

**WHO  
MAKES THE  
NEWS?**



**Austria**

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**Global Media Monitoring  
Project 2015**  
**National Report**

## Acknowledgements



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GMMP 2015 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2015 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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## Preface

### Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.<sup>3</sup> Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- In **Austria** advancement in gender equality has been made in the past years by the public broadcasting service ORF in particular. The ORF is legally bound by the public broadcasting law (*Bundesgesetz über den österreichischen Rundfunk*) to implement strategies for gender equality, and has for the first time done so in 2012 with the gender equality plan (*Gleichstellungsplan*), which includes concrete measures such as giving women precedence in hiring, career steps and advanced training programs or working towards gender equality on the ORF's various boards. A public report on the success of the measures and future fields of action is due every second year. The ORF gender equality plan has been distinguished as 'good practice' by the European Institute for Gender Equality (EIGE) in 2013. It has also been awarded the 'Women's Empowerment Principles CEO Leadership Award' by the United Nations in 2015.

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<sup>1</sup> *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

<sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. With additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

<sup>3</sup> Macharia, Sarah, Dermot O'Connor and Lilian Ndamang, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

## National context

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- Austria's media system is defined by a very strong public broadcasting service, the predominance of the yellow press 'Neue Kronen Zeitung' in the newspaper market and a high degree of media concentration: The four largest media organizations hold 80% of market shares, television and radio are dominated by the ORF and the four biggest newspapers reach about 67% of the population (see "context" below for detailed information). Because access to alternative perspectives is thus limited in the traditional news media, the representation of politics – including gender issues – remains a critical topic.<sup>4</sup>
- In addition to concerns about the representation of women in the news media, gender equality in the workplace also remains in issue.<sup>5</sup> Austria passed its first law on gender equality in 1979, meant specifically to ensure equal payment for men and women in the workplace, and several adjustments have been made since. Yet the success of such efforts finds its limits in the structural context, e.g. the level of information about the actual rights and their enforcement, cultural stereotypes and role models etc., and Austria is constantly ranked lower than its immediate German-speaking neighbours regarding gender equality in employment.<sup>6</sup>
- Representative surveys carried out in Austria in recent years estimate the percentage of female journalists between 42% and 39%. The country hasn't done too bad in this respect, as the number of female journalists has constantly risen since the early 1990s and is now above the level of both Germany (37%) and Switzerland (33%), although below that of Austria's neighbors to the southeast (Croatia: 45%; Serbia: 50%; Slovakia: 57%).<sup>7</sup>
- Comparing the latest GMMP data set with those from 2005 and 2010, the overall number of women represented as subjects in the news was 25% in 2010 and thus about twice as high as in 2005. In 2015 women accounted for 21% in the offline media sample, and 16% in the newly added Internet sample. While these results may arguably be seen as a rise in the number of women visible in news, such a conclusion is in fact treacherous for various reasons: First, a detailed look at the data from 2010 and 2015 reveals that there was a significant gender gap in the contexts in which women "made the news". Second, there is no direct link between the (rising) number of women working in the media and the number of women represented in the news, as other studies have shown. And third, the GMMP collects data on a single day and thus shows only a snapshot of women in the Austrian media.

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<sup>4</sup> Magin, Melanie and Birgit Stark, Österreich – Land ohne Leuchttürme? Qualitätszeitungen im Spannungsfeld zwischen publizistischer Leistung und strukturellen Zwängen, in: Blum, Roger, Heinz Bonfadelli, Kurt Imhof and Otfried Jarren (eds.), *Krise der Leuchttürme öffentlicher Kommunikation*, Wiesbaden: VS Verlag, 2011, pp. 97-114.

<sup>5</sup> For a detailed discussion cp. Kirchhoff, Susanne and Dimitri Prandner, Women in the Austrian media: working conditions, representation and measures towards gender equality, in: Ross, Karen and Claudia Padovani (eds.), *Gender Equality and the Media: A Challenge for Europe*, ECREA book series (forthcoming).

<sup>6</sup> cp. Czech, Philip and Ulrike Salinger (eds.), *Diskriminierung – Grundrechtsverletzung oder Kavaliersdelikt? Das Gleichbehandlungsrecht in der Praxis*, Salzburg: Österreichisches Institut für Menschenrechte, 2011; Hausmann, Ricardo, Laura D. Tyson, Yasmina Bekhouche and Saadia Zahidi, *The Global Gender Gap Index 2014*, Geneva: World Economic Forum, 2014.

<sup>7</sup> cp. Kaltenbrunner, Andy, Matthias Karmasin, Daniela Kraus and Astrid Zimmermann, *Der Journalistenreport 1. Österreichs Medien und ihre Macher – eine empirische Erhebung*, Vienna: Facultas, 2007; Hummel, Roman, Susanne Kirchhoff and Dimitri Prandner, *Journalismus im Wandel – Endbericht zum Projekt*, Salzburg: self-published, 2013, online: [http://www.uni-salzburg.at/fileadmin/multimedia/Kommunikationswissenschaft/documents/Aktuelles/PR/Journalismus\\_Wandel\\_2013.pdf](http://www.uni-salzburg.at/fileadmin/multimedia/Kommunikationswissenschaft/documents/Aktuelles/PR/Journalismus_Wandel_2013.pdf).

