

**WHO  
MAKES THE  
NEWS?**



**Country: BELARUS**

# **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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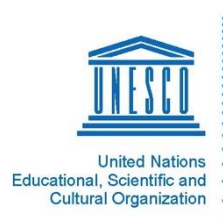
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### Global Context

- 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 subjects were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The first statistically significant change in women's overall presence in the news was registered in 2005 in the third iteration of the research.<sup>3</sup> Women comprised 21% of news subjects, a three percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focussing centrally on women, underrepresentation in the major news topics and as voices in the news. The third GMMP made an important discovery: the sex of the journalist mattered for the gender dimensions of a story. For instance, the likelihood of female news subjects appearing in stories was higher in the case of stories by women journalists (25%) than in those by male journalists (20%).
- A second statistically significant change was noted in the results of the Fourth GMMP in 2010. In data collected from 108 countries, some progress in women's presence in the news was evident.<sup>4</sup> Women made up 24% of the people in the news, up three percentage points from the 2005 finding. However women's underrepresentation and near lack of voice remained. 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. Encouragingly, 44% of people providing popular opinion in the news were women – a ten percentage point increase from 2005. As newsmakers, women were under-represented in professional categories. Similar to the Third GMMP, the Fourth in the series confirmed the finding on differences between female and male journalists in the gender dimensions of stories they reported. The likelihood of selection of female news subjects was higher for female journalists (28%) than for male journalists (22%). Stories by female reporters were more likely to challenge gender stereotypes (7%) than those by male reporters (4%). In pilot research on news online, 76 news websites in 16 countries and 8 international news websites were monitored. The results showed that women comprised only 23% of online news subjects – indicating that women's underrepresentation in traditional media had crossed over into the digital news world.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media. Overall, in Belarus news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

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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> Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

<sup>4</sup> Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*, 2010.

## National context

- Media monitoring data are important to make the visible gender insensibility of the state mass media and to prove that women/ men have defective (unequal) possibility to express their opinion through mass media. In Belarus, one can observe the preservation of the next tendencies: while equal rights and opportunities are declared, restrictions and amendments to the possibility to utilize social services are gradually introduced. For instance, on one hand, increased interaction with the international community and ratification of several international conventions, such as the UN Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), the Additional Protocol to CEDAW (2004); Beijing Declaration at the Fourth World Conference on Women (1995) set out standards, which national legislation should be in line with. On the other hand, conservative traditions in the way the role of a woman is understood along with the formation of the “dual employment” practice predetermined by the Soviet contract of a “working mother” continue to dominate the official politics and rhetoric. Various actions/ factors (state, civil society, international community) legitimise the gender policy model in Belarus, as it is based on the huge gap between the decorative rhetoric and conservative practice – a combination of “emancipation” and “traditional values” concerning the roles of a woman.
- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens’ aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- We joined the project on the one hand to get the convincing empirical data that witness about the existing gender stereotypes on the other hand to make them visible for the world community.

## Executive Summary

- The overall presence of women is 25%.
- The overall presence of female reporters is 79%.
- Presence of women reporters significantly has changed in comparison with previous Media Monitoring in 2010. Percentage of stories produced by women: in 2010 – 39,2%; in 2015 – 73,6%.
- Female news subjects are more likely to be represented as office or service workers, tradespersons, sex workers, and students or schoolchildren in comparison to male subjects. Among the mentioned politicians only 11% are women, but among government employee 42% are women.
- The male news subjects are more quoted (70%) and represented in multimedia web components (in Internet - 61%). Female news subjects are more likely to provide personal experience or popular opinion. They rarely serve as experts/ commentators and spokesperson (19%), and never as eyewitnesses.
- Family status and age are mentioned seldom in representation of news subjects and in relation to reporters.
- There are no stories what make references to issues of gender equality/ inequality. There are only three stories out of 291 that challenge the stereotypes.
- There are only six stories out of 291 were women represented as a central focus. These stories do not raise the issues of gender equality or inequality. And only two of them clearly challenge the stereotypes.

