for gender equality appears to have been lost, given the evidence on stagnation in the slow but steady pace of change established during the period 2000 to 2010 on the global overall indicators. Progress on some of the sub-indices has stagnated since 2005. The goal to “end news media sexism by 2020” is ambitious but necessary in order to regain and accelerate momentum for change. The goal links directly to the first target in the Sustainable Development Goal 5 on achieving gender equality and empowering women and girls.



# Action Plan

**Goal:** End news media sexism by 2020

## Targets

1. *Newsrooms that support gender equality: 100% of national public media and 40% of private media in each country.*

Gender equality requirements are written into media ethics codes around the world and in many cases reporting guidelines are provided. National legislation on gender equality and media regulatory frameworks are present in almost all countries. The problems of weak and inconsistent implementation need to be addressed, and accompanied with training, mentoring, peer support and other strategies to transform gender-biased news media practice and newsroom cultures. Evidence of such transformation will be in equality of opportunity in hiring at media professional and management levels, equality of opportunity in story assignment and, greater capacity and engagement of female and male journalists for gender-responsive outputs. Journalists will gain dexterity to navigate the structural barriers that impede professionalism from a gender perspective. Political support from civil society and funding from media development agencies will be necessary in some instances.

2. *Overall global presence of women in the news: 50%.*

Increase in women's overall presence as subjects and voices in the news will result from a systematic institutionalization of a gender-sensitive journalistic culture. While there are variations in the gender gap in presence, in no region or country is parity to be found. Further, within this indicator are numerous sub-indices for which gender inequities have been uncovered through the GMMP, such as representation in occupations and the capacity or functions in which people are interviewed. Strategies for closing the gaps are necessary at global, regional, national and local levels.

3. *Global average of news that clearly challenges gender stereotypes: 30%.*

Media gender stereotypes provide a mental map to categorize and make judgments about women and men. Stereotypes are unfair, punitive to those perceived as deviating from prescribed norms of femininity and masculinity, and normalize gender-based injustices such as violence against women. Increase

in the proportion of content that challenges gender stereotypes provides the type of repeated counter-stereotypic exposure needed to eliminate implicit stereotypes underlying gender-based discrimination, violence and other injustices.

4. *Global average of news that highlights issues of gender equality and inequality: 30%.*

Many stories present opportunities to highlight gender equality or inequality issues, yet, only 9% do so globally. Setting separate targets at regional and national levels is necessary on this indicator as well, where performance is just as varied.

5. *Global average of news reporting that is anchored in a critical (women's and marginalized groups') human rights perspective: 30%.*

The GMMP has found that true to claims of a dearth of a human rights angle in news reporting, only 4% of stories globally make any mention of legal provisions, human or women's rights frameworks. The rights orientation is not only necessary for supplying the information needed to hold duty bearers accountable for rights' violations, but it also responds to the news media's role in society. Setting separate targets at regional and national levels is necessary.

## Specific priority actions

**By media regulatory agencies:** (Telecommunication regulation agencies, communication councils, broadcasting commissions, etc.)

1. Require media houses to adopt and enforce a gender policy and guidelines for gender-sensitive reporting;
2. Include, in media evaluation criteria, issues of gender balance and demonstrated adherence to the gender policy;
3. Impose meaningful fines on media houses found liable for sex discrimination, sexist content or other actions of non compliance with the gender policy; and,
4. Build capacity of staff responsible for hearing cases on media non-compliance with the gender policy.

## By media houses

1. Develop a gender policy and gender aware ethics and practice codes, with action plans and targets for implementation;
2. Engage with community media organisations and citizens' media networks to advance gender equality in content production;
3. Establish gender quotas for senior posts and board positions and monitor progress against targets;
4. Publish gender equality plans and mechanisms for monitoring progress; and,
5. Publish gender-disaggregated data on job applications, shortlisting and appointment by level.
6. Publish gender-disaggregated data for promotions.

## By Civil society

1. Global advocacy campaign for fair and equal representation of women and men in news media:
  - i. Advocate for gender policies to be incorporated in editorial policies of all media organisations;
  - ii. Lobby editors to apply the gender policy;
  - iii. Urge media to make women visible and to increase the proportion of female sources interviewed;
  - iv. Develop issue-based campaigns twinning gender with other axes of discrimination such as disability, age, sexuality and class; and,
  - v. Lobby governments for media reform to require attention to gender equality and women's freedom of expression interests.
2. Permanent gender-focussed media watch:
  - i. Publicize the GMMP results and plan of action to "End news media sexism by 2020";
  - ii. Monitor impact of the GMMP results on media houses;
  - iii. Actively make complaints about media sexism and other acts of non compliance with gender policy;
  - iv. Boycott media which regularly denigrate women through objectification and sexualization for example;
  - v. Lend support to journalists and media engaged in struggles against corporate or political influence, and for gender equality and public interest agendas;
  - vi. Strengthen alliances with national women's machineries and work together to regularise national media monitoring;

- vii. Institute media awards to recognize good practice as well to call out media that outputs sexist content. Use tools such as the GMMP media public accountability scorecard to assess media output and make the results public; and,
- viii. Increase audience awareness of sexist and misogynistic content by offering critical media literacy training.

### 3. Other

- i. Nurture and strengthen relations with supportive journalists, editors and other news media professionals. Keep them regularly updated with issues, concerns and events for publication in their respective media outlets;
- ii. Provide media houses with lists of experts available to provide commentary on the topics in which they work.

## By Media professional training institutions

### 1. Capacity building:

- i. Engage with community media organisations and citizens' media networks to demonstrate and use the GMMP results in training;
- ii. Incorporate gender dimensions in all modules of journalism training curricula;
- iii. Build capacity of news journalists about gender sensitive news reporting during training at sectoral and tertiary levels; Increase journalists' understanding of the impacts of biased reporting; and,
- iv. Build journalists' skills to navigate the structural barriers that impede gender responsive reporting.

## By Funding agencies

1. Support the strengthening or establishment of media watch networks.
2. Support media development work that emphasizes gender equality in content production, media in-house policies and practices.

## By Researchers

1. Undertake longer periods of media monitoring using the GMMP methodology.
2. Work with unions to carry out surveys of women and men journalists and other media workers about their experiences of workplace environments and career progression.



## Annex 1

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## Annex 2.

# Methodology expanded discussion

For the third successive time, Media Monitoring Africa (MMA) was privileged to enhance the methodology for the 2015 GMMP. Over the years, GMMP has grown from only 71 countries participating in 1995 to 114 countries participating in 2015 but the methodology has largely remained unchanged to ensure comparability. Like other GMMPs, the 2015 GMMP was innovative in that the entire GMMP database was moved online, which will allow the next GMMP to be captured and analysed in real time. This also means that the next GMMP can easily be a live campaign with countries analysing their results as they capture. This is a clear indication that GMMP will not only get bigger, but better and faster.

That being said, in order to understand how the 2015 GMMP data was gathered and analysed, it is important to consider the following:

- How media bands were created;
- How media weightings were determined;
- How the monitoring was conducted;
- How accuracy was guaranteed; and,
- Challenges experienced and how they were dealt with.

## How media bands were created

The media bands system was introduced in 2005 to ensure a more even spread of data. For the 2015 GMMP, the same system was applied after each participating country's information had been checked and updated.

In creating the 2015 media bands, the 2010 information on the number of national radio and television stations and newspapers in each country was checked and updated. Countries were then ranked separately according to their number of newspapers, radio and television channels and then grouped in media bands. Each band then determined a maximum and minimum number of media that would be monitored by each country. For example, a country with five national television channels was in band 3 while a country with only one national television channel was in band 1. Not only do the bands help ensure a more even spread of data, but they also help participating countries determine the number of media to monitor.

## How media weightings were determined

Weightings are primarily important because they ensure the data submitted is not only reliable but equitable. As with all other GMMP processes, the weighting system was scrutinised, updated and retested to ensure reliability and accuracy. In developing the 2015 weightings we considered that simply adding up all the monitoring results of all the participating countries would mean that the countries that submitted the most data would on average determine the overall results.

Thus for example, if a country like India submitted data for 100 media, the data submitted by a country like Swaziland for 5 media would have little, if any, impact on the results. As a result, it would only be fair if all results were normalised so each country's results had the same weighting or value. Such a system would for example result in a country like Swaziland having the same impact on the results as India. The global results therefore needed to be added in a way that they took into account the relative size of each country.

In establishing the weightings, the population size, the number of media in each country as well as (in the case of print) the circulations of the newspapers were taken into account. It should be noted, however, that population figures and the number of media alone do not allow for difference in media access. It may be the case, for example, that two countries have similar numbers of newspapers, but their impact, in terms of the number of people who read them, may be dramatically different. To address this, within each band, a weighting for radio, television and print media was then calculated. For radio and television this was based on how many people in the population were able to receive the channel. In most instances these figures were close to 100% of the national population. For print media, the overall circulation figures for each country were used.

The significant differences in numbers of people and media which may range from billions of people and thousands of media to thousands of people and only a handful of media, however, still presented a problem for the weighting system. Some countries like China

and India with over a billion people each and thousands of media would simply have overwhelmed the results of countries with much smaller populations and far fewer media.

To address this element of the weighting challenge, a square root weighting system was applied. Square root weighting is an internationally applied system used most commonly by large international bodies in determining voting numbers of participants, as a means of preventing large organisations simply overwhelming the smaller ones. In an international mountaineering federation for example, if votes were handed out simply on the basis of those countries that had the most members, countries with hundreds of thousands of members would swamp those with only a few thousand members.

Square root weighting for GMMP 2015 essentially involved taking the square root of each of the media weightings. The end result was a series of weightings for each country - weightings for print, radio, television, online and Twitter were developed. In producing the results each country was examined to assess whether they had monitored the number of media required by their media band. Countries that monitored more media than required had their weighting altered downwards as a proportion of how many media they should have monitored in order to count less in the final results while those countries which did not manage to monitor sufficient media, had their weightings proportionately raised.

The weightings were used in all results where global and regional results were produced.

## How the monitoring was conducted

As with previous GMMPs, participating groups were provided with detailed information packs outlining all the necessary activities as well as what would be involved in participating in the GMMP study. This included a guide to selecting media, the number of media to code, guidelines on which bulletins and programmes to select as well as contextual information for each country. Participants were also provided with clear practical instructions on how to code for each type of media including; newspapers, radio, television, online and Twitter. Growing from the previous success of the online sample more online media were monitored and in addition tweets were also included. The instructions included illustrative examples of news items as well as completed coding sheets.

For accuracy in coding, each radio and television bulletin was recorded. For all media, each news story was coded as a separate item and for each story, 20 pieces of information needed to be captured on the coding sheet. In each item, information about the story, the people in the story as well as analytical elements were captured. For standardisation purposes, all pieces of information were numerically coded from fixed lists.

The following example illustrates how the system worked. In the newspaper example below the story was about Global warming (subject code 24) and the scope of the story was international (code 4). No reference was made to gender and/or human rights policy or relevant legislation (code 2). The story was written by one female journalist (sex code 1). There were two subjects, one a person (code 1) and the other a UN report was quoted (code 2 – secondary source). The person was a man (sex code 2) whose age was not stated (age code 0 – do not know) and his occupation was an academic (occupation code 5 – academic expert). The secondary source codes, 5 for sex, 7 for age and 27 for occupation were all default codes which indicated that it was a secondary source. This aided in accuracy of coding. All other pieces of information were similarly coded.

Story				Journalists/ Reporters	People			
1. Page number	2. Subject	3. Scope	4. Relevant policies	5. Sex	6. Person / Secondary Source	7. Sex	8. Age - only if stated	9. Occupation/ Position
1	24	4	2	1	1 2	2 5	0 7	5



In addition to the quantitative data coded, participants also submitted qualitative examples according to a set of generalised criteria.<sup>1</sup> This included highlighting examples of stories which were blatantly stereotyped, stories that were more subtly stereotyped, missed opportunities or stories that were gender blind as well as stories that were gender aware. Thus for the qualitative analysis, stories were examined according to the criteria set out below:

1. Stories that were blatantly stereotyped, for example, stories which used language or visual images that denigrated women; or trivialised women's achievements; that glorified or justified male violence.
2. Stories that were more subtly stereotyped, for example, stories that contained unstated assumptions about the roles of women and men (e.g. a successful woman who is 'nevertheless a good wife'). Or stories that conveyed stereotyped beliefs, such as women are emotionally fragile.
3. News items or stories that were missed opportunities or gender blind, for example, stories that could have been enriched and expanded by including a wider range of sources and viewpoints, or by shedding light on different implications for women and men.
4. Gender aware stories which were further broken down into subcategories:
  - i. Stories that challenged stereotypes, for example stories that overturned common assumptions about women and men like in instances where a journalist chooses to include female experts in a story about national economic policy, or fathers in a story about play groups for pre-school children.
  - ii. News items or stories that demonstrated a balance of sources and showed the different impact of particular situations on women and men: Contrary to tradition, these were stories in which both women and men were consulted and thereby bringing fresh perspectives to the news.

- iii. News items or stories that highlighted issues pertaining to equality or inequality between women and men or about campaigns, structures or processes to advance gender equality. These included stories that focused directly on an area of inequality - for instance, the 'glass ceiling' in employment.

All completed data based on the criteria outlined above was submitted through an online platform that was accessible to WACC and MMA.

## How accuracy was guaranteed

Accuracy and reliability are critical features of any media monitoring project and given the magnitude of the GMMP, it was essential that these issues were considered at every stage. Great care was taken during the design of the codes and coding information sent to participants to ensure a standardised approach to the coding.

One of the greatest challenges the GMMP poses is that it involves several hundred people spread across the world, speaking different languages and with a diverse range of fields of speciality and interest. In order to help ensure accuracy, detailed coding information and examples were provided to the monitors as well as email support. Responsibility for organising the monitoring was placed in the hands of national GMMP coordinators. Their role in ensuring accuracy in the coding was crucial and this was made clear to each country coordinator. It should be noted that all groups that participated did so voluntarily.

In an ideal situation the monitoring would have been carried out by specially trained gender media researchers but the way WACC structures the GMMP ensures that not only is there a diversity of gender interest groups that participate but also that by participating, new skills are developed and grass roots organisations are empowered. MMA's 23 years of media monitoring experience indicates that rather than these diverse groups having a negative impact on the accuracy and reliability of the data, because they have new skills to develop and their own information to gain, they tend to demonstrate greater levels of commitment to the project. Therefore the accuracy of the results in this report has not been compromised.

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1. The criteria were drawn from the Gender and Media Classification system developed for the Southern Africa Gender and Media Baseline Study.



The coding sheets received by MMA as well as the data captured online demonstrated that in the overwhelming majority of cases, coding was done in line with the prescribed GMMP methodology. In the few instances where this was not the case, the data was omitted so as not to compromise the reliability of the study. In addition, data was checked at four stages during the analysis process. Data was scanned when it was received by MMA for any apparent inconsistencies and to ensure the correct number of media was monitored. If there were discrepancies at these stage, they were corrected by the national coordinators. The data was then submitted to dedicated GMMP team members within MMA where further data checks were run. As data was captured, to reduce any potential errors in data capture, comparison checks were run where samples were selected and compared with what had been entered into the database.

Where countries captured online, their data went through an automated as well as a manual quality control test before the results were run. Where any inconsistencies were identified they were referred back to the country coordinators concerned and in some instances coding sheets were resubmitted and data recaptured to ensure greater accuracy. This was done to make sure that all data captured complied with the rigour required by the methodology.

Finally, data was checked again as each of the results were produced. In a global project of this nature it is to be expected that there will be some errors in coding. In most instances these errors were quickly identified and rectified. Unlike in 2010, none of the results submitted were excluded from the final data set. In all, MMA made substantive corrections to less than 10% of all data received indicating an extremely high accuracy level.

## Challenges experienced and how they were dealt with

While every effort was made to ensure accurate and reliable data, a study of this nature necessarily had a number of challenges. As noted in previous GMMPs, an exact error of measurement cannot be determined because of logistical constraints. Conventional content analysis practice sees different researchers coding the same material and then working out an error level based on the differences between the two results. Although this was not possible for the research of this magnitude, MMA followed best practice mechanisms to make sure that there were minimal errors, if any, in the data. It could be argued that the high level of accuracy achieved in South Africa for example is indicative that the data is accurate, however a certain small level of error must be assumed.