## Executive Summary

- The GMMP monitoring in Austria looked at the role of male and female journalists and the topics they related to the public. Women and men were also identified as subjects and sources of the news with regard to their presence in different type of media. In addition, the GMMP included information about the story topics that were linked with women, the occupation of male and female news subjects, their function in the story, the mentioning of their family status, and – where this was the case – the construction of victims. Last, both the quantitative and qualitative study were concerned with gender stereotypes in news reporting and the number of stories that focussed on gender issues and (in)equality. Yet it should be remembered that because of the small size of the Austrian survey, the GMMP represents a snapshot of the Austria media at a given moment and further research is necessary to confirm our findings.
- However, the results reinforce the observation from 2005 and 2010 that women who “make the news” tend to appear in lower profile sections of the news.
- Reporting on March 25<sup>th</sup>, 2015 was heavily influenced by the crash of a *GermanWings* airplane in the French Alps the day before. This led to a high number of news stories in the social and legal topics section as well as to a comparatively high number of female politicians (the top news being the visit of German chancellor Angela Merkel and her male colleagues from France and Spain at the site of the disaster).
- The sample consisted of a total 187 news stories and 566 people as subjects in the news. Internet reporting was included for the first time in the sample, thus raising the number of monitored media to 24.
- On the monitoring day 2015 about 21% of the news subjects, reporters as well as presenters in the traditional media observed were female. This is more than in the monitored online news, where women had an overall presence of 16%. As in the years before, with regards to traditional media outlets a gender gap showed in the representation of women in economy (14%) and politics/government stories (18%) as compared to lifestyle (44%), crime and violence (25%) and social/legal issues (20%). The gap was less pronounced in the internet sample. Women were also more likely to report these subjects (combined: 67% as compared to 33% female reporters with politics/economy topics), while male reporters were divided equally between economy/politics (50%) and lifestyle/crime and violence/legal and social issues (50%).
- Due to the prominence of the airplane disaster, other news topics were pushed into the background and the main topics of the different media were less diverse than in 2010. This also left an even smaller chance for stories that focussed on women and/or gender equality issues. Only three stories addressed gender issues explicitly. Because so many stories were either factual reports about the flight crash, concerned mostly with what was happening on site and speculations about the cause of the catastrophe, or summing up politician’s statements with regards to a parliament debate and the government’s retreat, the material did not yield much information about stereotypes either.

## A DAY IN THE NEWS IN AUSTRIA

- Unlike in 2010, when the monitoring took place on a rather uneventful day, thus providing a considerable degree of variation in news topics, one major event heavily influenced the reporting on **March 25<sup>th</sup>, 2015**. On March 24<sup>th</sup> a *GermanWings* airplane had crashed in the French Alps and all selected media reported heavily about this catastrophe. At this early stage the media focussed on describing the factual events as they were known at this point. Thus news invariably highlighted the (same) international politicians travelling to France, the victims, among which was a German school group, the events at the site of the crash and speculations about what had led to the disaster.
- It should therefore be kept in mind that the incident has had a strong impact on the data presented throughout this report. For example, the number of high-ranking female politicians as news subjects is explained by the presence of German chancellor Angela Merkel, who visited the site with her French and Spanish colleagues.
- While the tragic event dominated the news for the whole day, there were of course several other topics which the media covered to a lesser degree. First and foremost, all researched media included pieces about the government retreat and a national council debate. Those were tied to the discussion about changes in the tax laws, changes in the education system and/or how retirement plans need to be adjusted. In addition, several general interest topics were reported by more than one media, including law stories and economy/business news. Foreign politics topics covered the power struggle in Kiev/Ukraine as well as a discussion about the death penalty in Utah/USA and the hostage situation in Libya.

## THE CONTEXT

- **Country background:** Austria is notorious for having the highest media concentration in Europe and arguably one of the highest worldwide. The two largest media organizations hold over 56% of the market shares.

The TV market is dominated by the public broadcasting service ORF, which is also the largest Austrian media organization. In 2014 the ORF's two general interest TV programs had a market share of 33.5%. Commercial TV programs are allowed only since 2001. Commercial programs from Germany still dominate the market, with the Austrian ATV and Puls4 on the rise. Still none of them reaches 10% in market shares.

The newspaper market is traditionally dominated by the yellow press "Kronen Zeitung" which in 2014 reached about 32% of the population. It is owned by "Mediaprint" which also owns the mid-market newspaper "Kurier". The second big player is the "Styria Medien AG", owner of the major newspapers "Kleine Zeitung" and "Die Presse" among others. Concentration of the print market is exceptionally high: the four biggest newspapers reach about 67% of the population. In a country of about 8.5 million people, the "Kronenzeitung" alone sells about 780.000 copies each day.

The radio market again is dominated by the ORF: In 2013, the various ORF radio programs had a total market share of 74%. Privately owned stations exist in all provinces since 1998, but among them only "Krone Hit Radio" has a concession for a nationwide programme (cp. [www.media-analyse.at](http://www.media-analyse.at) for data on newspapers; [mediaresearch.orf.at](http://mediaresearch.orf.at) for television and radio).

### Media monitored:

- **Newspapers:** We focused our research solely on paid-for national and regional newspapers. Of these we chose to code the three most read newspapers in Austria, which are "Kronen Zeitung", "Kleine Zeitung", and "Kurier". "Kronen Zeitung" is a tabloid, "Kleine Zeitung" is a regional newspaper, and "Kurier" is a mid-market paper. Furthermore, we picked two quality papers (one considered somewhat left-wing and the other rather conservative) and two regional ones, which have a high reach in their

range of distribution. The sample thus consisted of the following seven newspapers (the market share is given in percent for the year 2014 according to [www.media-analyse.at](http://www.media-analyse.at)): Kronen Zeitung (32.0%), Kleine Zeitung (11.6%), Kurier (7.9%), Der Standard (5.7%), Die Presse (4.1%), Tiroler Tageszeitung (3.9%), Salzburger Nachrichten (3.7%).