## A DAY IN THE NEWS IN BELARUS

- **March 25, 2015.**
- The main official news was the report about the visit, which was held by the president of Belarus at that day. President Alexander Lukashenko made the statement as he visited the company OAO Peleng that only science-intensive enterprises would be supported in Belarus. Alexander Lukashenko remarked that top-priority attention would also be given to the enterprises that rely on locally available raw materials.
- The other big event, to which the majority of materials especially in the Internet were devoted, was the Freedom Day that was celebrated through the street march organized by the political opposition.
- During that day also Chairperson of the Central Election Commission (CEC) of Belarus Lidia Yermoshina told journalists that the activity of most parties and public associations ahead of the 2015 presidential election in Belarus is low. This woman took a lot of the attention from the different media that published her opinion toward future presidential elections. Lidia Yermoshina noted that, unfortunately, the activity of the political parties and public associations ahead of the 2015 presidential election is hardly noticeable. This silence is inexplicable and short-sighted. Although the materials discussed the opinion of the woman engaged in political processes, there is no materials that discuss the presence of women in government, political parties.

## THE CONTEXT

- **Country background:**

Because of the political situation in Belarus the media market is controlled by the state, what means that the media sector, especially commercial and independent media, faces problems in development. State fully supports the governmental media providing financial support and by obliging all the state institutions to buy the state newspapers.

Ministry of Information provides the statistics on registered media within the country.

<http://www.mininform.gov.by/ru/stat-ru/>

	Total	Governmental media	Non-governmental media
Print newspaper	718	217	501
Radio	173	149	24
TV	100	41	59
News agencies	9	2	7

- **Media monitored:**

- Print newspapers:

«Sovetskaja Belorussia» - founded by the President Administration of the Republic of Belarus, circulation is more than 400 000 copies five times a week (the biggest circulation in the Republic), this newspaper is of compulsory subscription for all state organizations and inhabitants of the rural areas (people are made to do so, through agitation) as well as agents of economical activity. It was founded in 1927. Internet version: [www.sb.by](http://www.sb.by)

«Respublika» - founded by the Council of Ministers of the Republic of Belarus, circulation is more than 95 000 copies, five times a week. Slogan of the newspaper is “Not the people for the authorities but authorities for the people,” it is bilingual (Belarusian and Russian). It was founded in 1991. Internet version: [www.respublika.by](http://www.respublika.by)

«Zviazda» - founded by the Council of the Republic of the National Assembly of the Republic of Belarus and the Council of Ministers. Circulation is 32,345 copies, comes out 250 times a year. Slogan is “native newspaper in the native language,” the language is Belarusian. Has been issued since 1917. Internet version: [www.zviazda.by](http://www.zviazda.by)

«Nasha Niva» - first Belarusian newspaper, founded in 1906, recommenced in 1991. Registration certificate No. 581 dated July, 2002, issued at the Ministry of Information, Republic of Belarus. Its monthly audience has been 70,000—200,000 unique users a month according Audience.by; 15,000—40,000 visitors a day according Akavita.by in 2011—2012 <http://nn.by/?c=sp&i=8&lang=ru>.

- TV and radio (the analysed TV channels and radio are the part of the network of the National State broadcasting Company of the Republic of Belarus <http://www.tvr.by/rus/>):

«First Channel» (TV) - “Today it is one of the biggest TV broadcasting company in Europe, it has all modern equipment, the staff consists of professionals only,” – this is what the site of the channel says.

Belarusian Radio – the First National channel – is the biggest radio channel in Belarus. The broadcasting priorities are – efficiency, large-scale involvement, and accessibility. The channel has the widest broadcast network. FM/YKB/ДB/CB/KB transmitters, wire line network (more than 3,3 million of users) the coverage is 100% of the territory of Belarus and the borderline territories of Russia, Ukraine, European Union countries.

«The Second National TV channel» - corporation that was created according to the presidential decree from 15 February 2002. «ONT» is registered by the resolution of the Minsk city executive committee from 19 March 2002. Staff of the company is 304 people. The most numerous directorate of the informational broadcasting consists of 107 people... The “smallest and most female” is accounting department, represented by 8 workers. (<http://www.ont.by/company/>).

Radio ONT – created in 2007, the main idea was to found the first men’s radio. Creative programming is developed with due regard to men interests. It is facts that are important because the man prefers to make conclusions himself ([http://www.ont.by/company/our\\_life/0022444/](http://www.ont.by/company/our_life/0022444/))

CTV or «Metropolitan TV» – one of the tree national TV channels, with broadcast to the whole territory of Belarus. In 2000 there was registered a close corporation "Metropolitan TV" since 2001 it has been broadcast starting with one program – news block. Gradually the company grew and today it is informational programs, TV-political journalism, entertainment shows, sports program and so on (<http://ctv.by/about/about/>).