It is important to note that the 2015 GMMP could not have taken place without the invaluable assistance of hundreds of volunteers across the globe. Its growth and ongoing success is a tribute to their dedication and commitment to media monitoring and promoting gender equality. The 2015 results would not have been possible without the diligent efforts of the whole team at MMA, but especially, Carol Mohlala, Mike Maseko, Wellington Radu and Msizi Mzolo. MMA thanks its data-capturers, checkers and analysts. From WACC, we would like to extend our greatest appreciation to Sarah Macharia and her ever dedicated team. We would also like to thank Code4SA specifically Greg Kempe, Damian Schlechter and Adi Eyal for playing a critical role in taking GMMP 2015 to greater heights by moving it online. Finally, the success of the 2015 GMMP is owed to a host of exceptionally committed and dedicated country and regional coordinators who made sure we received the data, answered all our questions and were patient with the results.

William Bird

*Director and Ashoka Fellow at Media Monitoring Africa*



## Annex 3.

# List of topics

### Politics and government:

- 1 Women politicians, women electoral candidates...
- 2 Peace, negotiations, treaties
- 3 Other domestic politics, government, etc.
- 4 Global partnerships
- 5 Foreign/international politics, UN, peacekeeping
- 6 National defence, military spending, internal security, etc.
- 7 Other stories on politics (specify in 'comments')

### Economy:

- 8 Economic policies, strategies, modules, indicators, stock markets, etc
- 9 Economic crisis, state bailouts of companies, company takeovers and mergers, etc.
- 10 Poverty, housing, social welfare, aid, etc.
- 11 Women's participation in economic processes
- 12 Employment
- 13 Informal work, street vending, etc.
- 14 Other labour issues (strikes, trade unions, etc.)
- 15 Rural economy, agriculture, farming, land rights
- 16 Consumer issues, consumer protection, fraud...
- 17 Transport, traffic, roads...
- 18 Other stories on economy (specify in 'comments')

### Science and health:

- 19 Science, technology, research, discoveries...
- 20 Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)
- 21 EBOLA, treatment, response...
- 22 HIV and AIDS, policy, treatment, etc
- 23 Other epidemics, viruses, contagions, Influenza, BSE, SARS
- 24 Birth control, fertility, sterilization, termination...
- 25 Climate change, global warming
- 26 Environment, pollution, tourism
- 27 Other stories on science (specify in 'comments')

### Social and legal:

- 28 Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals
- 29 Family relations, inter-generational conflict, parents
- 30 Human rights, women's rights, rights of sexual minorities, rights of religious minorities, etc.
- 31 Religion, culture, tradition, controversies...
- 32 Migration, refugees, xenophobia, ethnic conflict...
- 33 Other development issues, sustainability, etc.
- 34 Education, childcare, nursery, university, literacy
- 35 Women's movement, activism, demonstrations, etc
- 36 Changing gender relations (outside the home)
- 37 Family law, family codes, property law, inheritance...
- 38 Legal system, judiciary, legislation apart from family
- 39 Disaster, accident, famine, flood, plane crash, etc.
- 40 Riots, demonstrations, public disorder, etc.
- 41 Other stories on social/legal (specify in 'comments')

### Crime and violence:

- 42 Non-violent crime, bribery, theft, drugs, corruption
- 43 Violent crime, murder, abduction, assault, etc.
- 44 Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, FGM...
- 45 Gender violence perpetuated by the State
- 46 Child abuse, sexual violence against children, neglect
- 47 War, civil war, terrorism, other state-based violence
- 48 Other crime/violence (specify in 'comments')

### Celebrity, arts, media, sports

- 49 Celebrity news, births, marriages, royalty, etc.
- 50 Arts, entertainment, leisure, cinema, books, dance
- 51 Media, (including internet), portrayal of women/men
- 52 Beauty contests, models, fashion, cosmetic surgery
- 53 Sports, events, players, facilities, training, funding
- 54 Other celebrity/arts/media news (specify in 'comments')

### Other:

- 55 Use only as a last resort & explain.



## Annex 4.

# Regional and National Coordinators

## AFRICA

### Regional Coordinators

Eastern Africa	African Woman and Child Features Service (AWC), Arthur Okwemba, Kenya
West & Central Africa	Réseau Inter - Africain pour les Femmes, Médias, Genre et Développement, Amie Joof/ Médoune Seck, Senegal
Southern Africa	Gender Links (GL), Sikhonzile Ndlovu, South Africa

### National Coordinators

Benin	Radio Planète et ONG FAMEDEV, Tchiboza K Makeba
Burundi	Radio television national RNTB et FAMEDEV, Dorothée Bigirimana
Burkina Faso	ONG FAMEDEV, Aimée Florentine Kabore
Cameroon	Nkong Hill Top ONG FAMEDEV, Gospel Mabotiji Nti / Jacqueline Sylvie Ndongmo
Cape Verde	REDE DE MULHERES PARLAMENTARES CABO-VERDIANAS / ONG FAMEDEV, Graça Maria Lopes de Carvalho
Chad	ONG FAMEDEV, Constant Mbailassem
Dem Rep of Congo	Si Jeunesse Savait, Françoise Mukuku Mwamba Malale
Ethiopia	Ethiopian Women Writers' Association, Yemodish Bekele
Gabon	ONG FAMEDEV, Annie Esther Ogowet, Georgina Mefane Lea Eyeng
Ghana	People and Development Associates, Prof. Kate Adoo-Adeku / Charity Binka
Guinea	Réseau Inter - Africain pour les Femmes, Médias, Genre et Développement, Kadiatou Thierno Diallou
Guinea Equatorial	La Gaceta / ONG FAMEDEV, Pamela Nse
Kenya	African Woman and Child Features Service, Arthur Okwemba
Lesotho	Gender Links Media Centers of Excellence Project Facilitator, Mpho Mankimane
Madagascar	University of Antananarivo Johanesa Niandorina / ONG FAMEDEV, Andrianarisoa Bodo Hanta

Malawi	Youth and Children Shield, Bright Kampaundi
Mali	ONG FAMEDEV, Saran Keita
Mauritania	Association des femmes chefs de famille, Madame Aminetou Mint El Moctar
Mauritius	Gender and Media Southern Africa, GenderLinks, Anushka Virahsawmy
Niger	ONG FAMEDEV, Yvette Dovi
Nigeria	Media and Gender Enlightenment Initiative / FAMEDEV, Dr. Nkem Theresa Fab-Ukozor / Aghogho Oboh
Republic of Congo	Syndicat des Journalistes du Congo, Edouard Adzotsa
Senegal	Réseau Inter - Africain pour les Femmes, Médias, Genre et Développement, Amie Joof Cole, Médoune Seck
Sierra Leone	Initiatives for Media Development, Yeama Sarah Thompson
South Africa	Gender Links, Sikhonzile Ndlovu, Tarisai Nyamweda
South Sudan	Association of Media Women in Southern Sudan, Veronica Lucy Gordon, Lily Nelson
Sudan	The Center for Women in Leadership / Women for Rehabilitation and Development International Foundation, Maria Abbas / Karak Mayik Denyok
Swaziland	University of Swaziland, Maxwell Mthembu
Tanzania	Tanzania University of Dar es Salaam –School of Journalism and Mass Communication, Zuhura Selemani
Togo	ONG FAMEDEV / UJIT, Yaovi Tchalim Honoré Blao / Ali Tagba Khadi
Uganda	Uganda Media Women's Association, Margaret Sentamu-Masagazi
Zambia	GenderLinks Media COE Facilitator, Perpetual Sichikwenkwe
Zimbabwe	Media Institute of Southern Africa Lifaqane Nare

## ASIA

### Regional Coordinator

University of Dhaka, Prof. Gitiara Nasreen, Bangladesh

### National Coordinators

Afghanistan	NAI, Abdul Mujeeb Khalvatgar
Bangladesh	University of Dhaka, Gitiara Nasreen
Bhutan	Bhutan Media Foundation, Dawa Penjor
India	Network of Women in Media, India, Ammu Joseph
Indonesia	Suci Haryati
Japan	Forum for Citizens TV & Media, Kyoko Takahashi
Malaysia	Universiti Sains Malaysia, Wang Lay Kim
Mongolia	Press Institute of Mongolia, Unurjargal Lkhanaa, Oyuntsetseg Ravdan
Nepal	Asmita Women's Publishing House, Media and Resource Organisation, Manju Thapa
Pakistan	Uks-Research, Resource and Publication Centre on Women and Media, Tasneem Ahmar
Vietnam	Research centre for Gender, Family and Environment in Development, Le Thi Nham Tuyet, Duc Minh Phung, Cao Ho Thu Thuy, Nguyen Kim Thuy

## CARIBBEAN

### Regional Coordinators

English speaking Caribbean: Women's Media Watch (WMW) Jamaica Hilary Nicholson, Jamaica

French & Spanish speaking Caribbean: Red de Investigación y Colaboración en Comunicación de Centro América y el Caribe Prof. Maximiliano Dueñas-Guzmán Puerto Rico

### National Coordinators

Antigua	Women Against Rape Inc., Alexandrina Wong
Bahamas	Bahamas Against Sexual Violence & Child Abuse, Terneille Burrows
Barbados	Caribbean Policy Development Centre, Shantal Munro Knight / Karen Philip
Belize	Women's Issues Network of Belize, Carolyn Reynolds
Cuba	Editorial de Mujeres, Iyaimi Tania Palomares Mederos
Dominican Republic	Espacio de Comunicación Insular, José Luis Soto Rodríguez / Solange de la Cruz Matos

Grenada	Grenada National Organisation of Women, Bernadette Bartholomew
Guyana	Artists in Direct Support Guyana, Desiree Edgehill
Haiti	Rezo Fanm Radyo Kominote Ayisyen, Marie Guyrleine Justin
Jamaica	Women's Media Watch – Jamaica, Hilary Nicholson / Keishagay Jackson
Puerto Rico	Universidad de Puerto Rico, Prof. Lourdes Lugo-Ortiz
St Lucia	Caribbean Association for Feminist Research and Action, Marisa / Flavia Cherry
St Vincent and The Grenadines	SVG Human Rights & Women in Support of Equity, Sheron Garraway
Suriname	Caribbean Association for Feminist Research and Action, Sandra Clenem
Trinidad & Tobago	Network of NGOS of Trinidad and Tobago for the Advancement of Women, Nicole Hendrickson

## EUROPE

### Regional Coordinators

Central & Eastern Europe: Be Aware Be Emancipated, Sanja Sarnavka, Croatia

Western Europe: Northumbria University, Prof. Karen Ross, United Kingdom

### National Coordinators

Austria	Universität Salzburg Dr. Susanne Kirchhoff
Belarus	European Humanities University Irina Solomatina
Belgium	University of Ghent / Association des Journalistes Professionnels Prof. Sofie Van Bauwel / Halima El Haddadi
Bosnia & Herzegovina	Novi Put Abida Pehlic
Bulgaria	People & Borders Foundation Iliana Stoicheva
Croatia	Be Aware Be Emancipated Sanja Sarnavka
Cyprus	The Mediterranean Institute of Gender Studies Maria Angeli / Susana Pavlou
Denmark	Roskilde University Hanne Jørndrup
Estonia	Eesti People to People NGO Ruta Pels
Finland	University of Helsinki Jonita Siivonen
France	Mines ParisTech Cecile Meadel
Germany	League of Women Journalists Birgitta Schulte

Georgia	Journalists Association Gender Media Caucasus Galina Petriashvili
Hungary	Hungarian Women's Lobby Reka Safrany
Iceland	University of Iceland Prof. Valgerður Jóhannsdóttir
Ireland	Dublin City University Debbie Ging / Jane Suiter
Italy	Osservatorio di Pavia / University of Padova Monia Azzalini / Dr. Claudia Padovani
Luxembourg	CID, Femmes et genre Crista Brömmel
Malta	University of Malta Dr. Brenda Murphy
Montenegro	Women`s Rights Centre Maja Raicevic
Netherlands	Radio Netherlands Training Centre Bernadette van Dijk
Norway	Oslo and Akershus University College Profs. Elisabeth Eide / Kristin S. Orgeret
Poland	University of Lodz Prof. Elzbieta Oleksy
Portugal	Instituto de Estudos Jornalisticos Maria Joao Silveirinha
Romania	University of Bucharest Dr. Daniela Roventa-Frumusani
Serbia	Zenski informativno-dokumentarni centar / University of Belgrade Faculty of Political Science Violeta Andjelkovic-Kanzleiter / Prof. Snjezana Milivojevic
Spain	Universitat Autònoma de Barcelona Nuria Simelio Sola
Sweden	Media watch group Allt är Möjligt Maria Edström
Switzerland	Swiss Conference of Gender Equality Delegates Maria Pilotto
Turkey	Anadolu University Prof. Nezh Orhon
United Kingdom	Northumbria University Prof. Karen Ross (England); Cardiff University Dr. Cynthia Carter (Wales) University of Stirling Prof. Karen Boyle (Scotland)

## LATIN AMERICA

### Regional Coordinators

Grupo de Apoyo al Movimiento de Mujeres del Azuay Sandra López Astudillo / Nidya Pesantez Ecuador

### National Coordinators

Argentina	Comunicar Igualdad Claudia Florentin / Mag Marcela Gabioud
Bolivia	Facilitadora / Fundacion Colectivo Cabildeo Patricia Viviana Flores / Raquel Romero
Brasil	Rede Mulher / Universidade Metodista de São Paulo Vera Vieira / Sandra Duarte Souza
Chile	Comunidad Teológica Evangélica Benjamin Rodriguez
Colombia	Universidad de los Andes María Paula Martínez
Costa Rica	Rosarce Consultoria Organizacional / Universidad Estatal a Distancia COSTA RICA. Rosario Sharo Rosales / Dra. Vilma Peña
Ecuador	Grupo de Apoyo al Movimiento de Mujeres del Azuay Sandra López Astudillo / Nidya Pesántez Calle
El Salvador	Sistema de las Naciones Unidas en El Salvador / UCA Carlos Alberto León Ramos / Amparo Marroquín
Guatemala	Centro Evangélico de Estudios Pastorales en América Central / Red de Mujeres al Aire / ADESOGUA Elizabeth Carrera Paz / Maya Rossana Cú-Choc / Elena Patricia Galicia Nuñez / Ana Silvia Monzón / Rosaura Ajpop Marroquín
Mexico	Comunicación e Información de la Mujer / ITESO - Universidad Jesuita de Guadalajara / AMARC Cirenía Celestino Ortega / Lucía Lagunes / Dra. Magdalena Sofía Paláu Cardona / Irina Ivonne Vazquez
Nicaragua	Centro Intereclesial de Estudios Teológicos y Sociales / Instituto de Estudios Estratégicos y Políticas Públicas IEEPP Lic. Blanca Cortés Robles / María Mercedes Alemán
Paraguay	Kuña Roga / Asociación Trinidad Alicia Stumpfs / Arturo Bregaglio
Peru	Asociación de Comunicadores Sociales Calandria Marisol Castañeda
Uruguay	Cotidiano Mujer Francesca Casariego
Venezuela	Comunicadora Social / Asociación Civil Medianálisis Andrés Cañizales



## MIDDLE EAST

### Regional Coordinator

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Appropriate Communication Techniques for Development  
Dr. Azza Kamel Egypt

### National Coordinators

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Egypt	Appropriate Communication Techniques for Development Dr. Azza Kamel
Israel	Sapir College Prof. Einat Lachover
Lebanon	Maharat Foundation Tony Mikhael
Morocco	Haute Autorité de la Communication Audiovisuelle Bouchra Bourara
Palestine	Women, Media and Development Suheir Farraj
Tunisia	Center for Arab Women Training and Research Atidel Mejbri

## NORTH AMERICA

Canada	Simon Fraser University Dr. Tina Sikka
United States of America	United Methodist Women Dr Glory Dharmaraj

## PACIFIC

### Regional Coordinator

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FemLink Pacific: Media Initiatives for Women Sharon  
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Fiji	Fiji Media Watch Group Agatha Ferei Furivai
New Zealand	Massey University Dr. Susan Fountaine
Solomon Islands	Vois Blong Mere Solomon Lisa Horiwapu