- **Television:** The public broadcasting service ORF is by far the strongest player in the field. By comparison, programs from neighbouring Germany and Austria's commercial provider's ATV, ATVII, Puls4, and ServusTV make a distant second and third. In the original sample we chose ORF2 out of the ORF's two channels with general news, because it is more news-oriented than ORF1 and had Austria's largest market share in 2014 with 20.2% (ORF's special interest channels are not broadcasting general news). Among the country's own commercial broadcasting services, Puls 4 and ATV have the largest market shares with 3.6% and 3.0 % respectively and therefore completed the sample (cp. Arbeitsgemeinschaft Teletest, [www.agtt.at](http://www.agtt.at)).

Because of technical problems of the GMMP database only the results of the commercial broadcasting services can be presented in the following report.

- **Radio:** We chose to code two of the radio programs of the public broadcasting service ORF and two privately owned stations, which are meant to represent a certain variety while also reaching significantly large audiences. The public broadcasting stations in the sample are Hit Radio OE3, which is the one with the highest reach in Austria, and FM4, which has a smaller audience, but is characterized by an alternative mainstream program and multilingual content (e.g. news in German, English, and French).

In the privately owned radio sector, "Krone Hit Radio" is the only nationwide radio chain, thus having the largest market share of commercial providers nationwide, but not necessarily in the different regions of Austria. All others run different programs for different parts of the country – but the top news should be the same all over Austria. Of these we included "Antenne" and "Life Radio", in our sample, because they have the largest market shares of the local providers in our region of Salzburg and neighbouring Upper Austria respectively.

We recorded the news programs which started between 7 and 8 a.m., because this is a time when many people are tuning in and because we wanted some news from the morning (Internet and TV were being recorded in the evening).

In sum, the sample included the stations Ö3 ("*Ö3 Wecker*", 7.00 am, public service broadcasting, highest market share and number of listeners in Austria (35.7%)), FM4 ("*Morning Show*", 7.30 am, public service broadcasting, 3.9% market share), Antenne Salzburg ("*Nachrichten*", 8.00 am, commercial broadcasting, 12.3% market share in Salzburg), Life Radio ("*Nachrichten*", 6.55 am, commercial broadcasting, 13.4% in Upper Austria).<sup>8</sup>

- **Internet and Twitter:** We chose the three most-visited Austrian Webpages on the alexa.com list (03/2015) that are solely concerned with news. They are: orf.at (Alexa rank: 6); standard.at (Alexa rank: 12), krone.at (Alexa rank: 20), kurier.at (Alexa rank: 46). Kurier.at is actually listed after the news site presse.com, but we opted for "Kurier" because it was part of the GMMP 2010 sample and is a mid-market media, whereas "Die Presse" would be another quality paper. All of our case studies belong to major news organizations: orf.at to the Austrian public broadcasting service ORF; standard.at and kurier.at to the national quality and mid-market newspapers of the same name, and krone.at to the tabloid "Kronen Zeitung", Austria's largest newspaper. We looked at the websites between 8.00 and 9.30 pm, because traffic tends to be higher in the evenings.

Twitter was not included into our sample because it did not yield enough tweets per day (ranging from 5 to 30 tweets on March 25<sup>th</sup>, with the exception of "Kurier" (64 tweets)). So far the major news media – with the exception of "Kurier" – make little use of their twitter accounts, using them mostly to promote the content on their web pages. There is very little original content and tweets are seldom shared and commented on. Instead the media let their more famous journalists twitter from individually

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<sup>8</sup> (cp. [http://mediaresearch.orf.at/c\\_radio/console/blank.htm?c\\_radio\\_entwicklung](http://mediaresearch.orf.at/c_radio/console/blank.htm?c_radio_entwicklung) for market shares in the first half of 2015).



named accounts. On the whole, Twitter does not play an important role as a news-tool, because the service has only about 128.000 user and 75.000 accounts in Austria and is thus not wide-spread (cp. <http://de.statista.com/statistik/daten/studie/296135/umfrage/twitter-nutzer-in-oesterreich/> and <http://socialmediaradar.at/twitter/>).

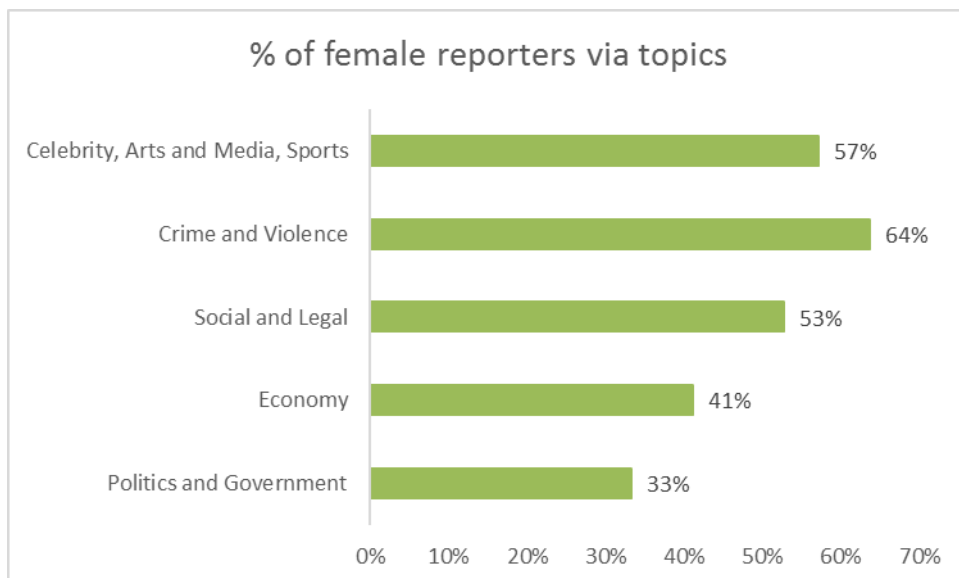
- **The monitors:** The monitoring team consisted of three staff members of the Journalism Studies Section at the Department of Communication Studies at the Paris-Lodron-University of Salzburg in Austria. The team coordinator had also coordinated the GMMP in 2010. Each of the team members coded one type of media.
- The newspaper sample included 98 articles, the broadcasting sample included 18 news stories on the radio, 10 stories on commercial television and 5 on public service television, the internet sample included 56 news stories. A total of 566 people were identified as subjects of the news.