Radio Minsk or "Stalitsa" (Metropolis) Radio "Stolitsa" was founded on September 21, 1998 as the first FM station in Belarusian language. We had a tough challenge of standing the competition of private stations. And the personnel of the radio takes a real pride in meeting this challenge as it has proved that the state radio can be interesting, prestigious and competitive. At the moment radio "Stolitsa" is a popular brand, having a highly trusting audience. Wide choices of modern radio market and demands of the audience require continuous perfection of the professional level. Our crew combines experience of the old and enthusiasm of the youth, talent and fantasy (<http://www.tvr.by/eng/radio/radio-stalitsa/>).

Radio Belarus - The call sign of Radio Belarus has been present in the short waves on international air ever since May 11, 1962. Originally, the programs were broadcast in Belarusian only. In 1985, broadcasting in German was launched, and in 1998 its Russian and English versions followed. Since 2006 radio has started broadcasting in the Polish (<http://www.radiobelarus.tvr.by/en/content/about-radio>).

- Internet:

The Belarusian Telegraph Agency (BelTA) is Belarus’ largest news agency. For over 95 years BelTA has been the country’s official news agency and is the most respected source of up-to-the-minute news about Belarus’ supreme authorities. BelTA was established on 23 December 1918. For a long time the news agency worked in tight cooperation with the Telegraph Agency of the Soviet Union (TASS). In 1991 BelTA became the official news agency of the sovereign Republic of Belarus. Every day BelTA produces and distributes 150-170 news items to highlight the most important events in the political, social, economic, cultural, and sport life of Belarus, news about actions and decisions of the country’s authorities, about international relations and contacts. <http://www.belta.by/>

TUT.BY - Belarusian Internet portal, opened on 5th October 2000, it is a popular infotainment resource in Bynet. The resource is the one of the biggest news resource, that is independent and private owned. <http://www.tut.by/>



Naviny.by. Belarusian News - a project information company made by BelaPAN, the first Belarusian Internet newspaper, the winner of "Runet Award". The main statement: "Our principle - to be above the political fray, not to become a mouthpiece of varying strengths. At the same time we are convinced that some kind of absolute objectivity - is a myth. The clear position of the newspaper - something normal and necessary. We indisputable value such as democracy and human rights, the market economy and the independence of our country". <http://naviny.by/>

- Twitter feeds:

According to the information about followers, we choose the most popular one that are news resources and choose among them 7 that are different in their position – state, commercial, oppositional, independent.

@charter\_97 – “News from Belarus”, independent and politically oppositional resource, 22 692 followers

@by\_interfax – Independent, commercial news agency, 33 473 followers

@svaboda – radio Free, independent news resource, supporting values of democracy and free market, 29 397 followers

@BelnovostiBy – Independent news resource, 18 414 followers

@euroradio – **Euroradio** is a youth multimedia project: “Euroradio is made by Belarusians for Belarusians. We are the most popular broadcaster-sending signal to Belarus. Our music, news and programs are listened and read daily by more than 300 thousand Belarusians. Over the past nine years, we have supported more than 1500 cultural events and invited hundreds of experts on air. Our correspondents won various international journalism contests and awards”. 15 500 followers

@belta\_news – The Belarusian Telegraph Agency (BelTA) is Belarus’ largest news agency. 13 187 followers

@naviny – a project information company made by BelaPAN, the first Belarusian Internet newspaper, the winner of "Runet Award". The main statement: "Our principle - to be above the political fray, not to become a mouthpiece of varying strengths. At the same time we are convinced that some kind of absolute objectivity - is a myth. The clear position of the newspaper - something normal and necessary. We indisputable value such as democracy and human rights, the market economy and the independence of our country". 2 623 followers

- **The monitors:** Only 3 people took part in the monitoring in Belarus. There were analysed 291 news stories. The monitors identified 354 people as subjects of the news.

	Number of news	Number of subjects
Print newspapers	48	86
TV	36	60
Radio	41	32
Internet	36	113
Twitter	130	63