## Annex 5

# Participating countries and data sample

		Print %	Radio %	Television %	Stories N (weighted)	Internet %	Twitter %	Stories N (weighted)
<b>Africa</b>	Benin	3%	81%	16%	32	0%	0%	0
	Burkina Faso	27%	36%	36%	11	0%	0%	0
	Burundi	3%	65%	32%	34	0%	0%	0
	Cabo Verde	43%	14%	43%	7	100%	0%	2
	Cameroon	9%	39%	52%	64	18%	82%	22
	Chad	0%	50%	50%	4	0%	0%	0
	Congo	21%	36%	43%	14	100%	0%	2
	Congo (the Democratic Republic of the)	19%	35%	46%	26	0%	100%	10
	Equatorial Guinea	58%	25%	17%	12	0%	0%	0
	Ethiopia	22%	78%	0%	9	0%	0%	0
	Gabon	87%	7%	7%	30	0%	0%	0
	Ghana	29%	25%	45%	95	0%	0%	0
	Kenya	28%	18%	54%	105	0%	100%	50
	Lesotho	0%	83%	17%	6	0%	0%	0
	Madagascar	21%	51%	28%	94	100%	0%	6
	Malawi	9%	81%	9%	32	0%	0%	0
	Mali	100%	0%	0%	35	0%	0%	0
	Mauritania	91%	0%	9%	11	100%	0%	1
	Mauritius	84%	12%	4%	57	0%	0%	0
	Niger	0%	0%	100%	4	0%	0%	0
	Nigeria	33%	36%	31%	224	59%	41%	122
	Senegal	14%	0%	86%	28	100%	0%	15
	Sierra Leone	14%	57%	29%	7	100%	0%	1
	South Africa	69%	20%	11%	274	0%	0%	0
	South Sudan	33%	42%	25%	12	0%	0%	0
	Sudan	57%	18%	25%	28	0%	0%	0
	Swaziland	50%	17%	33%	6	0%	0%	0
	Tanzania	46%	52%	2%	63	0%	0%	0
	Togo	14%	0%	86%	7	0%	0%	0
	Uganda	19%	57%	24%	42	0%	0%	0
	Zambia	17%	61%	23%	66	0%	0%	0
	Zimbabwe	33%	49%	18%	73	0%	0%	0
<b>Asia</b>	Afghanistan	16%	30%	54%	89	0%	0%	0
	Bangladesh	49%	11%	40%	714	100%	0%	24
	Bhutan	88%	6%	6%	17	0%	0%	0
	India	61%	0%	39%	1083	100%	0%	284
	Indonesia	73%	0%	27%	1209	0%	0%	0
	Japan	62%	0%	38%	385	0%	0%	0
	Malaysia	45%	19%	37%	220	100%	0%	17
	Mongolia	27%	20%	54%	41	5%	95%	63
	Nepal	27%	46%	27%	161	100%	0%	17
	Pakistan	3%	33%	64%	141	43%	57%	28
	Vietnam	25%	40%	35%	162	100%	0%	105

		Print %	Radio %	Television %	Stories N (weighted)	Internet %	Twitter %	Stories N (weighted)
<b>Caribbean</b>	Antigua and Barbuda	100%	0%	0%	9	0%	0%	0
	Bahamas	50%	38%	13%	8	6%	94%	32
	Barbados	43%	29%	29%	7	100%	0%	2
	Belize	87%	5%	8%	62	100%	0%	1
	Cuba	6%	54%	41%	54	8%	92%	50
	Dominican Republic	100%	0%	0%	43	0%	0%	0
	Grenada	94%	6%	0%	18	0%	0%	0
	Guyana	67%	33%	0%	12	0%	0%	0
	Haiti	0%	50%	50%	2	100%	0%	1
	Jamaica	49%	42%	9%	43	32%	68%	25
	Puerto Rico	48%	17%	36%	42	12%	88%	86
	Saint Lucia	100%	0%	0%	2	0%	100%	9
	Saint Vincent and the Grenadines	91%	8%	1%	85	0%	100%	4
	Suriname	25%	38%	38%	8	6%	94%	17
	Trinidad and Tobago	42%	21%	38%	24	100%	0%	6
<b>Europe</b>	Austria	81%	12%	7%	73	100%	0%	40
	Belarus	37%	33%	30%	63	14%	86%	151
	Belgium	43%	17%	40%	144	33%	67%	130
	Bosnia and Herzegovina	60%	19%	21%	108	4%	96%	148
	Bulgaria	64%	36%	0%	14	0%	0%	0
	Croatia	51%	29%	20%	70	29%	71%	14
	Cyprus	29%	29%	43%	21	5%	95%	61
	Denmark	81%	10%	9%	109	100%	0%	56
	Estonia	25%	44%	31%	32	48%	52%	62
	Finland	10%	40%	50%	30	23%	77%	136
	France	23%	63%	14%	720	61%	39%	428
	Georgia	51%	16%	32%	170	43%	57%	61
	Germany	75%	12%	13%	372	59%	41%	289
	Hungary	13%	25%	62%	60	100%	0%	19
	Iceland	46%	31%	23%	13	100%	0%	14
	Italy	52%	13%	35%	245	53%	47%	304
	Luxembourg	67%	24%	10%	21	59%	41%	29
	Malta	24%	24%	51%	45	0%	0%	0
	Montenegro	0%	40%	60%	5	100%	0%	2
	Netherlands	58%	27%	15%	131	100%	0%	95
	Norway	69%	8%	23%	78	70%	30%	54
	Poland	62%	22%	16%	169	32%	68%	221
	Portugal	47%	14%	39%	64	65%	35%	20
	Romania	28%	17%	55%	145	25%	75%	97
	Serbia	50%	18%	32%	114	46%	54%	37
	Spain	34%	28%	38%	262	36%	64%	270
	Sweden	73%	8%	20%	225	44%	56%	78
	Switzerland	87%	5%	8%	238	34%	66%	125
	Turkey	20%	13%	67%	403	49%	51%	327
	United Kingdom	61%	22%	18%	834	56%	44%	400
<b>Latin America</b>	Argentina	26%	35%	39%	204	51%	49%	156
	Bolivia	26%	35%	39%	69	100%	0%	25
	Chile	34%	0%	66%	41	100%	0%	29
	Colombia	33%	29%	38%	127	51%	49%	81
	Costa Rica	58%	19%	23%	64	35%	65%	62
	Ecuador	51%	22%	26%	134	10%	90%	181

		Print %	Radio %	Television %	Stories N (weighted)	Internet %	Twitter %	Stories N (weighted)
	El Salvador	17%	48%	34%	29	16%	84%	38
	Guatemala	41%	13%	46%	68	5%	95%	81
	Mexico	3%	70%	27%	272	50%	50%	392
	Nicaragua	19%	25%	55%	67	0%	0%	0
	Paraguay	53%	17%	30%	30	3%	97%	74
	Peru	28%	45%	26%	325	21%	79%	257
	Uruguay	33%	29%	38%	63	5%	95%	44
	Venezuela	32%	17%	51%	231	32%	68%	157
<b>Middle East</b>	Egypt	33%	8%	60%	144	100%	0%	70
	Israel	56%	18%	25%	87	100%	0%	24
	Lebanon	61%	20%	20%	46	0%	0%	0
	Morocco	17%	43%	40%	144	0%	0%	0
	Palestine, State of	0%	38%	62%	55	100%	0%	21
	Tunisia	17%	48%	34%	166	100%	0%	25
<b>North America</b>	Canada	71%	0%	29%	153	44%	56%	79
	United States	53%	6%	41%	1069	69%	31%	321
<b>Pacific</b>	Australia	38%	16%	46%	287	42%	58%	154
	Fiji	38%	25%	38%	8	100%	0%	1
	New Zealand	52%	22%	25%	63	12%	88%	109
	Solomon Islands	50%	50%	0%	2	0%	0%	0



## Annex 6.

# Regional results tables

Newspapers, radio and television news: Overall presence of women as subjects and sources. 1995-2015.

	1995	2000	2005	2010	2015
<b>Africa</b>	22%	11%	19%	19%	22%
<b>Asia</b>	14%	17%	19%	20%	20%
<b>Caribbean</b>	22%	24%	25%	25%	29%
<b>Europe</b>	16%	19%	21%	26%	25%
<b>Latin America</b>	16%	20%	23%	29%	29%
<b>Middle East</b>	14%	15%	15%	16%	18%
<b>North America</b>	27%	25%	26%	28%	36%
<b>Pacific</b>	20%	25%	26%	25%	26%

Newspapers, radio and television news. Women as subjects and sources, by major topic. 2015.

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports
<b>Africa</b>	16%	19%	37%	26%	28%	15%
<b>Asia</b>	7%	15%	28%	27%	27%	20%
<b>Caribbean</b>	19%	26%	33%	32%	39%	29%
<b>Europe</b>	19%	21%	37%	27%	27%	26%
<b>Latin America</b>	25%	24%	34%	34%	31%	23%
<b>Middle East</b>	9%	18%	21%	25%	18%	22%
<b>North America</b>	23%	41%	43%	39%	38%	29%
<b>Pacific</b>	22%	29%	54%	31%	24%	21%

Internet news websites and news media tweets: Women as subjects and sources, by major topic. 2015.

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports
<b>Africa</b>	28%	19%	28%	10%	40%	0%
<b>Asia</b>	20%	9%	32%	29%	39%	24%
<b>Caribbean</b>	21%	29%	50%	34%	17%	39%
<b>Europe</b>	17%	25%	36%	29%	24%	25%
<b>Latin America</b>	24%	19%	46%	33%	30%	27%
<b>Middle East</b>	10%	0%	0%	22%	20%	47%
<b>North America</b>	17%	40%	71%	42%	48%	31%
<b>Pacific</b>	18%	15%	40%	27%	21%	23%



## Newspapers, radio and television news. Functions of female news subjects. 2015.

	Subject	Spokesperson	Expert or commentator	Personal Experience	Eye Witness	Popular Opinion
<b>Africa</b>	24%	19%	19%	29%	20%	25%
<b>Asia</b>	25%	11%	10%	31%	34%	31%
<b>Caribbean</b>	24%	27%	29%	44%	33%	41%
<b>Europe</b>	25%	23%	18%	38%	28%	42%
<b>Latin America</b>	29%	22%	27%	47%	37%	42%
<b>Middle East</b>	17%	16%	26%	30%	26%	32%
<b>North America</b>	39%	31%	32%	40%	20%	78%
<b>Pacific</b>	26%	24%	14%	48%	21%	25%

## Newspapers, radio and television news. Female reporters. 2000-2015.

	2000	2005	2010	2015
<b>Africa</b>	24%	28%	30%	35%
<b>Asia</b>	31%	37%	37%	31%
<b>Caribbean</b>	39%	41%	45%	44%
<b>Europe</b>	34%	34%	35%	37%
<b>Latin America</b>	27%	44%	43%	41%
<b>Middle East</b>	34%	35%	34%	38%
<b>North America</b>	36%	35%	38%	40%
<b>Pacific</b>	43%	44%	38%	45%

## Newspapers, radio and television news. Female reporters, by major topic. 2015.

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports
<b>Africa</b>	30%	32%	47%	39%	34%	34%
<b>Asia</b>	31%	32%	54%	30%	28%	18%
<b>Caribbean</b>	45%	44%	75%	45%	28%	38%
<b>Europe</b>	30%	43%	44%	37%	33%	42%
<b>Latin America</b>	41%	40%	45%	44%	38%	30%
<b>Middle East</b>	27%	32%	41%	52%	37%	55%
<b>North America</b>	28%	40%	57%	48%	34%	32%
<b>Pacific</b>	41%	51%	79%	48%	36%	38%

Newspapers, radio and television news, Stories that make reference to gender equality, women's rights and/or human rights policy. 2010-2015.

	2010	2015
<b>Africa</b>	13%	20%
<b>Asia</b>	8%	8%
<b>Caribbean</b>	9%	19%
<b>Europe</b>	9%	5%
<b>Latin America</b>	5%	7%
<b>Middle East</b>	22%	6%
<b>North America</b>	21%	17%
<b>Pacific</b>	2%	1%

Newspapers, radio and television news. Stories that make reference to gender equality/human rights/policy, by major topic. 2015.

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports
<b>Africa</b>	20%	18%	19%	25%	21%	10%
<b>Asia</b>	3%	6%	8%	12%	12%	8%
<b>Caribbean</b>	16%	8%	16%	38%	22%	5%
<b>Europe</b>	7%	3%	5%	5%	7%	2%
<b>Latin America</b>	5%	5%	12%	12%	7%	1%
<b>Middle East</b>	9%	2%	3%	11%	2%	0%
<b>North America</b>	15%	14%	9%	31%	10%	10%
<b>Pacific</b>	4%	2%	0%	3%	0%	0%

Newspapers, radio and television news. Stories where issues of gender equality or inequality are raised. 2005-2015.

	2005	2010	2015
<b>Africa</b>	4%	5%	20%
<b>Asia</b>	3%	3%	8%
<b>Caribbean</b>	5%	9%	18%
<b>Europe</b>	3%	3%	5%
<b>Latin America</b>	4%	12%	7%
<b>Middle East</b>	1%	4%	6%
<b>North America</b>	5%	10%	17%
<b>Pacific</b>	3%	1%	1%

Newspapers, radio and television news. Stories where gender equality issues are raised, by major topic. 2015.

	Politics and Government	Economy	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts and Media, Sports
<b>Africa</b>	19%	18%	19%	25%	21%	10%
<b>Asia</b>	3%	6%	8%	12%	12%	8%
<b>Caribbean</b>	15%	8%	14%	37%	23%	5%
<b>Europe</b>	7%	3%	5%	5%	8%	2%
<b>Latin America</b>	5%	5%	11%	12%	7%	1%
<b>Middle East</b>	9%	2%	3%	12%	2%	0%
<b>North America</b>	15%	14%	10%	31%	10%	9%
<b>Pacific</b>	4%	2%	0%	3%	0%	0%

Newspapers, radio and television news. Stories that clearly challenge gender stereotypes. 2005-2015.

	2005	2010	2015
<b>Africa</b>	3%	5%	5%
<b>Asia</b>	2%	5%	3%
<b>Caribbean</b>	3%	5%	8%
<b>Europe</b>	2%	4%	3%
<b>Latin America</b>	3%	13%	5%
<b>Middle East</b>	3%	4%	2%
<b>North America</b>	5%	9%	9%
<b>Pacific</b>	1%	2%	1%



## Annex 7

# National data tables

### 1. Newspapers, Television, Radio: People in the news and reporters, by sex

	People in the news			Overall Reporters		
	Female	Male	N	Female	Male	N
<b>AFRICA</b>						
Benin	11%	89%	184	21%	79%	47
Burkina Faso	41%	59%	61	27%	73%	41
Burundi	18%	82%	97	22%	78%	46
Cameroon	19%	81%	380	47%	53%	104
Cabo Verde	27%	73%	94	31%	69%	13
Chad	4%	96%	23	17%	83%	6
Congo (the Democratic Republic of the)	30%	70%	138	27%	73%	56
Congo	96%	4%	53	68%	32%	19
Equatorial Guinea	14%	86%	119	44%	56%	25
Ethiopia	0%	100%	5			0
Gabon	98%	2%	44	0%	100%	18
Ghana	21%	79%	263	36%	64%	101
Kenya	22%	78%	304	29%	71%	102
Lesotho	50%	50%	30	100%	0%	5
Madagascar	27%	73%	254	46%	54%	131
Malawi	45%	55%	87	38%	62%	39
Mali	13%	87%	171	26%	74%	42
Mauritania	18%	82%	72	0%	100%	8
Mauritius	17%	83%	202	30%	70%	61
Niger	0%	100%	9	50%	50%	4
Nigeria	18%	82%	217	25%	75%	65
Senegal	12%	88%	172	25%	75%	48
Sierra Leone	22%	78%	41	50%	50%	28
South Africa	28%	72%	565	47%	53%	150
Sudan	11%	89%	55	30%	70%	20
South Sudan	13%	87%	63	37%	63%	19
Swaziland	28%	72%	43	37%	63%	30
Tanzania	21%	79%	224	35%	65%	66
Togo	20%	80%	74	19%	81%	37
Uganda	28%	72%	213	20%	80%	50
Zambia	18%	82%	194	49%	51%	63
Zimbabwe	16%	84%	317	18%	82%	87