## TOPICS IN THE NEWS

- **Topics in the news:** As stated before, March 25<sup>th</sup> was not an ordinary news day because of the heavy impact of the plane crash in the French Alps. The only other topics that were reported by all media in our sample were the government retreat and a national council debate.
- Since the *GermanWings* disaster was coded as “social and legal topics”, this category made top of the list with a total of 38 stories. The second most prominent topic was the economy (35), followed by issues stories dealing with politics and government (26) and crime and violence (22). The other news stories covered celebrity, arts/media, and sports (7) as well as science and health related issues (2).
- Men on the other side were responsible for the majority of news stories dealing with economy (59%) or politics and government (67%), whereas 64% of the news stories concerning crime and violence came from women. Female reporters were also responsible for more than half of the coverage of celebrity, arts, media and sports news (57%) and social and legal issues (53%). In the case of the former the high percentage is misleading insofar as more detailed studies find the largest gender gap in sports reporting, while lifestyle topics such as celebrities are more often reported by women.<sup>9</sup> And in both cases the absolute numbers are very small. Likewise, because there were only two contributions in the field of science and health the result of 0% coverage by women should not be interpreted in any way. Furthermore, these numbers have to be interpreted carefully, as information on sex of the reporter was not always provided.

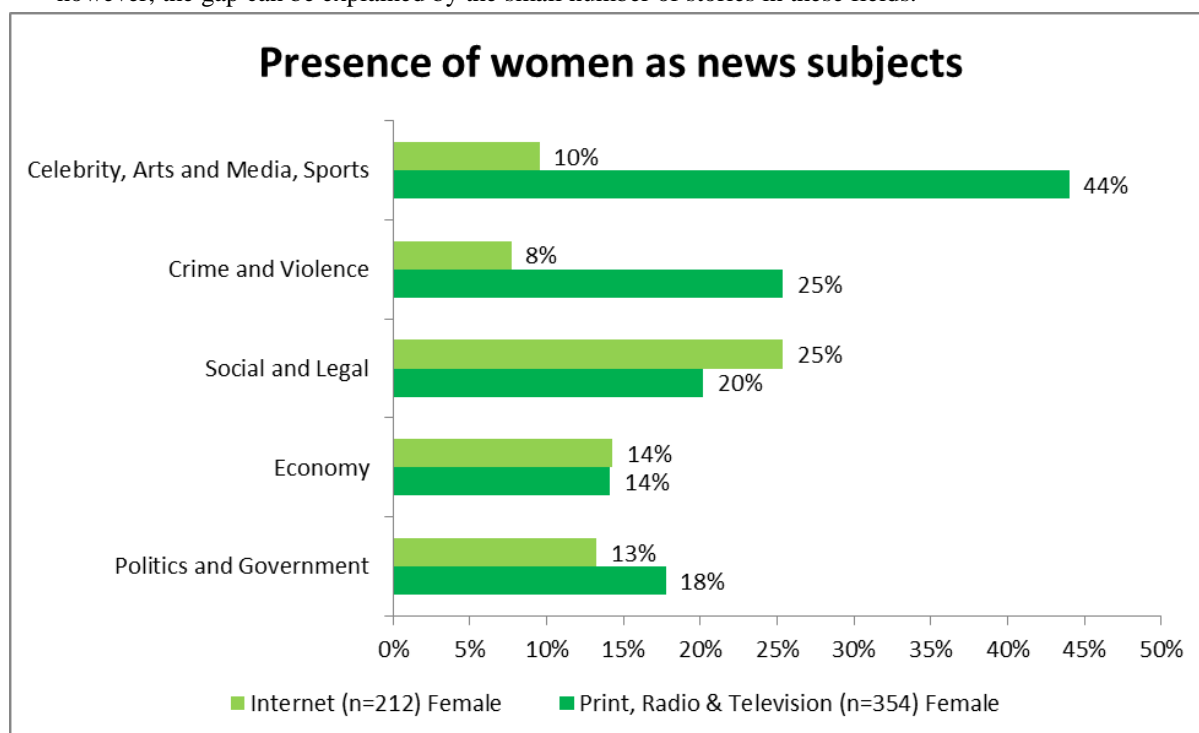
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<sup>9</sup> cp. Kaltenbrunner, Andy, Matthias Karmasin, Daniela Kraus and Astrid Zimmermann, *Der Journalistenreport 1. Österreichs Medien und ihre Macher – eine empirische Erhebung*, Vienna: Facultas, 2007, pp. 115-121.



## THE NEWS

- Overall presence of women and men in the news in Austria as news subjects:** Out of a total of 566 news subjects only 109 were women. They account for 21% of the people appearing in news stories from traditional media (print, radio and television) and for 16% of the internet sample.
- Furthermore, although men dominated most topics, there are some notable differences to be observed. The major topics of politics and government as well as economy had more than 80% of the news subjects being male. Social and legal news stories showed a similar split, with a slightly higher percentage of female news subjects, ranging from 20% to 25%.
- In the comparison between internet and traditional news media, the largest differences in percentage could be found in stories dealing with celebrities/arts/media/sport and social/legal topics. Yet again however, the gap can be explained by the small number of stories in these fields.