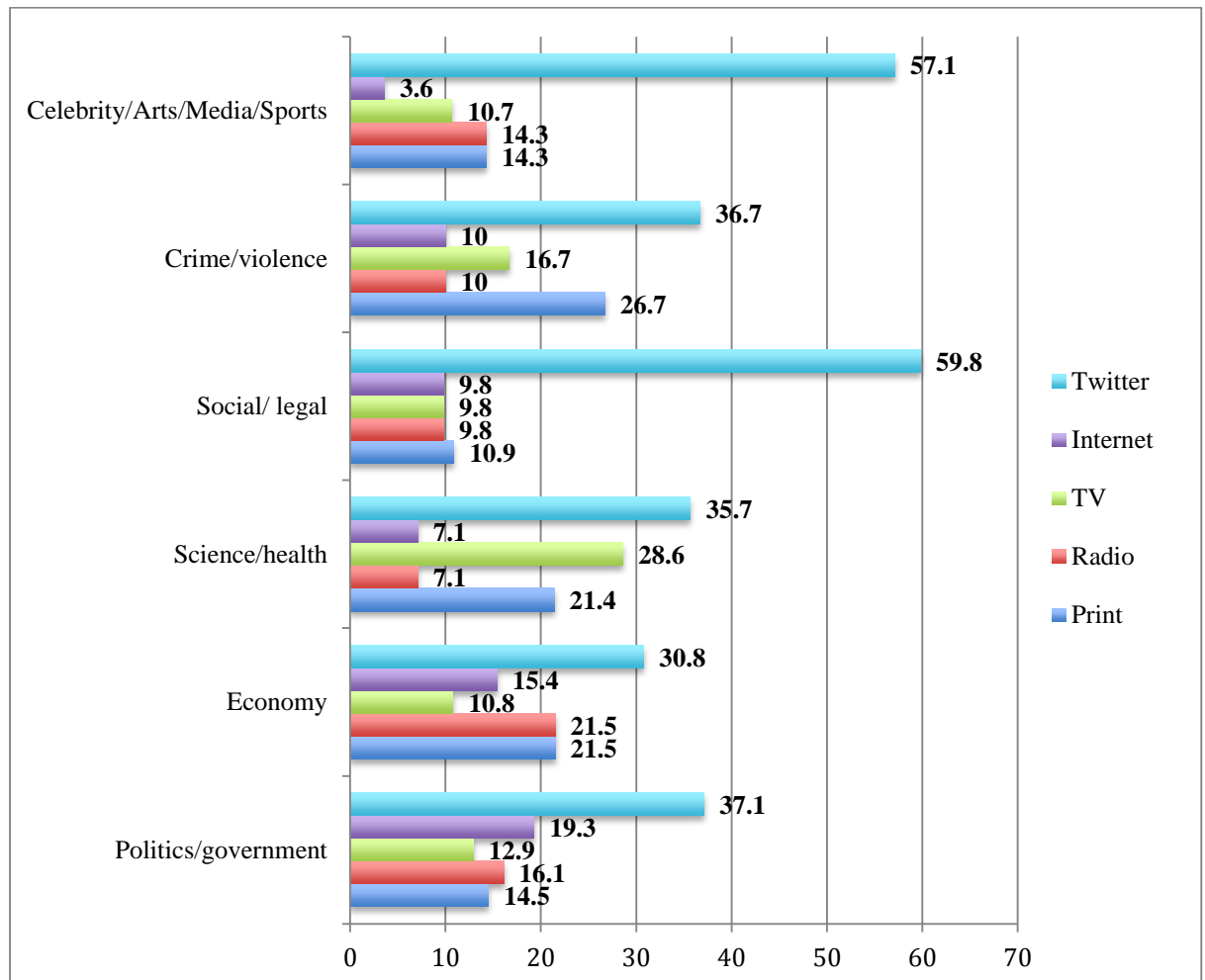
## TOPICS IN THE NEWS

- **Topics in the news:** The GMMP methodology classifies news stories under seven major topic areas: Politics/government, Economy, Science/health, Crime/violence, Celebrity/Arts/Media/Sports, and the girl-child.

	Topic	Print	Radio	TV	Internet	Twitter	N (total)
1	Politics/government	18,7%	24,4%	22,2%	33,3%	17,7%	62
2	Economy	29,2%	34,1%	19,4%	27,8%	15,4%	65

3	Science/health	6,3%	2,4%	11,1%	2,8%	3,8%	14
4	Social/ legal	20,8%	21,9%	25%	25%	42,3%	92
5	Crime/violence	16,7%	7,3%	13,9%	8,3%	8,5%	30
6	Celebrity/Arts/Media/Sports	8,3%	7,3%	8,3%	2,8%	12,3%	28
7	The girl-child	0	0	0	0	0	0
8	Other	0	0	0	0	0	0
		100%	100%	100%	100%	100%	100%

Topics in the news (in per cent to the total amount of news in every topic)



• The percentage of stories by female and male reporters by topics reported.