	People in the news			Overall Reporters		
	Female	Male	N	Female	Male	N
<b>ASIA</b>						
Afghanistan	21%	79%	139	29%	71%	76
Bangladesh	18%	82%	579	16%	84%	108
Bhutan	12%	88%	50	39%	61%	23
India	21%	79%	407	46%	54%	76
Indonesia	23%	77%	101	11%	89%	9
Japan	21%	79%	279	28%	72%	54
Malaysia	8%	92%	261	27%	73%	62
Mongolia	23%	77%	409	56%	44%	118
Nepal	13%	87%	1092	23%	77%	79
Pakistan	36%	64%	101	16%	84%	38
Vietnam	22%	78%	414	52%	48%	66
<b>CARIBBEAN</b>						
Antigua and Barbuda	15%	85%	34	75%	25%	4
Bahamas	27%	73%	182	50%	50%	36
Barbados	31%	69%	74	54%	46%	13
Belize	21%	79%	339	18%	82%	62
Cuba	17%	83%	312	47%	53%	76
Dominican Republic	27%	73%	131	43%	57%	49
Grenada	50%	50%	58	25%	75%	4
Guyana	33%	67%	86	25%	75%	4
Haiti	20%	80%	5	75%	25%	4
Jamaica	36%	64%	476	43%	57%	69
Puerto Rico	35%	65%	236	72%	28%	47
Saint Lucia	20%	80%	10	0%	100%	7
Saint Vincent and the Grenadines	30%	70%	215	78%	22%	92
Suriname	23%	77%	83	15%	85%	27
Trinidad and Tobago	30%	70%	440	59%	41%	81
<b>EUROPE</b>						
Austria	21%	79%	354	49%	51%	63
Belarus	27%	73%	179	55%	45%	38
Belgium	24%	76%	553	27%	73%	143
Bosnia and Herzegovina	16%	84%	604	49%	51%	82
Bulgaria	35%	65%	63	82%	18%	17
Croatia	30%	70%	563	50%	50%	128
Cyprus	19%	81%	290	33%	67%	83
Denmark	25%	75%	413	32%	68%	147
Estonia	22%	78%	124	44%	56%	78
Finland	29%	71%	391	44%	56%	126
France	23%	77%	1512	46%	54%	232
Georgia	28%	72%	365	80%	20%	173



	People in the news			Overall Reporters		
	Female	Male	N	Female	Male	N
Germany	33%	67%	365	36%	64%	87
Hungary	21%	79%	268	41%	59%	61
Iceland	18%	82%	103	31%	69%	74
Ireland	33%	67%	379	39%	61%	124
Italy	21%	79%	603	39%	61%	148
Luxembourg	23%	77%	304	50%	50%	48
Malta	16%	84%	420	35%	65%	175
Montenegro	14%	86%	151	47%	53%	32
Netherlands	21%	79%	310	30%	70%	97
Norway	27%	73%	270	35%	65%	117
Poland	23%	77%	446	31%	69%	117
Portugal	21%	79%	389	43%	57%	123
Romania	35%	65%	427	57%	43%	138
Serbia	22%	78%	556	58%	42%	90
Spain	28%	72%	580	58%	42%	229
Sweden	31%	69%	620	35%	65%	230
Switzerland	23%	77%	757	23%	77%	229
Turkey	19%	81%	552	17%	83%	230
UK (England, Scotland, Wales)	28%	72%	1108	27%	73%	278
<b>LATIN AMERICA</b>						
Argentina	29%	71%	385	27%	73%	75
Bolivia	32%	68%	272	44%	56%	80
Chile	32%	68%	303	41%	59%	86
Colombia	25%	75%	326	36%	64%	113
Costa Rica	26%	74%	422	41%	59%	175
Ecuador	26%	74%	547	42%	58%	73
El Salvador	20%	80%	146	43%	57%	42
Guatemala	30%	70%	237	49%	51%	86
Mexico	24%	76%	368	46%	54%	154
Nicaragua	33%	68%	480	53%	47%	132
Paraguay	25%	75%	72	38%	63%	24
Peru	38%	62%	555	38%	62%	141
Uruguay	27%	73%	342	31%	69%	88
Venezuela	23%	77%	267	56%	44%	98
<b>MIDDLE EAST</b>						
Egypt	10%	90%	84	29%	71%	35
Israel	24%	76%	446	31%	69%	134
Lebanon	13%	87%	224	45%	55%	56
Morocco	20%	80%	191	37%	63%	78
Palestine, State of	11%	89%	273	16%	84%	38
Tunisia	19%	81%	755	61%	39%	114

	People in the news			Overall Reporters		
	Female	Male	N	Female	Male	N
<b>NORTH AMERICA</b>						
Canada	27%	73%	266	43%	57%	88
United States	38%	62%	352	39%	61%	183
<b>PACIFIC</b>						
Australia	27%	73%	934	45%	55%	210
Fiji	14%	86%	88	42%	58%	33
New Zealand	18%	82%	344	47%	53%	74
Solomon Islands	70%	30%	30	60%	40%	25

## 2. Newspapers, Television, Radio: Reporters, by sex

	Newspaper reporters			Radio reporter			TV reporter		
	Female	Male	N	Female	Male	N	Reporter Female	Male	N
<b>AFRICA</b>									
Benin	18%	82%	33	0%	100%	5	44%	56%	9
Burkina Faso	28%	72%	29	17%	83%	6	33%	67%	6
Burundi	25%	75%	12	14%	86%	22	33%	67%	12
Cameroon	46%	54%	50	39%	61%	18	53%	47%	36
Cabo Verde	33%	67%	12				0%	100%	1
Chad	0%	100%	1	33%	67%	3	0%	100%	2
Congo (the Democratic Republic of the)	31%	69%	13	13%	87%	15	32%	68%	28
Congo	86%	14%	14				20%	80%	5
Equatorial Guinea	50%	50%	6	0%	100%	4	53%	47%	15
Ethiopia									
Gabon	0%	100%	18						
Ghana	20%	80%	51	67%	33%	27	35%	65%	23
Kenya	25%	75%	56	25%	75%	4	36%	64%	42
Lesotho							100%	0%	5
Madagascar	36%	64%	77	68%	32%	22	53%	47%	32
Malawi	76%	24%	17	0%	100%	17	40%	60%	5
Mali	26%	74%	42						
Mauritania	0%	100%	4				0%	100%	4
Mauritius	21%	79%	34	56%	44%	18	11%	89%	9
Niger	50%	50%	4						
Nigeria	20%	80%	50	0%	100%	1	43%	57%	14
Senegal	32%	68%	19				21%	79%	29
Sierra Leone	33%	67%	15	78%	22%	9	50%	50%	4
South Africa	48%	52%	122	54%	46%	13	33%	67%	15
Sudan	35%	65%	17				0%	100%	3
South Sudan	37%	63%	19						
Swaziland	26%	74%	23				71%	29%	7
Tanzania	35%	65%	65				0%	100%	1
Togo	13%	87%	15				23%	77%	22

	Newspaper reporters			Radio reporter			TV reporter		
	Female	Male	N	Female	Male	N	Reporter Female	Male	N
Uganda	20%	80%	50						
Zambia	51%	49%	53				40%	60%	10
Zimbabwe	21%	79%	61	13%	88%	8	11%	89%	18
<b>ASIA</b>									
Afghanistan	19%	81%	26	56%	44%	16	24%	76%	34
Bangladesh	8%	92%	38	33%	67%	6	19%	81%	64
Bhutan	44%	56%	16	0%	100%	1	33%	67%	6
India	43%	57%	53				52%	48%	23
Indonesia	13%	88%	8				0%	100%	1
Japan	32%	68%	28				23%	77%	26
Malaysia	28%	72%	47	100%	0%	1	21%	79%	14
Mongolia	57%	43%	30	50%	50%	6	56%	44%	82
Nepal	21%	79%	58	33%	67%	12	22%	78%	9
Pakistan	8%	92%	13	0%	100%	1	21%	79%	24
Vietnam	49%	51%	47	63%	38%	16	33%	67%	3
<b>CARIBBEAN</b>									
Antigua and Barbuda	100%	0%	3				0%	100%	1
Bahamas	37%	63%	19	64%	36%	14	67%	33%	3
Barbados	75%	25%	8	100%	0%	1	0%	100%	4
Belize	21%	79%	43				11%	89%	19
Cuba	37%	63%	19	42%	58%	33	63%	38%	24
Dominican Republic	43%	57%	49						
Grenada	25%	75%	4						
Guyana	33%	67%	3	0%	100%	1			
Haiti	0%	100%	1	100%	0%	2	100%	0%	1
Jamaica	35%	65%	40	63%	37%	19	40%	60%	10
Puerto Rico	74%	26%	35	100%	0%	2	60%	40%	10
Saint Lucia	0%	100%	7						
Saint Vincent and the Grenadines	13%	87%	23	100%	0%	69			
Suriname	11%	89%	9	38%	63%	8	0%	100%	10
Trinidad and Tobago	73%	28%	40	0%	100%	1	48%	53%	40
<b>EUROPE</b>									
Austria	39%	61%	44	67%	33%	9	80%	20%	10
Belarus	51%	49%	35				100%	0%	3
Belgium	53%	147%	69	33%	67%	18	27%	73%	56
Bosnia and Herzegovina	48%	52%	21	36%	64%	22	56%	44%	39
Bulgaria	86%	14%	14	67%	33%	3			
Croatia	44%	56%	57	74%	26%	19	48%	52%	52
Cyprus	13%	88%	32				45%	55%	51
Denmark	32%	68%	123	50%	50%	2	32%	68%	22
Estonia	44%	56%	27	78%	22%	18	24%	76%	33
Finland	44%	56%	93	47%	53%	17	44%	56%	16
France	52%	48%	90	35%	65%	88	52%	48%	54
Georgia	70%	30%	43	90%	10%	21	83%	17%	109
Germany	31%	69%	62	100%	0%	1	46%	54%	24
Hungary	40%	60%	10	54%	46%	13	37%	63%	38
Iceland	45%	55%	29	15%	85%	27	33%	67%	18

	Newspaper reporters			Radio reporter			TV reporter		
	Female	Male	N	Female	Male	N	Reporter Female	Male	N
Ireland	48%	52%	65	24%	76%	42	41%	59%	17
Italy	33%	67%	73	47%	53%	15	45%	55%	60
Luxembourg	48%	52%	33	67%	33%	6	44%	56%	9
Malta	39%	61%	36	61%	39%	23	29%	71%	116
Montenegro	0%	100%	1	38%	62%	13	56%	44%	18
Netherlands	32%	68%	38	23%	78%	40	42%	58%	19
Norway	37%	63%	57	31%	69%	13	34%	66%	47
Poland	28%	72%	68	43%	57%	21	29%	71%	28
Portugal	57%	43%	58	35%	65%	20	29%	71%	45
Romania	55%	45%	49	100%	0%	9	53%	48%	80
Serbia	67%	33%	18	64%	36%	25	51%	49%	47
Spain	44%	56%	62	52%	48%	65	70%	30%	102
Sweden	31%	69%	140	38%	63%	32	41%	59%	58
Switzerland	24%	76%	183	20%	80%	10	19%	81%	36
Turkey	20%	80%	41				16%	84%	189
UK (England, Scotland, Wales)	27%	73%	199	14%	86%	14	32%	68%	65
<b>LATIN AMERICA</b>									
Argentina	15%	85%	13	0%	100%	21	44%	56%	41
Bolivia	50%	50%	24	25%	75%	20	50%	50%	36
Chile	32%	68%	31				45%	55%	55
Colombia	32%	68%	28	28%	72%	36	45%	55%	49
Costa Rica	44%	56%	110	33%	67%	43	45%	55%	22
Ecuador	57%	43%	21	71%	29%	14	24%	76%	38
El Salvador	36%	64%	14	53%	47%	15	38%	62%	13
Guatemala	47%	53%	60	100%	0%	1	52%	48%	25
Mexico	50%	50%	105	46%	54%	35	14%	86%	14
Nicaragua	64%	36%	50	0%	100%	5	49%	51%	77
Paraguay	25%	75%	8	67%	33%	3	38%	62%	13
Peru	42%	58%	12	29%	71%	48	42%	58%	81
Uruguay	40%	60%	15	19%	81%	32	37%	63%	41
Venezuela	66%	34%	38	47%	53%	15	51%	49%	45
<b>MIDDLE EAST</b>									
Egypt	17%	83%	24				55%	45%	11
Israel	30%	70%	66	32%	68%	22	33%	67%	46
Lebanon	45%	55%	31	60%	40%	5	40%	60%	20
Morocco	22%	78%	45	75%	25%	4	55%	45%	29
Palestine, State of	0%	100%	14	20%	80%	5	26%	74%	19
Tunisia	61%	39%	88	59%	41%	17	56%	44%	9
<b>NORTH AMERICA</b>									
Canada	42%	58%	77				55%	45%	11
United States	40%	60%	122	67%	33%	6	33%	67%	55

	Newspaper reporters			Radio reporter			TV reporter		
	Female	Male	N	Female	Male	N	Reporter Female	Male	N
<b>PACIFIC</b>									
Australia	47%	53%	110	50%	50%	12	41%	59%	88
Fiji	48%	52%	21	50%	50%	2	30%	70%	10
New Zealand	46%	54%	35	60%	40%	5	47%	53%	34
Solomon Islands	59%	41%	22	67%	33%	3			

### 3. Television, Radio: Presenters, by sex

	Radio presenters		TV presenters		OVERALL PRESENTERS	
	Female	Male	Female	Male	Female	Male
<b>AFRICA</b>						
Benin	28%	72%			28%	72%
Burkina Faso						
Burundi	60%	40%	100%	0%	70%	30%
Cameroon	66%	34%	29%	71%	42%	58%
Cabo Verde	0%	100%	100%	0%	96%	4%
Chad	0%	100%	100%	0%	80%	20%
Congo (the Democratic Republic of the)	76%	24%	100%	0%	79%	21%
Congo	100%	0%	50%	50%	83%	17%
Equatorial Guinea	13%	88%	100%	0%	40%	60%
Ethiopia	100%	0%			100%	0%
Gabon	10%	90%	0%	100%	5%	95%
Ghana	100%	0%	39%	61%	42%	58%
Kenya	0%	100%	29%	71%	10%	90%
Lesotho	77%	23%	100%	0%	78%	22%
Madagascar	29%	71%	100%	0%	55%	45%
Malawi	89%	11%			89%	11%
Mali						
Mauritania			75%	25%	75%	25%
Mauritius	26%	74%	100%	0%	28%	72%
Niger			0%	100%	0%	100%
Nigeria	29%	71%	100%	0%	53%	47%
Senegal			79%	21%	79%	21%
Sierra Leone			100%	0%	100%	0%
South Africa	70%	30%	44%	56%	64%	36%
Sudan	100%	0%	25%	75%	67%	33%
South Sudan	0%	100%	0%	100%	0%	100%
Swaziland	83%	17%	50%	50%	57%	43%
Tanzania	23%	77%	0%	100%	22%	78%
Togo			40%	60%	40%	60%
Uganda	100%	0%	100%	0%	100%	0%
Zambia	29%	71%	39%	61%	31%	69%
Zimbabwe	61%	39%	33%	67%	59%	41%



	Radio presenters		TV presenters		OVERALL PRESENTERS	
	Female	Male	Female	Male	Female	Male
<b>ASIA</b>						
Afghanistan	32%	68%	25%	75%	30%	70%
Bangladesh	67%	33%	66%	34%	66%	34%
Bhutan	0%	100%	100%	0%	56%	44%
India			66%	34%	66%	34%
Indonesia						
Japan			57%	43%	57%	43%
Malaysia	80%	20%	54%	46%	62%	38%
Mongolia	70%	30%	69%	31%	70%	30%
Nepal	43%	57%	75%	25%	54%	46%
Pakistan	100%	0%	69%	31%	86%	14%
Vietnam	35%	65%	77%	23%	51%	49%
<b>CARIBBEAN</b>						
Antigua and Barbuda	50%	50%	50%	50%	50%	50%
Bahamas	48%	52%	100%	0%	56%	44%
Barbados	39%	61%	38%	62%	38%	62%
Belize	0%	100%	96%	4%	49%	51%
Cuba	35%	65%	70%	30%	40%	60%
Dominican Republic						
Grenada	53%	47%			53%	47%
Guyana	19%	81%			19%	81%
Haiti						
Jamaica	76%	24%	53%	47%	71%	29%
Puerto Rico	0%	100%	48%	52%	32%	68%
Saint Lucia						
Saint Vincent and the Grenadines	3%	97%	100%	0%	11%	89%
Suriname	27%	73%	65%	35%	52%	48%
Trinidad and Tobago	52%	48%	56%	44%	54%	46%
<b>EUROPE</b>						
Austria	47%	53%	82%	18%	62%	38%
Belarus	100%	0%	89%	11%	95%	5%
Belgium	31%	69%	63%	37%	50%	50%
Bosnia and Herzegovina			68%	32%	68%	32%
Bulgaria	13%	88%			13%	88%
Croatia	67%	33%	38%	62%	53%	47%
Cyprus	100%	0%	60%	40%	75%	25%
Denmark	30%	70%	26%	74%	28%	72%
Estonia	48%	53%	16%	84%	37%	63%
Finland	0%	100%	26%	74%	23%	77%
France	26%	74%	38%	62%	28%	72%
Georgia	77%	23%	100%	0%	88%	12%
Germany	79%	21%	50%	50%	64%	36%
Hungary	46%	54%	35%	65%	39%	61%
Iceland	0%	100%	54%	46%	28%	72%
Ireland	0%	100%	100%	0%	12%	88%
Italy	36%	64%	27%	73%	29%	71%
Luxembourg	55%	45%	0%	100%	41%	59%
Malta	10%	90%	65%	35%	37%	63%