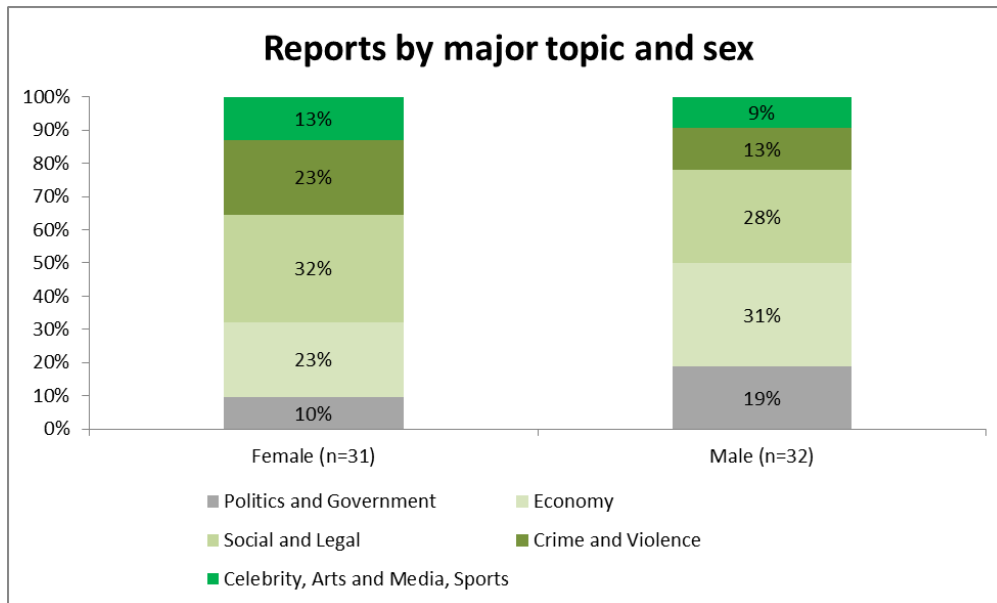


- **Presence of female and male news subjects by medium – radio, TV and newspapers:** Taking a look at the different type of media, the relation between female and male subjects was best on television with 27% female, followed by 24% on radio and 20% in print.
- **Who are the newsmakers?** Because of the nature of the top news on March 25<sup>th</sup>, the most frequent newsmakers in the sample are government officials (n=145), followed by business people (n=41), criminal suspects (n=16), people working in the field of law (n=21) as well as government employees (n=14). In all those categories women are a minority, ranging from 5% (business persons) to 29% (lawyer, judge, magistrate, legal advocate, etc.). The fact that women account for 15% of government officials and politicians can be attributed to particular two incidents: First, German chancellor Angela Merkel travelled to France to mourn the victims of the crashed *GermanWings* flight. Second, Eva Glawischnig, leader of the Austrian Green Party, was very often referenced and interviewed in relation with discussions that took place in the Austrian government during retreat.
- **Function of female and male news subjects:** Women appeared less often in high profile positions than men. 33 experts commenting on a topic (73%) and 70 spokespersons (89%) were male. Furthermore, the small group of news subjects that related personal experience (n=7), had the highest ratio of females - 43% or 3 cases.
- **Constructing ‘victims’ in the news:** The portrayal of people as victims showed very limited results. For the most part, victims were referred to as a group (of mixed gender), due to the airplane crash. In four cases (17%) women were identified as victims of an accident, while this was true for men in eight cases (15%). Women were not reported as victims of domestic violence, but in four cases (8%) a man was shown as such. These four news stories all reported the same trial at court in which a female prostitute is accused of killing her male lover/customer (the exact nature of their relationship was unclear to the media). Three women (13%) and one man (2%) were identified as victims of war and terror. In most cases, however, people were described as survivors. This coding was used in 15 cases (65%) for women, and in 35 cases (66%) for men.
- **Identity and family status in the news:** 13 (17%) women were identified by their family status in comparison to 8 (3%) men, which reinforces results from older studies, showing that women are more commonly referred to in terms of their marital status, children etc. – often regardless of whether they are portrayed in a public or private context.

## WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:** 17 (39%) of the people who could be identified as authors of newspaper articles were women. However, 58 of 102 articles were published without a name in the byline. On the two monitored commercial TV stations 17 (81%) female reporters, announcers and presenters appeared. A much higher number than the four (19%) men that were present. In the monitored radio stations, the 13 women monitored accounted for 54% of the staff.
- **Age of presenters and reporters seen on commercial TV:** The average age of announcers was early to late thirties. While three (33%) women were estimated to be between 19 and 34 years old, the rest of them (6 or 67%) of them were placed in the 35 to 49 bracket. The two male announcers were also estimated to be in the 19 to 34-bracket. All of the reporters that appeared seemed to be in this age group as well, no matter which sex they belonged to.
- **Reporters, by scope in all monitored media:** In 31 (24%) cases an identified reporter was female. Both men (15 cases or 47%) and women (14 cases or 45%) most often reported on stories with an international scope. This was followed by national news, where 10 cases were covered by women (32%) and 9 (28%) by men. Six local news stories were provided by female reporters (19%) and eight by men (25%). The only sub-regional story was covered by a woman (3%).

- **Reporters, by major topic:** The men identified in the sample (n=32) were most likely to cover economy (31%), social and legal issues (28%) and politics and government related topics (19%). The women (n=31) in comparison were most likely to work on social and legal topics (32%) or report about crime and violence or the economy (23% each).