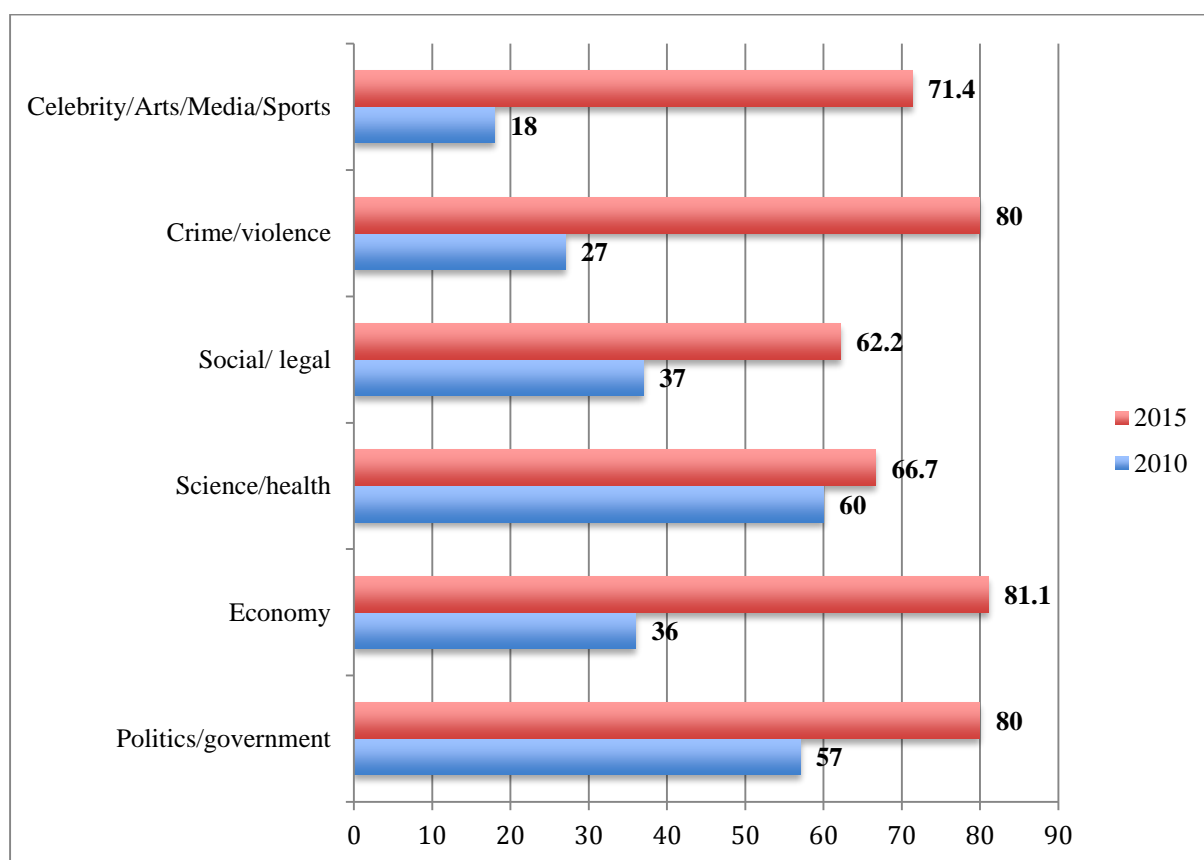
	Topic	Female reporters		Male reporters	
		%	N	%	N
1	Politics/government	80%	28	20%	7
2	Economy	81,1%	30	18,9%	7
3	Science/health	66,7%	6	33,3%	3
4	Social/ legal	62,2%	23	37,8%	14
5	Crime/violence	80%	12	20%	3
6	Celebrity/Arts/Media/Sports	71,4%	15	28,6%	6
7	The girl-child	0	0	0	0
8	Other	0	0	0	0

Presence of women reporters significantly has changed in comparison with previous Media Monitoring in 2010. In 2010 in average 39,2 % of stories were produced by women in comparison to amount of stories produced by men. In 2015 this average number is – 73,6 %. Although, it is important to take



into account that in 2010 only print newspapers, TV and radio were analysed, in 2015 the data only for that kind of media without Internet and Twitter still is higher – 79,3 %.