	Radio presenters		TV presenters		OVERALL PRESENTERS	
	Female	Male	Female	Male	Female	Male
Montenegro	100%	0%	30%	70%	32%	68%
Netherlands	47%	53%			47%	53%
Norway	33%	67%	42%	58%	40%	60%
Poland	63%	38%	68%	32%	64%	36%
Portugal						
Romania	90%	10%	85%	15%	87%	13%
Serbia	83%	17%	79%	21%	80%	20%
Spain	74%	26%	55%	45%	62%	38%
Sweden	59%	41%	63%	37%	62%	38%
Switzerland	28%	72%	65%	35%	48%	52%
Turkey	65%	35%	65%	35%	65%	35%
UK (England, Scotland, Wales)	47%	53%	40%	60%	43%	57%
<b>LATIN AMERICA</b>						
Argentina	48%	52%	36%	64%	37%	63%
Bolivia	25%	75%	67%	33%	56%	44%
Chile			88%	13%	32%	68%
Colombia	45%	55%	85%	15%	66%	34%
Costa Rica			53%	47%	53%	47%
Ecuador	48%	52%	50%	50%	49%	51%
El Salvador	53%	47%	93%	7%	66%	34%
Guatemala	55%	45%	80%	20%	68%	32%
Mexico	43%	57%	46%	54%	44%	56%
Nicaragua	41%	59%	66%	34%	56%	44%
Paraguay	13%	88%	20%	80%	15%	85%
Peru	26%	74%	63%	38%	35%	65%
Uruguay	9%	91%	44%	56%	35%	65%
Venezuela	28%	72%	54%	46%	47%	53%
<b>MIDDLE EAST</b>						
Egypt	67%	33%	59%	41%	60%	40%
Israel	68%	32%	60%	40%	63%	37%
Lebanon	100%	0%	70%	30%	90%	10%
Morocco	28%	72%	80%	20%	55%	45%
Palestine, State of	0%	100%	0%	100%	0%	100%
Tunisia	72%	28%	92%	8%	80%	20%
<b>NORTH AMERICA</b>						
Canada			84%	16%	84%	16%
United States	12%	88%	32%	68%	29%	71%
<b>PACIFIC</b>						
Australia	72%	28%	55%	45%	59%	41%
Fiji	100%	0%	63%	38%	65%	35%
New Zealand	65%	35%	54%	46%	59%	41%
Solomon Islands	100%	0%			100%	0%

#### 4. News Tweets: People in the news, by sex

	Female	Male	N		Female	Male	N
Argentina	23%	77%	81	Kenya	25%	75%	40
Australia	20%	80%	51	Luxembourg	36%	64%	14
Bahamas	7%	93%	14	Mexico	36%	64%	103
Belarus	15%	85%	48	Mongolia	16%	84%	25
Belgium	31%	69%	29	New Zealand	16%	84%	62
Bosnia and Herzegovina	25%	75%	61	Nigeria	39%	61%	44
Cameroon	13%	88%	8	Norway	50%	50%	6
Canada	32%	68%	22	Pakistan	50%	50%	12
Colombia	38%	63%	48	Paraguay	23%	77%	44
Congo (the Democratic Republic of the)	0%	100%	4	Peru	40%	60%	162
Costa Rica	12%	88%	17	Poland	19%	81%	130
Croatia	35%	65%	31	Portugal	36%	64%	11
Cuba	50%	50%	12	Puerto Rico	35%	65%	31
Cyprus	0%	100%	36	Romania	48%	52%	48
Ecuador	9%	91%	81	Saint Lucia	38%	63%	8
El Salvador	28%	72%	36	Saint Vincent and the Grenadines	25%	75%	4
Estonia	19%	81%	31	Serbia	13%	88%	16
Finland	11%	89%	37	Spain	42%	58%	69
France	38%	62%	93	Suriname	33%	67%	9
Georgia	29%	71%	7	Sweden	29%	71%	28
Germany	30%	70%	149	Switzerland	48%	52%	23
Guatemala	22%	78%	50	Turkey	31%	69%	145
Ireland	16%	84%	44	UK (England, Scotland,Wales)	32%	68%	57
Italy	17%	83%	98	United States	38%	62%	87
Jamaica	7%	93%	15	Uruguay	19%	81%	57
				Venezuela	29%	71%	65

#### 5. Internet news: People in the news, by sex

	Female	Male	N		Female	Male	N
Argentina	24%	76%	121	Cameroon	0%	100%	11
Australia	25%	75%	257	Canada	29%	71%	66
Austria	16%	84%	212	Chile	24%	76%	111
Bahamas	35%	65%	48	Colombia	50%	50%	58
Bangladesh	29%	71%	79	Congo	67%	33%	6
Barbados	38%	62%	13	Congo (the Democratic Republic of the)	0%	100%	5
Belarus	23%	77%	112	Costa Rica	41%	59%	95
Belgium	20%	80%	123	Croatia	18%	82%	11
Belize	14%	86%	44	Cuba	18%	82%	45
Bolivia	25%	75%	89	Cyprus	17%	83%	24
Bosnia and Herzegovina	38%	63%	24	Denmark	22%	78%	222
Cabo Verde	12%	88%	25	Ecuador	25%	75%	73

	Female	Male	N		Female	Male	N
Egypt	19%	81%	32	Nigeria	33%	67%	27
El Salvador	45%	55%	55	Norway	29%	71%	147
England	31%	69%	201	Pakistan	50%	50%	4
Equatorial Guinea	0%	100%	5	Palestine, State of	14%	86%	59
Estonia	26%	74%	107	Paraguay	0%	100%	6
Fiji	0%	100%	4	Peru	38%	62%	74
Finland	26%	74%	153	Poland	12%	88%	119
France	26%	74%	455	Portugal	24%	76%	33
Georgia	17%	83%	36	Puerto Rico	27%	73%	66
Germany	21%	79%	221	Romania	27%	73%	45
Guatemala	0%	100%	18	Saint Lucia	50%	50%	4
Haiti	0%	100%	1	Saint Vincent and the Grenadines	25%	75%	4
Hungary	29%	71%	51	Senegal	3%	97%	93
Iceland	21%	79%	80	Serbia	24%	76%	38
India	36%	64%	55	Sierra Leone	17%	83%	6
Ireland	13%	87%	90	Spain	30%	70%	221
Israel	15%	85%	130	Suriname	41%	59%	17
Italy	29%	71%	347	Sweden	27%	73%	81
Jamaica	38%	62%	69	Switzerland	31%	69%	68
Luxembourg	23%	77%	193	Togo	0%	100%	2
Madagascar	0%	100%	3	Trinidad and Tobago	31%	69%	89
Malaysia	6%	94%	85	Tunisia	23%	77%	30
Mauritania	0%	100%	3	Turkey	27%	73%	75
Mexico	30%	70%	90	UK (England, Wales)	28%	72%	282
Mongolia	7%	93%	29	United States	43%	57%	74
Montenegro	36%	64%	25	Uruguay	75%	25%	4
Nepal	16%	84%	111	Venezuela	18%	82%	62
Netherlands	13%	87%	248	Vietnam	18%	82%	105
New Zealand	30%	70%	67				

## 6. Internet & Twitter: People in the news, by sex

	Female	Male		Female	Male
Argentina	24%	76%	Cabo Verde	12%	88%
Australia	24%	76%	Cameroon	5%	95%
Austria	16%	84%	Canada	30%	70%
Bahamas	29%	71%	Chile	24%	76%
Bangladesh	29%	71%	Colombia	44%	56%
Barbados	38%	62%	Congo	67%	33%
Belarus	21%	79%	Congo (the Democratic Republic of the)	0%	100%
Belgium	22%	78%	Costa Rica	37%	63%
Belize	14%	86%	Croatia	31%	69%
Bolivia	25%	75%	Cuba	25%	75%
Bosnia and Herzegovina	28%	72%			

	Female	Male		Female	Male
Cyprus	7%	93%	Netherlands	13%	87%
Denmark	22%	78%	New Zealand	23%	77%
Ecuador	16%	84%	Nigeria	37%	63%
Egypt	19%	81%	Norway	29%	71%
El Salvador	38%	62%	Pakistan	50%	50%
Equatorial Guinea	0%	100%	Palestine, State of	14%	86%
Estonia	25%	75%	Paraguay	20%	80%
Fiji	0%	100%	Peru	39%	61%
Finland	23%	77%	Poland	16%	84%
France	28%	72%	Portugal	27%	73%
Georgia	19%	81%	Puerto Rico	30%	70%
Germany	24%	76%	Romania	38%	62%
Guatemala	16%	84%	Saint Lucia	42%	58%
Haiti	0%	100%	Saint Vincent and the Grenadines	25%	75%
Hungary	29%	71%	Senegal	3%	97%
Iceland	21%	79%	Serbia	20%	80%
India	36%	64%	Sierra Leone	17%	83%
Ireland	14%	86%	Spain	33%	67%
Israel	15%	85%	Suriname	38%	62%
Italy	27%	73%	Sweden	28%	72%
Jamaica	32%	68%	Switzerland	35%	65%
Kenya	25%	75%	Togo	0%	100%
Luxembourg	24%	76%	Trinidad and Tobago	31%	69%
Madagascar	0%	100%	Tunisia	23%	77%
Malaysia	6%	94%	Turkey	30%	70%
Mauritania	0%	100%	UK (England, Wales)	29%	71%
Mexico	33%	67%	United States	40%	60%
Mongolia	11%	89%	Uruguay	23%	77%
Montenegro	36%	64%	Venezuela	24%	76%
Nepal	16%	84%	Vietnam	18%	82%

## 7. Internet: Reporters, by sex

	Female	Male	N		Female	Male	N
Argentina	0%	100%	3	Bosnia and Herzegovina	100%	0%	1
Australia	51%	49%	39	Cabo Verde	33%	67%	3
Austria	15%	85%	13	Cameroon	0%	100%	6
Bahamas	29%	71%	7	Canada	46%	54%	28
Bangladesh	0%	100%	6	Chile	57%	43%	14
Barbados	56%	44%	9	Colombia	43%	57%	7
Belarus	55%	45%	20	Congo	33%	67%	3
Belgium	13%	87%	15	Costa Rica	49%	51%	51
Belize	0%	100%	4	Croatia	50%	50%	4
Bolivia	71%	29%	7	Cuba	50%	50%	6



	Female	Male	N
Cyprus	0%	100%	2
Denmark	23%	77%	97
Ecuador	45%	55%	11
Egypt	22%	78%	32
El Salvador	50%	50%	10
Equatorial Guinea	100%	0%	1
Estonia	30%	70%	47
Fiji	75%	25%	4
Finland	39%	61%	46
France	50%	50%	124
Georgia	47%	53%	17
Germany	37%	63%	41
Guatemala	88%	13%	8
Haiti	0%	100%	2
Hungary	13%	88%	8
Iceland	25%	75%	59
India	59%	41%	41
Ireland	41%	59%	29
Israel	22%	78%	32
Italy	30%	70%	44
Jamaica	20%	80%	15
Luxembourg	14%	86%	14
Madagascar	100%	0%	5
Malaysia	22%	78%	18
Mexico	36%	64%	47
Mongolia	33%	67%	6
Nepal	20%	80%	5

	Female	Male	N
Netherlands	40%	60%	15
New Zealand	53%	47%	19
Nigeria	33%	67%	12
Norway	47%	53%	91
Pakistan	67%	33%	3
Paraguay	0%	100%	1
Peru	17%	83%	12
Poland	58%	42%	19
Portugal	40%	60%	5
Puerto Rico	67%	33%	12
Romania	78%	22%	23
Saint Lucia	0%	100%	1
Saint Vincent and the Grenadines	0%	100%	4
Senegal	29%	71%	14
Serbia	33%	67%	3
Sierra Leone	0%	100%	4
Spain	36%	64%	28
Suriname	33%	67%	6
Sweden	32%	68%	37
Switzerland	9%	91%	11
Togo	100%	0%	1
Trinidad and Tobago	60%	40%	15
Tunisia	60%	40%	10
Turkey	38%	63%	8
UK (England, Wales)	39%	61%	51
United States	49%	51%	43
Vietnam	17%	83%	6



## Annex 8

# Technical advisory committee

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## Annex 9

# Resources for Civil Society and Activists

Author/Source, Resource Title	Website	Language	Summary
Council of Europe Gender Equality Commission (2014). <i>Gender Equality and the Media at National Level: Compilation of Good Practices from Member States</i>	<a href="http://bit.ly/1DvXmba">http://bit.ly/1DvXmba</a> (shortened URL)	English	"The good practices include national and targeted media campaigns, specific legislation, prizes/awards for non-stereotyped portrayal of women, electronic databases with experts that traditionally appear less in media coverage, inventories of best practices in the field of gender imaging, training courses directed at mass media professionals, relevant data collection and competitions."
Inter Press Service (IPS) Africa (2008). <i>Women in the News: Strengthening the Voice and Visibility of Women in the African Media's Coverage of Elections, Politics and Governance</i>	<a href="http://www.ips.org/africa/library/publications/ips_the_women_in_the_news.pdf">http://www.ips.org/africa/library/publications/ips_the_women_in_the_news.pdf</a>	English	This toolkit provides a framework for training women politicians and the journalists who cover them. "The purpose of this handbook is twofold: to build the capacity of the media in Africa to analyse election and governance processes from a gender perspective; and to strengthen the ability of women in politics and public life to engage with the media and to communicate effectively through the media on politics and governance issues."
Inter Press Service (IPS) Africa (2010). <i>Gender and Development Glossary</i>	<a href="http://www.ips.org/mdg3/new-edition-of-the-ips-gender-and-development-glossary-launched/">http://www.ips.org/mdg3/new-edition-of-the-ips-gender-and-development-glossary-launched/</a>	English	The publication offers journalists and writers a guide for picking their way through the sometimes tricky terrain of gender, media and development, and the use of gender-related terms and language in media.  Its glossary section takes users through the meaning and nuances of 141 key terms in gender and development, many of them updated from the gender and media discussions over the last decade and useful in covering these issues. The book also has a list of troublesome terms and alternatives that are useful in newsrooms and other publication venues, as well as in training programmes and news stylebooks.
Just Associates, the Association for Progressive Communications and Women's Net (2015). <i>ICTs for Feminist Movement Building: Activists Toolkit</i>	<a href="http://cdn.agilitycms.com/who-makes-the-news/Images/Blog/JASS-APC-Women-Net-ICTs-Toolkit-2015.pdf">http://cdn.agilitycms.com/who-makes-the-news/Images/Blog/JASS-APC-Women-Net-ICTs-Toolkit-2015.pdf</a>	English	A toolkit on the role and importance of information and communication technologies (ICTs) for feminist movements and struggles.
Maria Edström and Ragnhild Mølster (2014). <i>Making Change. Nordic Examples of Working Towards Gender Equality in the Media. Nordicom</i>	<a href="http://hdl.handle.net/2077/37362">http://hdl.handle.net/2077/37362</a>	English	The publication presents good practices of gender mainstreaming in film, journalism, computer games and advertising. It also includes statistical data from Nordic private and public media companies and organisations.
Mediterranean Institute of Gender Studies (2005). <i>The Gender and Media Handbook. Promoting Equality, Diversity &amp; Empowerment.</i>	<a href="http://medinstgenderstudies.org/wp-content/uploads/handbook_final.pdf">http://medinstgenderstudies.org/wp-content/uploads/handbook_final.pdf</a>	English	This handbook aims to sensitize journalists and media professionals to gender issues and gender inequality in the media and to provide practical help to bring changes to this inequality, with a special focus on Cyprus. It is intended for personal learning purposes as well as for supporting formal training seminars.