## GENDER AND THE NEWS

- **Women's centrality in the news:** Women were more likely to be a major focus of a story when it comes to celebrity, arts, media and sports related reporting (43%) or topics dealing with crime and violence (27%). They were only to a very small part the focus of coverage concerned with politics and government (12%) as well as news stories about social and legal issues (3%). They were never in the spotlight when it came to economy or science and health related parts.
- **Stories that highlight issues of gender equality or inequality issues:** Because of the overwhelming presence of the flight that crashed in the French Alps, other news topics had been pushed into the background. This may or may not be the reason for the very low number of stories that dealt with issues of gender (in)equality. Although never particularly high, the number of cases in the GMMP 2015 sample was particularly low when compared to former GMMPs. Out of a total of only three cases, two address the retirement age of women. They discuss the societal and legal implications of the fact that retirement age among women is not rising fast enough. This is compared to two key developments: Firstly, that socio-demographic changes that make it necessary that the Austrians retire later overall. Secondly, that the average retirement age of men is rising faster than that of women, despite the fact that men are lawfully expected to work until the age of 65, while women can retire at 60. The third article deals with an issue of migration and integration. It describes the situation of women who escaped the war in the Middle East and now have to live in refugee camps in the region, while the young men move on to Europe. The story thus sheds light on how gender affects the fate of refugees.
- **Challenging or reinforcing stereotypes?** There is only a limited amount of news stories that challenge the stereotypes about gender. The most noteworthy issue in the sample are three (12%) stories that deal with the privileges of women regarding their legal retirement age in Austria. One other article (6%) that has to be noted discusses the shopping habits of men and women, while reinforcing stereotypes.
- **Does the sex of the reporter make a difference for the gender dimensions of a story?**

The data seems to illustrate that female reporters are more likely to use women as sources. 68% of the female news subjects were sourced by female reporters, while the male news sources were selected in nearly equal percentages by men (47%) and women (53%). This trend continues when one takes a look at the breakdown of how many stories that focused on women were done by a female reporter. While there were only a small number of contributions that focussed on women - 10% of the stories by female reporters focussed on women, compared to the 3% of stories done by their male colleagues. Any further analysis regarding differences between men or women raising issues of gender inequality or stereotypes were made impossible due to the small number of cases in each category.

## GENDER TRENDS IN INTERNET AND TWITTER NEWS

### Overview: The digital news world

- There were 56 online news articles in the sample for Austria. 25% of those stories described politics and government related issues. Due to the crash of the *GermanWings* jet, another 25% dealt with social and legal issues, 21% of the stories could be identified as crime or violence related. An additional 18% covered the economy. Only 9% of the articles in the sample were classified as celebrity, arts, and media or sports stories. 2% of the contributions were concerned with other topics.
- Twitter was not monitored in the Austrian sample, because – as was described in some detail in the “Context” section of this article – the percentage of people who use it to follow the news is very low compared to many other European countries,<sup>10</sup> and media use it mostly to promote content on their web sites and thus to re-direct traffic there. In fact, in our sample “Kurier” is the only newspaper that tweets news stories in any regular fashion, “Kronen Zeitung” shared two stories via Tweets, and ORF and Standard did not tweet their news stories at all. In addition a total of 17 stories by either “Kurier” or “Kronen Zeitung” were linked by twitter accounts of other people or institutions.

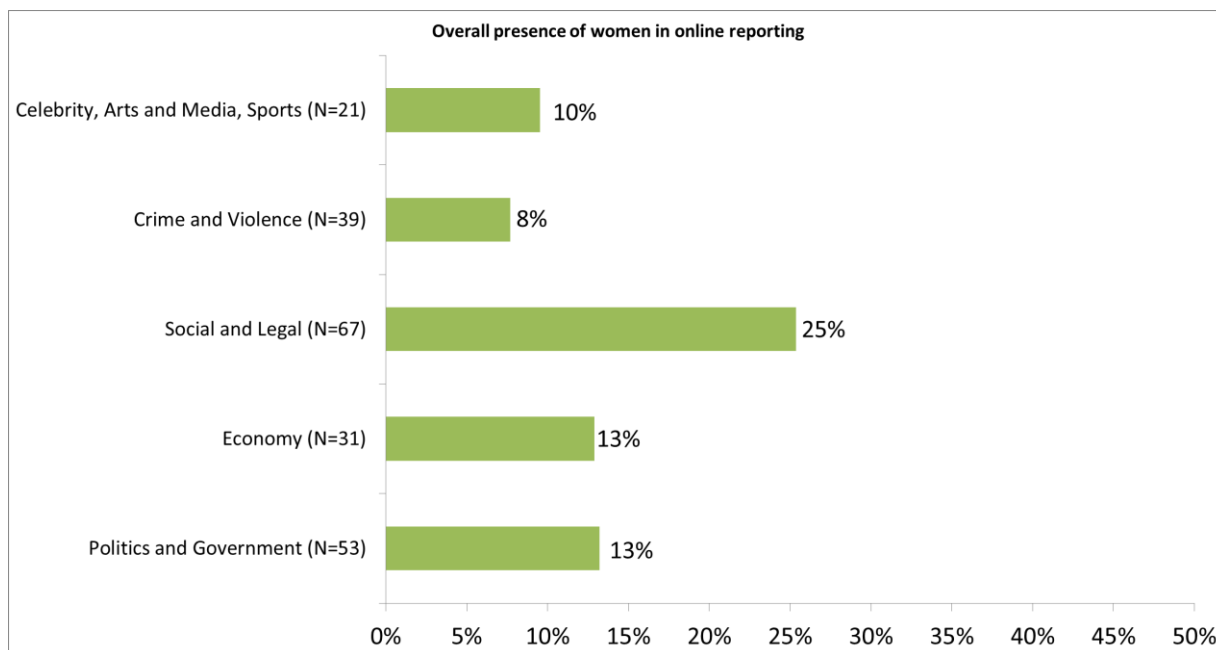
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<sup>10</sup> cp. Newman, Nic, David A. Levy and Rasmus Kleis Nielsen: *The Reuters Institute Digital News Report 2015: Tracking the Future of News*