**The percentage of stories by female reporters by topics reported in 2010 and 2015** (to the total amount of news in every topic, where the reporters are indicated)



## THE NEWS

### Overall presence of women and men in the news in Belarus as news subjects

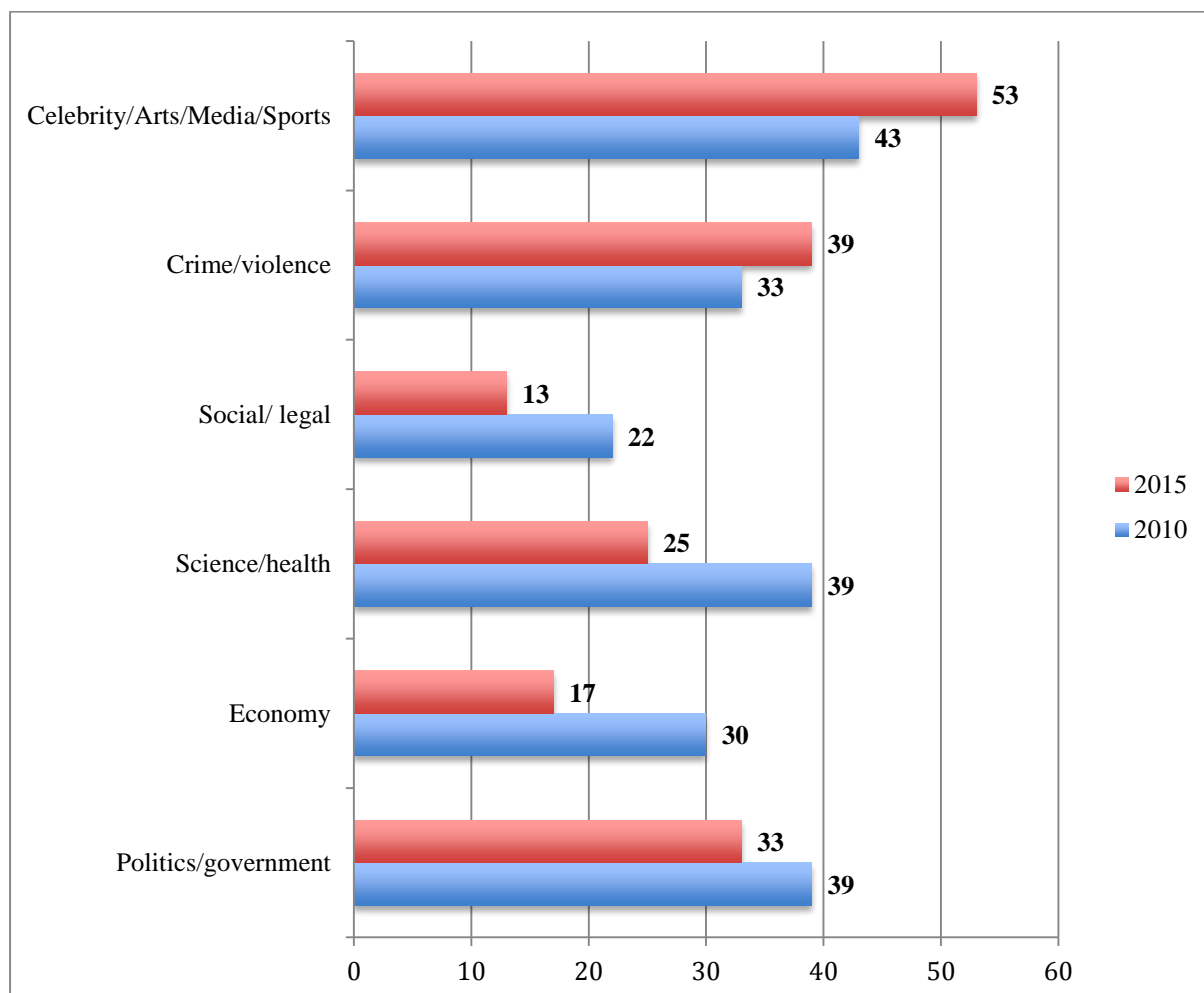
- **The overall presence of women** in comparison with men in print, radio and TV is 27%, in Internet and Tweeter is 21% (Internet – 23% and Twitter – 15%). Women more often appear in topics about Celebrity/Arts/Media/Sports. The lowest amount of women in news is in relation to topics about Economy, Science/health, and Social/ legal.

	Topic	Print, radio, TV			Internet, Twitter		
		Women	Men	N (total)	Women	Men	N (total)
1	Politics/government	33%	67%	39	23%	77%	53
2	Economy	17%	83%	48	10%	90%	20
3	Science/health	25%	75%	12	0	100%	2
4	Social/ legal	13%	88%	32	24%	76%	50
5	Crime/violence	39%	61%	33	21%	79%	14
6	Celebrity/Arts/Media/Sports	53%	47%	15	20%	80%	20
7	The girl-child	0	0	0	0	0	0
8	Other	0	0	0	0	0	0

It is also important to mention that women are less likely to be quoted. So, for example, among all female subjects in the news only 47% are quoted, as in case of male subjects – 70% are quoted.