Author/Source, Resource Title	Website	Language	Summary
UNESCO (2011). <i>Femmes et Medias au Maghreb. Guide à l'intention de la société civile pour améliorer la représentation des femmes dans les medias au Maghreb.</i>	<a href="http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/214631f.pdf">http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/214631f.pdf</a>	French	A guide for civil society working to improve the representation of women in media in the Middle East.
UNESCO (2012). <i>Gender-Sensitive Indicators for Media: Framework of indicators to gauge gender sensitivity in media operations and content.</i> Paris: UNESCO.	<a href="http://unesdoc.unesco.org/imagenes/0021/002178/217831e.pdf">http://unesdoc.unesco.org/imagenes/0021/002178/217831e.pdf</a>	Chinese English French Mongolian Spanish Vietnamese	This publication seeks to contribute to gender equality and women's empowerment in and through all media forms. It identifies and elaborates on actions to foster gender equality within media organizations. It includes selected case studies of gender mainstreaming in the media from the Asia-Pacific, the Caribbean, Europe, the Middle East, Latin America and Southern Africa. The purpose is to encourage media organizations to make gender equality issues transparent and comprehensible to the public, as well as to analyse their own internal policies and practices with a view to take the necessary actions for change.
UN Women (2011). <i>Election Coverage from a Gender Perspective: A Media Monitoring Manual.</i>	<a href="http://www.idea.int/publications/election_coverage_gender_perspective/index.cfm">http://www.idea.int/publications/election_coverage_gender_perspective/index.cfm</a>	English	This manual presents a methodological tool for monitoring media coverage during election campaigns. It focuses on a gender perspective using objective and verifiable information, and is based on experiences of six Latin American institutions.
Women's Media Centre and She Should Run (2012). <i>Name it. Change it. Sexism and Equality don't mix. The Women's Media Centre Guide to Gender Neutral Coverage of Women Candidates + Politicians.</i>	<a href="http://wmc.3cdn.net/b2d5a7532d50091943_n1m6b1avk.pdf">http://wmc.3cdn.net/b2d5a7532d50091943_n1m6b1avk.pdf</a>	English	This guide includes analysis and research on sexism in the media and its effects on women candidates, case studies, as well as guiding rules for gender neutrality and a media pledge of gender neutrality that can be signed.
Women's Media Watch Jamaica (2011). <i>Whose Perspective: A Guide to Gender Aware Analysis of Media Content</i>  Edited by Hilary Nicholson & Danielle Toppin	<a href="http://wmwja.org/manuals-publications">http://wmwja.org/manuals-publications</a>	English	This training manual for civil society and journalism training institutions includes three main sections: gender and media content, gender, power and violence in media content, and taking action (monitoring, researching and lobbying with a gender lens).
World Association for Christian Communication (2012). <i>Gender Ethics in Journalism Compass.</i> Toronto: WACC	<a href="http://whomakesthenews.org/journalism-kit/gender-ethics-compass">http://whomakesthenews.org/journalism-kit/gender-ethics-compass</a>	English French Spanish	Designed for media professionals responsible for creating content, this compass aims to catalyse critical reflection on the intersections between gender concerns and journalistic ethics.
World Association for Christian Communication (2008). <i>"Mission Impossible": A Gender and Media Advocacy Toolkit</i>	<a href="http://whomakesthenews.org/advocacy/media-advocacy-toolkit">http://whomakesthenews.org/advocacy/media-advocacy-toolkit</a>	English French Spanish	The toolkit provides theoretical and practical information and training modules on how to build civil society capacity to lobby for gender-balanced and gender-fair media using the results of the GMMP. It seeks to de-mystify media and gender advocacy by illustrating concrete steps, case studies, tips and information on many different ways how to advocate for gender-balanced media.



## Annex 10

# Resources for Journalists and Media Organizations

Author/Source, Resource Title	Website	Language	Summary
Portraying Politics project partners, (2006). <i>Portraying Politics: A toolkit on Gender and Television</i>	<a href="http://www.portrayingpolitics.org/">http://www.portrayingpolitics.org/</a>	English German	The toolkit “challenges journalists and programme-makers to reflect on the way they currently do things, and to think creatively about new possibilities. The toolkit contends that fair gender portrayal is a professional criterion like any other – balance, diversity, clarity and so on. It also aims to demonstrate that when attention is paid to gender during the production process, the pay-off is richer and more innovative output that will appeal to a wider audience. The material is organized in 8 modules, each of which deals with a different aspect of gender, politics and media”
Chicago Task Force on Violence Against Girls & Young Women (2012). <i>Reporting On Rape and Sexual Violence. A Media Toolkit for Local and National Journalists to Better Media Coverage.</i>	<a href="http://www.chitaskforce.org/wp/wp-content/uploads/2012/10/Chicago-Taskforce-Media-Toolkit.pdf">http://www.chitaskforce.org/wp/wp-content/uploads/2012/10/Chicago-Taskforce-Media-Toolkit.pdf</a>	English	The toolkit provides background information on socially accepted violence against women and explicit information on the role and impact of journalists while reporting on rape and sexual violence. It gives examples of alternative language and interview techniques aspects that should or should not be included in the content in order not to strengthen the social acceptance of rape culture. It is intended for local American journalists but most of the content can be applied more universally.
Child and Family Services Ballarat Inc. & Pact Community Support for the Grampians Integrated Family Violence Committee (2011). <i>Family Violence in the News: A Media Toolkit</i> (2nd Edition)	<a href="http://www.cafs.org.au/about/publications">http://www.cafs.org.au/about/publications</a>	English	“The ‘Media Toolkit’ provides practical information and advice to support media reporting of family violence. It is designed to reflect current views and understanding of family violence based on input from a large range of players drawn from the family violence support sector and the media, and, perhaps most importantly, from women who have experienced family violence in the past.”
Common Sense Media, (2013). <i>Boys, Girls, and Media Messages in a Digital World A Common Sense Media White Paper.</i>	<a href="https://www.common sensemedia.org/sites/default/files/uploads/about_us/boysgirlsandmediamessages_commonsensemedia_spring2013.pdf">https://www.common sensemedia.org/sites/default/files/uploads/about_us/boysgirlsandmediamessages_commonsensemedia_spring2013.pdf</a>	English	This paper gives an overview of the impact and influences of gender stereotypes in the media on children and youths. It provides recommendations for parents, educators, policy makers, media companies and teenagers to fight against gender stereotypes in the media.
European Federation of Journalists, International Federation of Journalists and Friedrich Ebert Stiftung (2014). <i>Handbook on Gender Equality Best Practices in European Journalists’ Unions.</i>	<a href="http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Gender_Equality_Best_Practices_Handbook_-_English_version.pdf">http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Gender_Equality_Best_Practices_Handbook_-_English_version.pdf</a>	English	This handbook contains numerous examples of best practice initiatives especially for unions and their members to learn from each other and to improve the participation of women in the unions.



Author/Source, Resource Title	Website	Language	Summary
GLAAD (2014). <i>GLAAD Media Reference Guide - 9th Edition</i>	<a href="http://www.glaad.org/reference">http://www.glaad.org/reference</a>	English	This reference offers guidelines for journalists, editors and producers for fair, accurate and inclusive reporting of gay and lesbian issues for mainstream journalists and entertainment media. It offers tools journalists can use to report on LGBT issues in ways that bring out the best in journalism. It also includes a glossary of lesbian, gay and bisexual terminology.
IFJ, INSI and Dart Centre for Journalism and Trauma (2005) <i>Frontline Reporting. Women Working in War Zones. Guidelines for Reporters, Managers and Editors.</i>	<a href="http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Safety_Guidelines_for_Women_working_in_War_Zones_EN.pdf">http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Safety_Guidelines_for_Women_working_in_War_Zones_EN.pdf</a>	English Arabic	This leaflet contains information about underlying issues that distinguish the situation of female journalists in war zones from that of males, and gives practical recommendations for female journalists themselves as well as for managers and editors.
International Labour Organization (2015) <i>Reporting on disability: Guidelines for the media</i>	<a href="http://www.ilo.org/skills/pubs/WCMS_127002/lang-en/index.htm">http://www.ilo.org/skills/pubs/WCMS_127002/lang-en/index.htm</a>	English Thai Vietnamese Chinese	"These Guidelines are intended to provide practical advice to the media on how to promote positive, inclusive images of women and men with disabilities and stimulate a climate of non-discrimination and equal opportunity – in all levels of the economy and society – for disabled persons. It is intended for people working as editors, journalists, broadcasters, producers, programme makers and presenters."
Inter Press Service (IPS) <i>Gender, HIV/AIDS and Rights: Training Manual for the Media</i> edited by Patricia Made	<a href="http://www.who.int/hiv/topics/vct/sw_toolkit/gender_hivaids_rights.pdf">http://www.who.int/hiv/topics/vct/sw_toolkit/gender_hivaids_rights.pdf</a>	English	A training manual and guide to strengthen the skills of journalists and editors to analyse and report facts, issues and data about HIV/AIDS from a gender perspective. There are three modules in the manual which can be used in developing training seminars for journalists. The modules can also be used as stand-alone training materials for other courses on HIV/AIDS or gender.
Louis Lapeyronnie, <i>Gender Issues: Equality in the Media. Guide for Journalists.</i> European Media Network for Diversity and Intercultural Dialogue	<a href="https://www.coe.int/t/dghl/standardsetting/equality/03themes/women_media/Gender%20Issues_Guide%20for%20Journalists.pdf">https://www.coe.int/t/dghl/standardsetting/equality/03themes/women_media/Gender%20Issues_Guide%20for%20Journalists.pdf</a>	English	This guide produced as part of the Council of Europe's Media Against Racism in Sports (MARS) programme provides tools to help journalists attain a fair, balanced and non-stereotypical representation of women in the media.
National Union of Journalists (United Kingdom) <i>NUJ Guidelines on LGBT reporting</i>	<a href="https://www.nuj.org.uk/documents/nuj-guidelines-on-lgbt-reporting/">https://www.nuj.org.uk/documents/nuj-guidelines-on-lgbt-reporting/</a>	English	Aimed at all media workers who create and handle editorial material, the guideline offers tools for fair, accurate and inclusive reporting of gay, lesbian, bisexual and transgender people. The guidelines were drawn up in consultation with representative LGBT organisations.
South African Institute for the Advancement of Journalism (IAJ) and Gender Links (GL) <i>Gender in Media Training: A Southern African Tool Kit.</i>	<a href="http://bit.ly/1HdaxAs">http://bit.ly/1HdaxAs</a> (shortened URL)	English	This kit aims to provide media educators with the skills and arguments to overcome obstacles to gender mainstreaming and includes numerous examples and exercises.
Uks and the Global Fund for Women (GFW) (2013). <i>Covering Disasters through the Lens of Gender. A Guidebook for the Media.</i>	<a href="http://bit.ly/1k5xACG">http://bit.ly/1k5xACG</a> (shortened URL)	English	This guidebook aims to encourage "media practitioners to become active partners in disaster situations and help initiate public debate on the plans and policies of government, relief agencies and support groups. The guide is meant to assist in producing media messages regarding the safety and security of women and children in crisis situations, especially violence against women, and in raising awareness about the degradation and exploitation of women, and the undermining of their position and role in society." (p. 8). The guidebook concentrates on Pakistan but includes several parts that can be read internationally.

Author/Source, Resource Title	Website	Language	Summary
Uks and Canadian International Development Agency (CIDA) (2001). <i>Gender Sensitive Media Tool Kit. Making It Easier to Report on HIV/AIDS</i>	<a href="http://www.uksresearch.com/PublicationsPDFs%5CGender-sensitive%20media%20toolkit%20%28English%29.pdf">http://www.uksresearch.com/PublicationsPDFs%5CGender-sensitive%20media%20toolkit%20%28English%29.pdf</a>	English and Urdu.	This toolkit aims to enable journalists to become key activists in the battle against HIV/AIDS by informing journalists about how not to contribute to the stigma that is attached to HIV/AIDS. It includes a section on the connectedness of gender, media and HIV/AIDS as well as a Gender/Media and HIV/AIDS Checklist.
Uks Research (2013). <i>Gender - Sensitive Code of Ethics</i>	<a href="http://uksresearch.readyhosting.com/PublicationsPDFs/Code%20Of%20Ethics%20Final.pdf">http://uksresearch.readyhosting.com/PublicationsPDFs/Code%20Of%20Ethics%20Final.pdf</a>	English	This voluntarily code “describes the standards, attitudes and behaviour expected from professional journalists, presenters, anchors, researchers, producers, script-writers, camera-persons as well as the policy-making editorial staff, senior management and owners of media houses.”
UNESCO (2005). <i>Gender, Conflict and Journalism. A Handbook for South Asia.</i>	<a href="http://unesdoc.unesco.org/images/0014/001439/143925E.pdf">http://unesdoc.unesco.org/images/0014/001439/143925E.pdf</a>	English	This handbook is “a compilation of emerging ideas, strategies and professional skills that journalists can wield against the entrenched traditions and new threats which constrain free expression and the achievement of gender equality and conflict resolution” in South Asia. It contains analysis, skills and strategies and best practice examples.
UNESCO (1999). <i>Guidelines for Gender Neutral Language</i>	<a href="http://unesdoc.unesco.org/images/0011/001149/114950mo.pdf">http://unesdoc.unesco.org/images/0011/001149/114950mo.pdf</a>	English	The aim of this booklet is not to abolish certain words or to alter historically established texts; nor is it suggested that these guidelines be followed to the letter. For the sake of equality, however, writers are asked in every case to pause and consider the alternatives.
UN Food and Agricultural Organization (Niger) (2014). <i>Guidelines for the production of gender responsive radio broadcasts</i>  edited by Adamou Mahamane, Fatouma Déla Sidi, Alice Van der Elstraeten	<a href="http://www.fao.org/3/a-aq230e.pdf">http://www.fao.org/3/a-aq230e.pdf</a>	English	This publication offers guidelines for producing gender responsive radio broadcasts in community and rural radio stations. “The guide is designed to help with planning and production of radio broadcasts that address the theme of gender, that are sensitive to gender and that target both women and men”.
World Association for Christian Communication (2012). <i>Learning Resource Kit for Gender-ethical Journalism and Media House Policy. Book 1-Conceptual Issues Book 2-Practical Resources. Toronto &amp; Brussels: World Association for Christian Communication &amp; International Federation of Journalists. Edited by Sarah Macharia and Pamela Morinière</i>	<a href="http://whomakesthenews.org/journalism-kit">http://whomakesthenews.org/journalism-kit</a>	English French Spanish Arabic Russian	The kit aims to provide an answer to the gender gap in news content and lack of self-regulatory mechanisms - where these do not exist - to confront gender bias. It is organised in two books that may be read independently of each other. Book 1 discusses conceptual issues pertaining to gender, media and professional ethics. Book 2 presents gender-ethical reporting guidelines on several thematic areas.
Women's International Network (AMARC-WIN) (2008). <i>Gender Policy for Community Radio</i>	<a href="http://www.amarc.org/documents/Gender_Policy/GP4CR_English.pdf">http://www.amarc.org/documents/Gender_Policy/GP4CR_English.pdf</a>	English	A resource on how to implement gender equality by-laws and policies within community radio stations.



## Annex 11

# Research and other reference materials

Author/Source, Resource Title	Website	Language	Summary
Comunicación e Información de la Mujer, AC (CIMAC) (2011). <i>Violencia contra las mujeres periodistas en México 2010-2011</i>	<a href="http://www.cimac.org.mx/secciones/publicaciones.html">http://www.cimac.org.mx/secciones/publicaciones.html</a>	Spanish	The report contains an annex of definitions of types and forms of violence against women covered in the law in Mexico. A map of the country shows where 11 women journalists were killed between 2005 and 2012. The conclusion contains reflections and proposals of primal importance for women journalists and for the prevention and eradication of violence against them. The proposals constitute a political agenda which should be considered seriously by decision makers in organizations for the defence of journalists, by human rights organizations, women's organizations, feminist and pro-democracy movements.
Council of Europe Gender Equality Commission (2015). <i>Handbook on the implementation of Recommendation CM/Rec(2013)1 of the Committee of Ministers of the Council of Europe</i>	<a href="http://bit.ly/1BnwC61">http://bit.ly/1BnwC61</a> (shortened URL)	English French	This report provides an overview of media and gender in Europe with a particular focus on the implementation of the 16 measures set out in Council of Europe Recommendation Rec(2013)1.  The report provides an overview of six main areas for enhancing gender equality in the media and provides sample good practices for each.
Dima Dabbous-Sensenig (2002). <i>The Arab World and the Challenge Of Introducing Gender-Sensitive Communication Policies</i>  Paper presented at the United Nations Division for the Advancement of Women (DAW) Expert Group Meeting on "Participation and access of women to the media, and the impact of media on, and its use as an instrument for the advancement and empowerment of women" Beirut, Lebanon 12 to 15 November 2002	<a href="http://www.un.org/womenwatch/daw/egm/media2002/reports/OP5Dabbous.PDF">http://www.un.org/womenwatch/daw/egm/media2002/reports/OP5Dabbous.PDF</a>	English	The presentation identifies some of the major problems and issues that account for the lack of gender sensitive media policies and representations in the Arab world. It includes a set of recommendations to help develop gender sensitive communication policies that are suited to the cultural, religious, political, and economic specificities of this part of the developing world.
European Commission Advisory Committee on Equal Opportunities for Women and Men, (2010). <i>Opinion on "Breaking Gender Stereotypes in the Media". Social Europe, European Commission, Brussels</i>	<a href="http://ec.europa.eu/justice/gender-equality/files/opinions_advisory_committee/2010_12_opinion_on_breaking_gender_stereotypes_in_the_media_en.pdf">http://ec.europa.eu/justice/gender-equality/files/opinions_advisory_committee/2010_12_opinion_on_breaking_gender_stereotypes_in_the_media_en.pdf</a>	English	The report highlights gaps between the reality of women's and men's lives in Europe and media portrayal of these. It proposes "measures for the promotion of a balanced and non-stereotyped portrayal of women and men in the media and in new technologies of communication". Hand in hand with this objective is the aim of promoting "equal opportunities and working conditions for women and men working in all areas of the media sector, as well as to increase participation and access to expression and decision-making for women in and throughout the media."