([https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Reuters%20Institute%20Digital%20News%20Report%202015\\_Full%20Report.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Reuters%20Institute%20Digital%20News%20Report%202015_Full%20Report.pdf)); Fletcher, Richard and Damian Radcliffe: *Supplementary Report 2015*, with David A. Levy, Rasmus Kleis Nielsen and Nic Newman (<http://reutersinstitute.politics.ox.ac.uk/sites/default/files/Supplementary%20Digital%20News%20Report%202015.pdf>)

## News subjects in the digital world

- There were 212 news subjects to be identified in the monitored online content and 34 of those were women. Their presence in regards to the major topics identified varied between a minimum of 8% (3 cases) when it came to crime and violence related stories and a maximum of 25% (17 cases) in content that dealt with social and legal topics (which again was largely due to the visit of German chancellor Angela Merkel at the site of the *GermanWings* crash).



- Only seven news subjects were identified by their family status, three of which were women and four were men. The vast majority of news subjects (208) had no information regarding their family status.
- Multimedia web components did not feature heavily in online news reporting, therefore only 41 out of 215 news subjects in online news appeared in such contributions and of those 15% were female. This percentage closely matches the 16% of women that appeared as subjects in other online news.
- Online news also did not tend to give a person's age. Therefore 197 of 215 news subjects could not be classified in this category. Among the remaining eighteen persons, five of seven persons identified as 19 to 34 years were women. The eleven persons who were classified as 35 and older were male.
- There have been 106 direct quotes in online news stories. Of those only 17 (16%) came from women. This low number closely matches the percentage of women among the news subjects in general.

## Delivering the news in digital spaces

- Out of the 56 articles in the sample it was possible to identify the responsible reporters in 39 cases. Of those it was possible to determine the sex of the reporter in 34 instances. Two were women who reported about politics and government (1 of 10) and crime and violence (1 of 11).

## Gender in digital news content

- Out of a total of 56 stories, 3 put women in the central focus and none focussed directly on gender related issues.
- A piece on national security put a spotlight on the Secretary of the Interior, Johanna Mikl-Leitner, arguably placing a woman in a high ranking political context, another story dealt with an alleged

prostitute, who killed and burned a friend or possible client of hers, and the third story was about legal issues in court.

## GENDER AND JOURNALISTIC PRACTICE

- **Subtle stereotypes:** „Bio-Produkte und frische Lebensmittel trotzen dem Trend zu Fertigprodukten” (Organic products and fresh food brave the trend to readymade products, *Oberösterreichische Nachrichten*) is a newspaper article which deals with the results of a survey on expenditure on food and the volume of sales of groceries conducted by an Austrian agriculture institution. It says among other things that more people are spending money on fresh foods, and the groceries are increasing their revenues. The story itself is not stereotyped because it is almost entirely about numbers and with only one source cited. The picture related to the story is subtle stereotypical, though. It shows a young woman with a full shopping cart in front of her, looking at her shopping list. The image reinforces notions of women’s domestic role as the one who is responsible for buying groceries and cooking for her family.
- **Missed opportunity:** One of the very few stories which deal with gender specific issues on March 25<sup>th</sup> is the newspaper article “Auch für Frauen” (For women as well, *Kleine Zeitung*). It focuses on the introduction of a special part pension system in Austria, which was originally planned for men from an age of 62 onward only (the legal retirement age for men is 65 in Austria). Due to protests this regulation will now be available for women as well. Unfortunately, the very short article doesn’t mention who protested against the exclusion of women of this part pension opportunity and why. It also fails to put the information in a wider context, e.g. by explaining in how far it might be important to include women or why gender equality is important.

## A GOOD PRACTICE CASE

This section has been taken in a slightly modified version from: Kirchhoff, Susanne and Dimitri Prandner, *Women in the Austrian media: working conditions, representation and measures towards gender equality*, in: Ross, Karen and Claudia Padovani (eds.), *Gender Equality and the Media: A Challenge for Europe*, ECREA book series (forthcoming).

### **Title:**

*Gleichstellungsplan des Österreichischen Rundfunks*

### **Short description:**

The gender equality plan of the public broadcasting service Österreichischer Rundfunk aims to promote gender equality in the workplace, esp. with regards to equal opportunities and gender awareness/gender mainstreaming.

### **Background:**

Apart from the general legal frame few Austrian media have their own instruments for gender equality. The exception is the public service broadcasting ORF, which is legally bound by the public broadcasting law (*Bundesgesetz über den österreichischen Rundfunk*) to promote gender equality through the implementation of a commission for equal opportunities and a gender equality plan, which exists since 2012 and has to be revised every two years (cp. Österreichischer Rundfunk 2012). The *ORF*’s gender equality plan has been distinguished

as 'good practice' by the European Institute for Gender Equality (EIGE) in 2013.<sup>11</sup> It has also been awarded the 'Women's Empowerment Principles CEO Leadership Award' by the United Nations in 2015.<sup>12</sup>

Although at first glance, the ORF is just one media among others, its' policy has some impact, because the ORF is both the leading broadcasting provider by a wide margin and the biggest employer for journalists in Austria. When the first gender equality plan was issued in 2012 it was accompanied by a discussion of about an allocation of management positions for women in *Der österreichische Journalist* (04-05/12), a magazine for the media industry.