In comparison with the results in 2010, the results in 2015 are almost the same, even lower. It is also obvious that women are less represented in Internet media and Tweeter feeds than in Print Media, Radio and TV.

**The percentage of female subjects in Print, Radio, and TV by topics in 2010 and 2015 (in per cent to the total amount of subjects in every topic)**



- **Presence of female and male news subjects in Belarus by medium – radio, TV and newspapers:** The percentage of female subjects in different media does not exceed 35 per cent in comparison to male subjects. Women are less likely to be quoted in news as well as less likely to be in general represented in news.

	2010			2015		
	Print	Radio	TV	Print	Radio	TV
Female	27%	32%	37%	22%	32%	32%
Male	73%	68%	63%	78%	68%	68%
	100%	100%	100%	100%	100%	100%

- **News Sources in stories about local, national, and international affairs:** In 2015 female subjects are equally represented in local and national news, and their total number does not exceed 32% in comparison to male subjects. Even less female subjects are represented in sub-regional and international news. These results are similar to the results in 2010.

Scope	2010	2015
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	%	N (total)	%	N (total)
Local	64%	9	31%	98
National	43%	34	32%	47
Sub-regional	11%	6	25%	4
International	18%	3	10%	30

- Presence of female and male news subjects by story topic: Female subjects are represented more in comparison to man in case of story topics such as Women politicians, women electoral candidates; Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, FGM; Celebrity news, births, marriages, deaths, obituaries, famous people, royalty. In other story topics women are mentioned less than men.

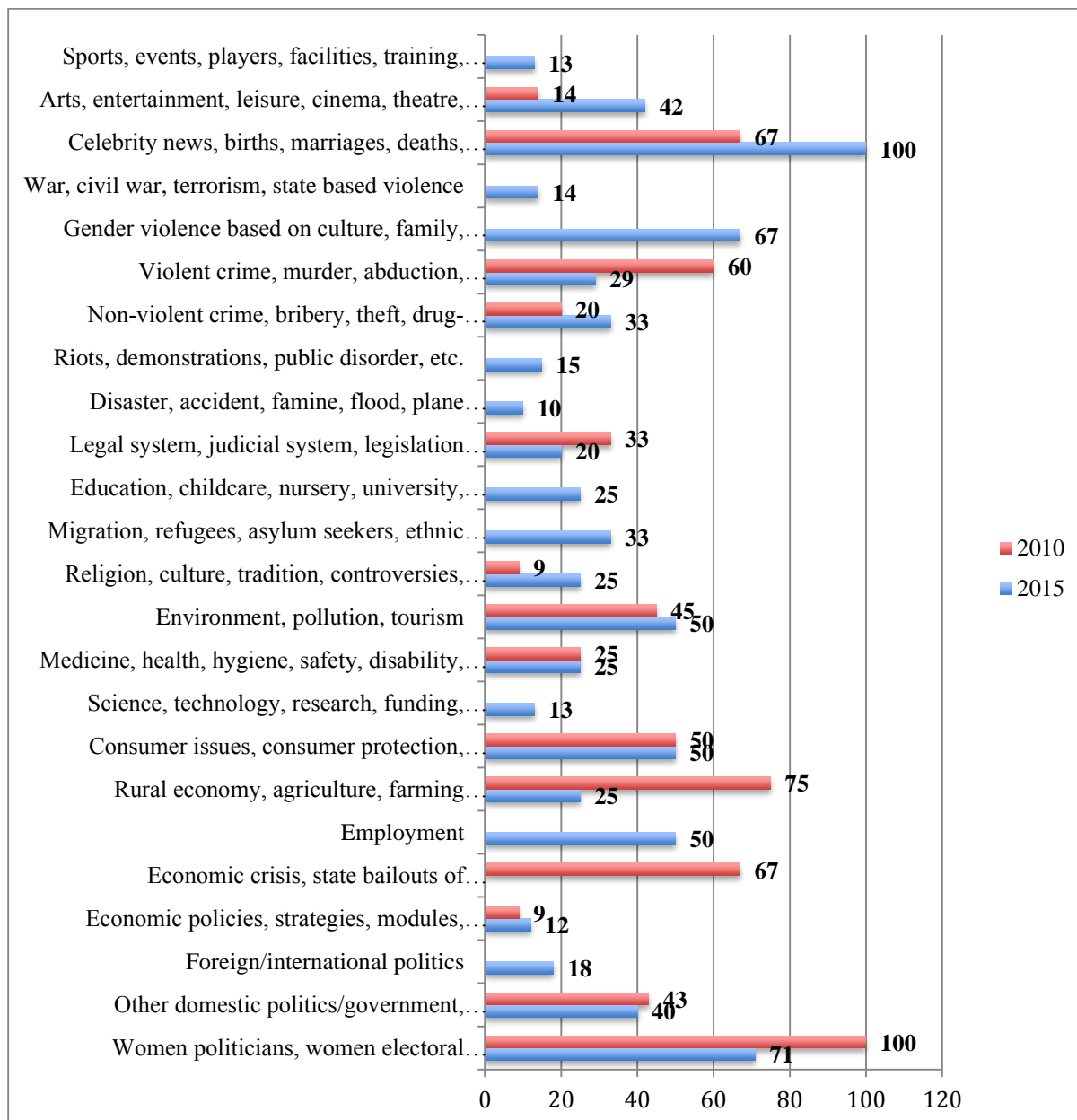
Story Topics	Female	N	Male	N
Women politicians, women electoral candidates	71,4%	5	28,6%	2
Peace, negotiations, treaties	0	0	100%	1
Other domestic politics/government (local, regional, national), elections, speeches, the political process	40%	14	60%	21
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt)	0	0	100%	1
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping	17,6%	3	82,4%	14
National defence, military spending, military training, military parades, internal security	0	0	100%	13
Other stories on politics and government: National political symbols	16,7%	3	83,3%	15
Economic policies, strategies, modules, indicators, stock markets	12,2%	6	87,8%	43
Economic crisis, state bailouts of companies, company takeovers and mergers	0	0	100%	4
Poverty, housing, social welfare, aid to those in need	0	0	100%	2
Employment	50%	1	50%	1
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment	0	0	100%	2
Rural economy, agriculture, farming practices, agricultural policy, land rights	25%	1	75%	3
Consumer issues, consumer protection, regulation, prices, consumer fraud	50%	2	50%	2
Transport, traffic, roads	0	0	100%	1
Science, technology, research, funding, discoveries, developments	12,5%	1	87,5%	7
Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)	25%	1	75%	3
Environment, pollution, tourism	50%	1	50%	1
Religion, culture, tradition, controversies, teachings, celebrations, practices	25%	3	75%	9
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia	33,3%	1	66,7%	2
Other development issues, sustainability	0	0	100%	3
Education, childcare, nursery, university, literacy	25%	2	75%	6
Changing gender relations, roles and	0	0	100%	1