Author/Source, Resource Title	Website	Language	Summary
European Institute for Gender Equality (2013). <i>Review of the implementation of the Beijing Platform for Action in the EU Member States: Women and the Media</i> — <i>Advancing gender equality in decision-making in media organisations</i>	<a href="http://eige.europa.eu/sites/default/files/documents/MH3113742ENC-Women-and-Media-Report-ElGE.pdf">http://eige.europa.eu/sites/default/files/documents/MH3113742ENC-Women-and-Media-Report-ElGE.pdf</a>	English	The report provides “comparable data on the number of women in decision-making positions across major media organisations in the 27 EU member states and Croatia. Additionally, the report identifies the extent to which these organisations have developed gender equality policies, monitoring mechanisms and specific initiatives to support women’s career development. The report proposes the first indicators in the area of Women and the Media of the Beijing Platform for Action.”
Fédération Internationale des Journalistes, (2010). <i>Etude sur l'égalité des genres dans les médias en Mauritanie</i> .	<a href="http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Survey_on_women_in_media_in_Mauritia_FR.pdf">http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Survey_on_women_in_media_in_Mauritia_FR.pdf</a>	French	This report discusses the status of women in media in Mauritania, the work of unions, access of women to decision-making positions and legislation.
Gender Links (2010). <i>Gender and Media Progress Study Southern Africa</i> .	<a href="http://www.genderlinks.org.za/article/gender-and-media-progress-study-southern-africa-2010-10-06">http://www.genderlinks.org.za/article/gender-and-media-progress-study-southern-africa-2010-10-06</a>	English	This report is a follow-up to the Gender and Media Baseline Study (GMBS) conducted by Gender Links (GL) and partner organisations in 2003. It provides an overview of coverage of gender, gender-based violence, HIV and AIDS in the media in 14 countries that make up the Southern African Development Community (SADC). The recommendations target media regulation and training as well as media content.
Global Protection Cluster (2013). <i>Media Guidelines for Reporting on Gender-based Violence in Humanitarian Contexts</i>	<a href="http://gbvaor.net/just-released-gbv-aors-media-guidelines-for-reporting-on-gbv-in-humanitarian-contexts/">http://gbvaor.net/just-released-gbv-aors-media-guidelines-for-reporting-on-gbv-in-humanitarian-contexts/</a>	English Arabic	The aim of this guideline is to “ensure that all actors who play a role in facilitating or engaging in media reporting on GBV are aware of and able to prioritize the ethical and safety considerations that preserve the safety, confidentiality and dignity of survivors, their families, their communities, and those who are trying to help them.”
INSTRAW (2005). <i>INSTRAW Progress Report: Women and the Media. New Challenges</i> .	<a href="http://cdn.agilitycms.com/who-makes-the-news/Reports/instrawreport-1.pdf">http://cdn.agilitycms.com/who-makes-the-news/Reports/instrawreport-1.pdf</a>	English	This report reviews and appraises the implementation of Section J on women and the media in the Beijing Declaration and Platform for Action. It identifies areas for future action.
International Association for Media and Communication Research (2014). <i>Media and gender: a scholarly agenda for the Global Alliance on Media and Gender</i>	<a href="http://bit.ly/1Q7obrX">http://bit.ly/1Q7obrX</a> (shortened URL)	English	This agenda charts the current status of research on gender and media. The publication highlights gaps and suggests directions for future research and action. This 170-page volume includes essays from contributors in Africa, Asia, Europe, Latin America and North America covering a range of concerns that preoccupy feminist media and communication scholars and activists.
International Women’s Media Foundation (2011). <i>Global Report on the Status of Women in the News Media</i> . Washington DC: International Women’s Media Foundation.	<a href="http://www.iwmf.org/our-research/global-report/">http://www.iwmf.org/our-research/global-report/</a>	English	This large report provides data on gender positions in news organizations around the world including men’s and women’s occupational standing, salaries, hiring and promotional policies and thus gives a comprehensive picture of women’s status globally in news media ownership. It covers news media in the Middle East and North Africa, Sub-Saharan Africa, the Americas, Asia and Oceania, Eastern Europe, Nordic Europe and Western Europe.

Author/Source, Resource Title	Website	Language	Summary
International Women's Media Foundation and the International News Safety Institute (2014). <i>Violence and Harassment Against Women in the News Media.</i>	<a href="http://www.iwmf.org/our-research/journalist-safety/violence-and-harassment-against-women-in-the-news-media-a-global-picture/">http://www.iwmf.org/our-research/journalist-safety/violence-and-harassment-against-women-in-the-news-media-a-global-picture/</a>	English	This is a report on violence and threats women journalists face in the course of their work and the effects that these dangers have on their work. It offers suggestions for individuals and organizations to provide safer working environments.
International Association of Women in Radio and Television (IAWRT) (2015). <i>Gender Equality and Social Justice in Public Media: Monitoring Research in Eight Countries Across Four Continents.</i>	<a href="http://www.iawrt.org/sites/default/files/field/pdf/2015/09/IAWRT%20Gender%20Report_2015_final.pdf">http://www.iawrt.org/sites/default/files/field/pdf/2015/09/IAWRT%20Gender%20Report_2015_final.pdf</a>	English	Undertaken from 2014-2015, this media monitoring research project investigates how gender and other social justice aspects are reflected in public radio and public television programming eight countries where the IAWRT has a chapter. The data was collected from South Africa, Kenya, Tanzania, India, Cambodia, Poland, Moldova, and the United States of America. Drawing on the GMMP methodology, the study monitored diversity on prime time public media.
Internews (2013). <i>From Counting Women to Making Women Count. Focusing on Women in Media Development Programs.</i>	<a href="http://cdn.agilitycms.com/who-makes-the-news/Reports/Internews_MakingWomenCount2013-03.pdf">http://cdn.agilitycms.com/who-makes-the-news/Reports/Internews_MakingWomenCount2013-03.pdf</a>	English	This publication focusses on women in media development programs. It provides an overview of historical and contemporary key policies as well as studies and approaches to gender integration.
Marijana Matović (2013). <i>Rodna dimenzija novinarske profesije u Srbiji (Gender dimension of Journalism in Serbia)</i>	<a href="http://www.ceeol.com.aspx/issuedetails.aspx?issueid=f1a60310-54fe-48f2-9275-a391a0b07633&amp;articleid=745fc99a-45ce-42d4-91a4-fc1ac542826d">http://www.ceeol.com.aspx/issuedetails.aspx?issueid=f1a60310-54fe-48f2-9275-a391a0b07633&amp;articleid=745fc99a-45ce-42d4-91a4-fc1ac542826d</a>	Bosnian	This paper discusses how the Serbian news media reflect gender inequality in the society through gender structure on the production level. The paper is based on Serbian journalistic community's research done from June 2010 to July 2012 and a secondary analysis of the GMMP research results. The findings point to the main problems and mechanisms within the media organizations. From the owners' and managers' positions through the editorial boards, gender structure, choice of topics and news sources, to the manner of reporting on specific topics of public interest, media perpetuates a picture of gender roles. This applies in particular to the role of women whose media images often do not correspond with their roles and emancipation in real life. Thus, the social role of women in their communities is limited to patriarchal patterns, and their contribution to the community is minimized.
Sanja Sarnavka (2010). <i>Samo za tvoje oči - kako razumjeti medijske tekstove i medijsku kulturu (Towards your own gaze - how to understand media text and media culture)</i>	<a href="http://www.babe.hr/hr/put-do-vlastitog-pogleda/">www.babe.hr/hr/put-do-vlastitog-pogleda/</a>	Bosnian	A modified application of the Harold D. Lasswell's communication analysis model - WHO says WHAT to WHOM, by WHICH CHANNEL and with WHAT EFFECT, the author analyses media industry at the national and global level. Special focus is placed on gender representation in the media. With many examples, the research offers a method of analysis of different media texts. Target audience: Students, journalism training institutions



Author/Source, Resource Title	Website	Language	Summary
<p>Snježana Miličević, (Editor) (2004). <i>Žene i mediji. Genero. Posebno izdanje / 2004.</i></p> <p>(Gender and the Media. Genero. Special issue)</p>	<a href="http://www.ceeol.com/aspx/issuedetails.aspx?issueid=4b313fd2-7e5a-4397-8943-d8dd0013c8bb">http://www.ceeol.com/aspx/issuedetails.aspx?issueid=4b313fd2-7e5a-4397-8943-d8dd0013c8bb</a>	Bosnian	<p>This special edition of journal <i>Genero</i>, is dedicated to the representation of women in public communication. This is also the first publication of Belgrade Women's Studies Centre in which student research papers are published. The texts present a result of the Research seminar, held in 2002. The methodology applied is similar to that used by the GMMP in the analysis of photographs and newspaper front pages. It also presents the results of an ethnographic analysis of the audience of the popular formats such as TV series.</p>
<p>UK Parliament House of Lords Select Committee on Communications (2015). <i>Communications Committee - Second Report: Women in news and current affairs broadcasting</i></p>	<a href="http://www.publications.parliament.uk/pa/ld201415/ldselect/ldcomuni/91/9102.htm">http://www.publications.parliament.uk/pa/ld201415/ldselect/ldcomuni/91/9102.htm</a>	English	<p>A report of an inquiry into the representation of women in television and radio news and current affairs broadcasting in the UK focusing on employment, casting, participation and the representation of women as experts on news and current affairs programmes. The report includes recommendations for action broadcasters, the broadcast regulator and government.</p>
<p>UNESCO (2015). <i>Inside the News: Challenges and Aspirations of Women Journalists in Asia and the Pacific. Thailand: UNESCO.</i></p>	<a href="http://asiapacific.unwomen.org/en/digital-library/publications/2015/06/inside-the-news---challenges-and-aspirations-of-women-journalists-in-asia-and-the-pacific">http://asiapacific.unwomen.org/en/digital-library/publications/2015/06/inside-the-news---challenges-and-aspirations-of-women-journalists-in-asia-and-the-pacific</a>	<p>English (report)</p> <p><i>Report recommendations available in</i></p> <p>Chinese English Khmer Lao Malay Myanmar Tamil Thai Vietnamese</p>	<p>Based on a survey of female journalists in seven countries, the report provides a snapshot of gender and the media in Asia and the Pacific. It documents the employment of women in the industry, their position in news production, media management, their working conditions, career development opportunities and involvement in trade unions. The report identifies challenges faced by women in the media in the region. The recommendations are aimed at national, regional and international media organizations, associations and unions, journalism education and training institutions, governments, non-governmental/civil society organizations interested in promoting gender equity and balance in the media.</p>
<p>Vera Vieira e Sandra Duarte de Souza (2015). <i>A mulher no noticiário brasileiro durante a Copa do Mundo 2014</i></p>	<a href="http://www.mulherespaz.org.br/publicacoes/a-mulher-no-noticiario-brasileiro-durante-a-copa-do-mundo-2014">http://www.mulherespaz.org.br/publicacoes/a-mulher-no-noticiario-brasileiro-durante-a-copa-do-mundo-2014</a> ou <a href="https://portal.metodista.br/posreligiao/publicacoes/livros/a-mulher-no-noticiario-brasileiro">https://portal.metodista.br/posreligiao/publicacoes/livros/a-mulher-no-noticiario-brasileiro</a>	Portuguese	<p>In Brazil, women comprise only 23% of people in the news. Women remain greatly under-represented in news coverage, compared to men, depicting a world where they are almost absent. This publication contains findings from media monitoring research carried out during the Brazil-hosted 2014 World Cup. An intersectional analytical approach was adopted with an aim to deepen investigation on people in the news from the angles of stereotypes about gender, race, sexuality and gender identity. The research was implemented in collaboration with volunteer media monitors from the activist and research community. The report is aimed at civil society, media, journalism training institutions, feminist activists and researchers.</p>
<p>World Association for Christian Communication (WACC) Media and Gender Monitor</p>	<a href="http://www.waccglobal.org/resources/media-and-gender-monitor">http://www.waccglobal.org/resources/media-and-gender-monitor</a>	<p>English</p> <p>(some contributions in Spanish and French)</p>	<p>A bi-annual publication from the WACC's Gender &amp; Communication Initiative that aims to articulate gender, women, media, journalism and communication concerns from global, regional and local perspectives.</p>

Author/Source, Resource Title	Website	Language	Summary
World Association for Christian Communication (WACC) (2013). <i>Media Development Building Alliances for Gender and Media. Issue no. 3:</i>	<a href="http://cdn.agilitycms.com/who-makes-the-news/Resources/Media-Development-2013-Vol-4_Building-alliances-for-gender-and-media.pdf">http://cdn.agilitycms.com/who-makes-the-news/Resources/Media-Development-2013-Vol-4_Building-alliances-for-gender-and-media.pdf</a>	English  (some contributions in Spanish)	<i>Media Development</i> is an international quarterly journal dedicated to the theory and practice of communication around the world with many perspectives of the South, highlighting social, cultural, and spiritual values. This issue's focus is on the media's development in and for gender equality.
World Association for Christian Communication (WACC) (2010). <i>The No-Nonsense Guide to Communicating women and Peace and Security</i>	<a href="http://cdn.agilitycms.com/who-makes-the-news/Resources/NNG-Women-Peace.pdf">http://cdn.agilitycms.com/who-makes-the-news/Resources/NNG-Women-Peace.pdf</a>	English	Building on the UN resolution 1325 that acknowledges the importance of the participation of women and the inclusion of gender perspectives in all aspects of peacebuilding, it discusses how women's participation at decision-making levels in peace processes can be strengthened, how the number of women at decision-making levels in national, regional and global institutions involved in preventing, managing, and resolving conflicts can be increased and what role communication and media play in these processes. WACC's No-Nonsense Guides address communication and media practitioners and activists.
World Association for Christian Communication (WACC) (2010). <i>The No-Nonsense Guide to HIV/AIDS, Gender Equality and Communication</i>	<a href="http://cdn.agilitycms.com/wacc-global/Images/Galleries/RESOURCES/e-pubs/No-nonsense-guides/PDFS/12hiv_aids.2.pdf">http://cdn.agilitycms.com/wacc-global/Images/Galleries/RESOURCES/e-pubs/No-nonsense-guides/PDFS/12hiv_aids.2.pdf</a>	English	This guide focuses on the role of gender equality and the media in the fight against the spread of HIV/AIDS because power relations lie at the heart of this pandemic that disproportionately affects women and girls.
Women in Journalism (2012). <i>Seen but not Heard: How Women Make Front Page News</i>	<a href="http://womeninjournalism.co.uk/wp-content/uploads/2012/10/Seen_but_not_heard.pdf">http://womeninjournalism.co.uk/wp-content/uploads/2012/10/Seen_but_not_heard.pdf</a>	English	This analysis of front-page news in British newspapers with respect to the portrayal and representation of women looked at the gender of those writing the news, of those being written about, and also photographed on the front pages of British newspapers in a four-week period in April and May 2012.
Women's Media Centre and She Should Run (2014). <i>The Women's Media Centre: The Status of Women in the U.S. Media 2014.</i>	<a href="http://www.womensmediacenter.com/pages/2014-statistics">http://www.womensmediacenter.com/pages/2014-statistics</a>	English	This report brings together data and research on the representation of women in all types of media in the USA including women in sports journalism, gaming, social media and technology. It also contains practical information towards parity for media in general, the news organizations, entertainment professionals and consumers of media.
Women's Media Centre and She Should Run (2015). <i>WMC Divided 2015: The Media Gender Gap</i>	<a href="http://www.womensmediacenter.com/pages/2015-wmc-divided-media-gender-gap">http://www.womensmediacenter.com/pages/2015-wmc-divided-media-gender-gap</a>	English	The report provides a snapshot of women in newsrooms in diverse media platforms from news, literature, broadcast, film, television, radio and online to tech, gaming and social media. It finds the media landscape is still dominated by male voices and male perspectives.