### **Objective/Purpose:**

The *Gleichstellungsplan* includes concrete measures such as giving women precedence in hiring, career steps and advanced training programs or working towards gender equality on the *ORF's* various boards.<sup>13</sup>

### **Summary:**

The first report on the gender quality plan has been due in 2014. It contains detailed information about the percentage of women on various levels of the ORF hierarchy as well as their income in comparison to their male colleagues. It also names fields of action for the coming years and introduces further measures towards gender equality. Yet, despite a number of positive developments in the past years which include the use of gender-neutral language, improvements on the compatibility of family and career and not least the gender equality plan itself, the pay gap remains as the most serious problem.

As recently as 2012, women in the ORF were clearly outnumbered on the board of directors and the senior operational board, which are both important in the administrative and content-related decision-making process, while numbers were equal on the less influential board of audience representatives and the lower-level heads of departments. Since then, many departments of the ORF have taken great steps towards equality when looking at the absolute and relative numbers of women working there, and the overall number of women in July 2013 was 1.477 or 42.4%, and thus not far from the aim of 45%. But as a public institution, the ORF has a comparatively strict and complex salary model, depending on age, time on the job, type of job and position and more. In 2013 women were still much underrepresented on the three highest income levels, called VG 16-18 (23.0%). They accounted for only 27.3% on the levels VG 14-15 and 38.2% on VG 11-13. On the lowest levels VG 1-10, however, 57.1% of the employees were women. Therefore two new measures introduced for the years 2014 to 2016 are 'gender budgeting' and an 'equality check'. While the latter is meant to collect annual data about the progress towards gender equality and the success of various strategies, the former is designed as a pilot project with the aim to outline the requirements for gender budgeting and develop a process for its implementation. Gender Budgeting is understood by the ORF as the (re)-organisation, improvement, development and evaluation of budgetary processes. It involves a gender-based evaluation of budgets, the inclusion of a gender perspective on each level of the budgetary process and a rearrangement of budgets with regards to the promotion of gender equality.<sup>14</sup>

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<sup>11</sup> cp. European Institute for Gender Equality, *Good practices in the area of Women and Media*, online: <http://eige.europa.eu/good-practices/women-and-media>, 2013; Österreichischer Rundfunk, *EU-weite 'Good Practice' in der Gleichstellung von Frauen und Männern*, online: [http://kundendienst.orf.at/unternehmen/menschen/gleichbehandlung\\_good\\_practice.html](http://kundendienst.orf.at/unternehmen/menschen/gleichbehandlung_good_practice.html)

<sup>12</sup> cp. Österreichischer Rundfunk, *ORF-Generaldirektor Wrabetz mit internationalem UNO-Preis in New York ausgezeichnet*, online: [http://kundendienst.orf.at/unternehmen/menschen/geschaefsfuehrung/wrabetz\\_auszeichnung.html](http://kundendienst.orf.at/unternehmen/menschen/geschaefsfuehrung/wrabetz_auszeichnung.html), 2015.

<sup>13</sup> cp. ORF-Gesetz, section 5a, §§30a-30p, online: <https://www.ris.bka.gv.at/GeltendeFassung.wxe?Abfrage=Bundesnormen&Gesetzesnummer=10000785>

<sup>14</sup> For all data in this section refer to Österreichischer Rundfunk, *Gleichstellungsplan 2014*, online: [http://zukunft.orf.at/rte/upload/texte/2015/gleichstellungsplan\\_2014.pdf](http://zukunft.orf.at/rte/upload/texte/2015/gleichstellungsplan_2014.pdf), 2014.



## SUMMARY AND CONCLUSIONS

- While 21% of the news subjects, reporters as well as presenters in the traditional media observed were female, women were present in only 16% of the monitored online news.
- Regarding the main topics, it could be shown that there are significant gender gaps in both the traditional media outlets and the internet. The representation of women in economy (14%) and politics/government stories (18%) is very low compared to the news stories that deal with lifestyle (44%), crime and violence (25%) and social/legal issues (20%).

As is described in some detail above, the exact results, however, might be attributed to the special news situation on that day: The news dealt primarily with the crash of a *GermanWings* airplane in the French Alps the day before. In addition, a comparatively high number of news stories focussed on the government retreat and as well as statements concerning a parliamentary debate, in which one of the key issues was the discussion on how to deal with the fact that Austrian women are seemingly retiring too early. These factors led to comparatively high numbers of both female politicians and news stories in the social and legal topics section (visit of German chancellor Angela Merkel and her male colleagues from France and Spain at the site of the disaster, interviews with Eva Glawischnig, leader of Austria's Green Party, about the political issues of the day).

- In the traditional media 24% of the reporters of news were women, while on the internet – where many articles do not have a byline – the gender of the author could be identified in 60% of the new stories (34 articles), and out of these, only 6% (2 articles) were reported by women. No significant gender gap could be found in either the scope of the articles but as in 2010, there were differences in the ranking of topics with women tending towards the so-called soft news (celebrity/arts/media/sports and crime/violence) and men towards the hard news (politics/government and economy).
- Thus while the day's top stories had some impact on gender representation in the news, some key findings – especially with regards to a gender split in news topics – were repeated in 2015.

## Annex 1. Methodology

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

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

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

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

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

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2015*.

## **Annex 2. List of Monitors**

Kirchhoff, Susanne, Dr. (coordination, monitoring and national report)

Prandner, Dimitri, M.A. (monitoring and national report)

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