## Annex 12

# Media and Gender Policy Documents

Author/Source, Resource Title	Website	Language	Summary
The Bangkok Declaration (1994)	<a href="http://cdn.agilitycms.com/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf">http://cdn.agilitycms.com/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf</a>	English, French, Spanish.	Adopted at the Women Empowering Communication Conference, February 1994, Thailand. The Conference was convened by the World Association for Christian Communication (WACC), the International Women's Tribune Centre (IWTC) and ISIS-Manila.
Section J on Women and the Media, in the <i>Beijing Declaration and Platform for Action (1995) adopted at the UN Fourth World Conference on Women, Beijing</i> .	<a href="http://cdn.agilitycms.com/who-makes-the-news/Imported/documents/section%20j%20of%20the%20beijing%20platform%20for%20action.pdf">http://cdn.agilitycms.com/who-makes-the-news/Imported/documents/section%20j%20of%20the%20beijing%20platform%20for%20action.pdf</a>	English, French	This section on thematic area 'J' on Women and the Media has two strategic objectives. Strategic objective J.1. is to increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic objective J.2. is to promote a balanced and non-stereotyped portrayal of women in the media.
Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)	<a href="http://www.un.org/womenwatch/daw/cedaw/cedaw.htm">http://www.un.org/womenwatch/daw/cedaw/cedaw.htm</a>	Arabic, Chinese, English, French, Russian, Spanish	The Convention was adopted and opened for signature, ratification and accession by the UN General Assembly Resolution 34/180 of 18 December 1979.
EFJ Policy on Sexual Harassment. The European Federation of Journalists, 2012.	<a href="http://www.ifj.org/fileadmin/images/Gender/Gender_documents/EFJ_Policy_on_Sexual_Harassment.pdf">http://www.ifj.org/fileadmin/images/Gender/Gender_documents/EFJ_Policy_on_Sexual_Harassment.pdf</a>	English, French	This paper sets out the guidelines for the Federation's behaviour in the case of harassment, inappropriate language or conduct.
International Covenant on Economic, Social and Cultural Rights.	<a href="http://cdn.agilitycms.com/who-makes-the-news/Imported/documents/international%20covenant%20on%20economic%20social%20and%20cultural%20rights.pdf">http://cdn.agilitycms.com/who-makes-the-news/Imported/documents/international%20covenant%20on%20economic%20social%20and%20cultural%20rights.pdf</a>		Adopted by the UN Economic and Social Council, May 22nd 2009, Geneva
<i>Gender Policy for Community Radio</i> . 2008. Women's International Network (AMARC-WIN)	<a href="http://www.amarc.org/documents/Gender_Policy/GP4CR_English.pdf">http://www.amarc.org/documents/Gender_Policy/GP4CR_English.pdf</a>	Arab, Bahasa, Bangla, Bisaya, Chinese, Dari, Deutsch, English, Espanol, Francais, Italiano, Lao, Nepali, Pashto, Tagalog	The policy covers issues such as women's access to airwaves, women's representation on air, special needs of minority women and funding and capacity building for women's radio.



## Annex 13

# Sample Good Practice

## Database of Female News sources

Name and Description	Website	Scope
<b>AcademiaNet</b> AcademiaNet is a database of profiles of female researchers from all disciplines. The portal was established in 2010 with the profiles of primarily German-speaking women academics. Since 2012, the portal has been gradually internationalised.	<a href="http://www.academia-net.org/">http://www.academia-net.org/</a>	Germany and Europe
<b>The BBC Expert Women's Days</b> "The BBC Academy's Expert Women initiative was a series of training days for female experts with specialist knowledge in areas where women tend to be under-represented in the broadcast media. These include subjects such as history, politics, science, technology, sport, business, business, and medicine. A total of 164 women participated in seven events that took place across the country. Of those women, 73 subsequently made 374 appearances across TV and radio (as of December 2013)."	<a href="http://www.bbc.co.uk/academy/work-in-broadcast/events/expert-women/article/art20130801163338487">http://www.bbc.co.uk/academy/work-in-broadcast/events/expert-women/article/art20130801163338487</a>	UK
<b>The Contact Book</b> The Contact Book Expert Women campaign aims to increase the pool of expert women for journalists to choose from.	<a href="http://broadcastready.co.uk/expert-women/">http://broadcastready.co.uk/expert-women/</a>	UK
<b>Expertdatabank</b> A Flemish database of experts from groups that have historically been underrepresented in news media coverage such as (women, ethnic minorities and people with disabilities and transgender people)	<a href="http://www.expertendatabank.be">www.expertendatabank.be</a>	Belgium
<b>GEM Community</b> Part of Genderlinks South Africa's GEM Community Network, the site contains a searchable database of gender and media contacts within Southern Africa.	<a href="http://gemcommunity.genderlinks.org.za/">http://gemcommunity.genderlinks.org.za/</a>	Southern Africa
<b>SheSource</b> SheSource is an online braintrust of female experts on diverse topics designed to serve journalists, producers and bookers who need female guests and sources.	<a href="http://www.shesource.org/">http://www.shesource.org/</a>	USA
<b>Who is She Database</b> This is part of the Danish Centre for Gender, Equality and Diversity. The database contains a broad range of women experts in various Arab countries in online databases, free of charge and accessible to everyone on the internet.	Who Is She in Jordan Who Is She in Lebanon Who Is She in Egypt Who Is She in Palestine	Middle East and North Africa
<b>Women For Media (Australia)</b> Women for Media, is an online database of over 170 female leaders in business, finance, government and the not-for-profit sector. It provides journalists with the direct contacts of senior female leaders for interview or comment. Journalists can send a free SMS to a leader requesting comment.	<a href="http://www.wlia.org.au/women-for-media/">http://www.wlia.org.au/women-for-media/</a>	Australia

Name and Description	Website	Scope
<b>Women for Media UK</b> Women for Media UK is a database of female leaders in business, finance, government and the not-for-profit sectors who are available for media comment on the key topics of the day. The database connects journalists to these spokespeople and the aim is to raise female profiles and visibility within the media and beyond.	<a href="http://womenformedia.30percentclub.org/">http://womenformedia.30percentclub.org/</a>	UK

## Women's News, Views and Perspectives

Name and Description	Website	Scope
<b>PBS To The Contrary</b> To The Contrary (TTC,) is an all-female news analysis series broadcast on PBS. It is now in its 22nd season on air. The program was launched in 1992, dubbed the "Year of the Woman in American Politics" as women's representation in Congress blossomed. With women in the forefront of politics and on the cutting edge of national agendas, To The Contrary continues as an essential, timely forum for women to discuss national and international issues and policies. The program covers news and offers a platform to views that are rarely, if ever, available elsewhere on television. To The Contrary, is available in 91% of television markets and is a leader in women's news and perspectives in the US.	<a href="http://www.pbs.org/to-the-contrary/">http://www.pbs.org/to-the-contrary/</a>	USA
<b>Gender Mainstreaming Good Practices</b> This portal by the European Institute for Gender Equality (EIGE) aims to "enhance the effective implementation of gender mainstreaming strategies in the EU Member States through supporting competence development on gender equality. EIGE's Good Practices programme responds to the need of the EU stakeholders involved in the design and implementation of gender mainstreaming strategies, within sectors, organisations, institutions and administrations of the Member States for the easy access to practical information". Search the database for good practices related to media.	<a href="http://eige.europa.eu/gender-mainstreaming/good-practices">http://eige.europa.eu/gender-mainstreaming/good-practices</a>	European Union
<b>GenderIT</b> GenderIT.org is a project of the Women's Rights Programme of the Association for Progressive Communications The site is meant to be a think tank of and for women's rights, sexual rights and internet rights activists, academics, journalists and advocates from a range of disciplines and contexts. GenderIT.org provides a space for reflection, influence and advocacy on internet policy and culture, to help ensure that they meet women's needs and do not infringe on their rights.	<a href="http://www.genderit.org/">http://www.genderit.org/</a>	International
<b>MEDIANE. Media in Europe for Diversity Inclusiveness.</b> This initiative by the European Union and Council of Europe brings showcases good practices on gender and media compiled from around Europe.	<a href="http://www.mediane-box.eu/en/Guide-Practices">http://www.mediane-box.eu/en/Guide-Practices</a>	Europe
<b>Women's eNews</b> Women's eNews is an award-winning nonprofit news service covering issues of particular concern to women and providing women's perspectives on public policy.	<a href="http://womensenews.org/">http://womensenews.org/</a>	International



Name and Description	Website	Scope
<b>Women's Feature Service</b> A features syndicate that works with journalists in India and abroad to generate features, profiles and analyses on a wide range of people and issues that do not usually feature in mainstream media. Its aim is to ensure that women's voices are heard in the media by generating articles for newspapers, magazines, journals and websites in India and abroad.	<a href="http://www.wfsnews.org/">http://www.wfsnews.org/</a>	India
<b>Women's News Network</b> WNN – Women News Network is a not-for-profit news network bringing in-depth interviews to over 600 UN agencies and NGO affiliates, international offices of legislation, worldwide universities and Schools of Law, as well an engaged human rights and humanitarian focused public-at-large.	<a href="http://womennewsnetwork.net/">http://womennewsnetwork.net/</a>	International
<b>Women's Views on News</b> Women's Views on News is a not-for-profit blog that features women's perspectives on the news.	<a href="http://www.womensviewsonnews.org/">http://www.womensviewsonnews.org/</a>	UK



## Annex 14

# Gender in News: Special focus on Peace & Security News

Fifteen years ago the UN Security Council Resolution 1325 (2000) on women, peace and security was adopted. The resolution “reaffirms the important role of women in the prevention and resolution of conflicts, peace negotiations, peace-building, peacekeeping, humanitarian response and in post-conflict reconstruction and stresses the importance of their equal participation and full involvement in all efforts for the maintenance and promotion of peace and security”.<sup>1</sup>

Teams in 15 transitional and conflict countries<sup>2</sup> implemented media monitoring research to collect evidence on gender in news related to peace and security. 876 stories published over the period April 20–22, 2015 in 83 major local newspapers in the 15 countries were coded. The stories are reported by 347 journalists and contain 1865 news subjects – or sources and people who the news are about. Below are some of the major findings.

## Key findings

Major Topics	Percentage (%) <sup>1</sup>		
	Politics & Government	Social & Legal	Crime & Violence
Distribution	59%	18%	23%
<b>PEOPLE IN NEWS RELEVANT TO PEACE &amp; SECURITY</b>			
Women in the stories	13%		
% breakdown of women in the stories by Major Topic	Politics & Government	Social & Legal	Crime & Violence
	7%	22%	18%
Persons who are the subjects of the story, % Women	12%		
Persons interviewed as spokespersons, % Women	11%		
Persons interviewed as experts or commentators, % Women	14%		
Persons providing opinion based on personal experience, % Women	24%		
Persons providing testimony or comment based eyewitness accounts, % Women	6%		
Persons providing popular opinion assumed to reflect that of the ‘ordinary citizen’, % Women	18%		
	Women	Men	
People in the news who are directly quoted	39%	60%	
People in the news described or portrayed as victims	20%	7%	
People in the news described or portrayed as survivors	8%	3%	
People in the news described or portrayed as perpetrators	11%	16%	



## Peace & Security-related News

REPORTING THE NEWS	Percentage (%) <sup>1</sup>		
	Politics & Government	Social & Legal	Crime & Violence
Stories reported by women	41%		
% breakdown of stories reported by women by Major Topic	46%	39%	25%
Stories reported by women, likelihood of containing women as subjects and interviewees	23%		
Stories reported by men, likelihood of containing women as subjects and interviewees	16%		
NEWS CONTENT			
	Agree	Disagree	Neither Agree nor Disagree
Story portrays women as leaders	4%	83%	13%
Story highlights gender equality/inequality issues	2%	81%	16%
Story challenges gender stereotypes	3%	82%	15%
Stories in which women are central	6%		
Stories making reference to legal or human rights instruments	45%		

1. Weighted average

PERPETRATORS	% Women	% Men
Perpetrator of intimate partner violence, rape, sexual assault, murder, etc.	17%	5%
Perpetrator of non-intimate violence, rape, sexual assault, etc.	38%	8%
Perpetrator of non-domestic crime, robbery, etc.	17%	14%
Perpetrator of violation based on religion, tradition...	7%	3%
Perpetrator of war, terrorism, vigilantism, state violence...	0%	61%
Perpetrator of discrimination based on gender, race, ethnicity age, religion, ability, etc	7%	2%
Other perpetrator	14%	8%
VICTIMS	% Women	% Men
Victim of an accident, natural disaster, poverty, disease, illness ...	7%	10%
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	13%	6%
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, (sexual violence only)	15%	1%
Victim of other non-domestic crime, robbery, etc	5%	11%
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	3%	3%
Victim of war, terrorism, vigilantism, state-based violence ...	43%	49%
Victim of discrimination based on gender, race, ethnicity, age, religion ...	7%	4%
Other victim	7%	17%



## Peace & Security-related News

SURVIVORS	% Women	% Men
Survivor of an accident, natural disaster, poverty, disease, illness ...	17%	16%
Survivor of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	9%	6%
Survivor of non-domestic sexual violence or abuse, sexual harassment, rape, (sexual violence only)	22%	2%
Survivor of other non domestic crime, robbery	0%	8%
Survivor of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning	0%	6%
Survivor of war, terrorism, vigilantism, state-based violence ...	48%	43%
Survivor of discrimination based on gender, race, ethnicity, age, religion ...	4%	4%
Other survivor	0%	16%

## Notes

1. UN Security Council, Security Council resolution 1325 (2000) [on women and peace and security], 31 October 2000, S/RES/1325 (2000), available at: <http://www.refworld.org/docid/3b00f4672e.html> [accessed 11 November 2015]

2. Participating teams

**Bosnia & Herzegovina**, Novi Put

**Cyprus**, Gender Advisory Team (GAT) and Mediterranean Institute of Gender Studies (MIGS).

**Dem Rep of Congo**, Si Jeunesse Savait

**Guatemala**, Centro Evangélico de Estudios Pastorales en América Central

**Guinea**, Réseau Inter - Africain pour les Femmes, Médias, Genre et Développement

**Liberia**, West Africa Network for Peace-Building

**Mali**, West Africa Network for Peace-Building

**Nepal**, Asmita Women's Publishing House, Media and Resource Organisation

**Palestine**, Women, Media and Development (TAM)

**Papua New Guinea**, Telikom PNG / Evangelical Lutheran Church of Papua New Guinea

**Philippines**, IBON Foundation

**Sierra Leone**, Initiatives for Media Development

**South Sudan**, Association of Media Women in Southern Sudan

**Togo**, West Africa Network for Peace-Building

**Togo**

**Uganda**, Uganda Media Women's Association



# Peace & Security-related News

## List of topics

### Major Topic: Politics and Government

- 1 Women's participation, women's decision-making in formal peace negotiations, treaties
- 2 General peace agreements, treaties, diplomacy
- 3 Peacekeeping, training for women and/or on gender-related peacekeeping dimensions
- 4 Peacekeeping, training in general
- 5 National action plans on women, peace and security
- 6 Other stories on women, peace and security
- 7 National action plans on general peace and security
- 8 Post-conflict reconstruction
- 9 Conflict prevention, disarmament
- 10 Other stories on political dimensions of peace & security

### Major Topic: Social and Legal Stories

- 11 Reparations/transitional justice/mobile courts...
- 12 Protection, safety, physical security for women
- 13 Protection, safety, physical security for general public
- 14 Displacement and Humanitarian Response
- 15 Human Rights, justice, rule of law, security sector
- 16 Security council resolution 1325 (ONLY if explicitly named)
- 17 Women's peace activism, women's participation in informal peace processes
- 18 Employment, economic recovery
- 19 Women's access to health services in conflict/post-conflict/refugee and displaced persons settings
- 20 Women's access to education in conflict/post-conflict/refugee and displaced persons settings
- 21 Women's access to psychological support in conflict/post-conflict/refugee and displaced persons settings
- 22 General public's access to health, education, psychological support in conflict/post-conflict/refugee and displaced persons settings
- 23 Other stories on social, legal dimensions of peace & security

### Major Topic: Crime and Violence

- 24 Sexual Violence against women by intimate partner: Rape, marital rape
- 25 Sexual Violence against women by others: Rape, sexual assault
- 26 Physical Violence against women: Physical Assault
- 27 Emotional and Psychological Violence against women: Abuse/Humiliation
- 28 Socio-Economic Violence against women: Discrimination and/or denial of opportunities
- 29 War, civil war, terrorism, conflict
- 30 Other stories on gender violence (specify in comments)
- 31 Other crime

### Other

- 32 Use only as a last resort





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