relationships of women and men inside and outside the home				
Legal system, judicial system, legislation (apart from family, property & inheritance law)	20%	2	80%	8
Disaster, accident, famine, flood, plane crash, etc.	10%	1	90%	9
Riots, demonstrations, public disorder, etc.	15,2%	5	84,8%	28
Other stories on social or legal issues: Personal relationships	33,3%	1	66,7%	2
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice)	33,3%	9	66,7%	18
Violent crime, murder, abduction, kidnapping, assault, drug-related violence	28,6%	2	71,4%	5
Gender violence based on culture, family, inter-personal relations, femicide, harassment, rape, sexual assault, trafficking, FGM	66,7%	4	33,3%	2
War, civil war, terrorism, state based violence	14,3%	1	85,7%	6
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty	100%	1	0	0
Arts, entertainment, leisure, cinema, theatre, books, dance	41,7%	10	58,3%	14
Sports, events, players, facilities, training, policies, funding	12,5%	1	87,5%	7
Other stories on celebrities, arts, media: Statements of celebrities	0	0	100%	2

Female subjects were not represented within the next topics:

- Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)
- Informal work, street vending
- Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy
- Climate change, global warming
- Millennium Development Goals (MDGs), Post 2015 agenda, Sustainable Development Goals
- Family relations, inter-generational conflict, single parents
- Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities
- Women's movement, activism, events, demonstrations, gender equality advocacy
- Family law, family codes, property law, inheritance law and rights
- Gender violence perpetuated by the State
- Child abuse, sexual violence against children, neglect
- Media, including new media (computers, internet), portrayal of women and/or men
- Beauty contests, models, fashion, beauty aids, cosmetic surgery.

Percentage of female subjects in different story topics in 2010 and 2015 (in per cent to the total amount of subjects in every topic)

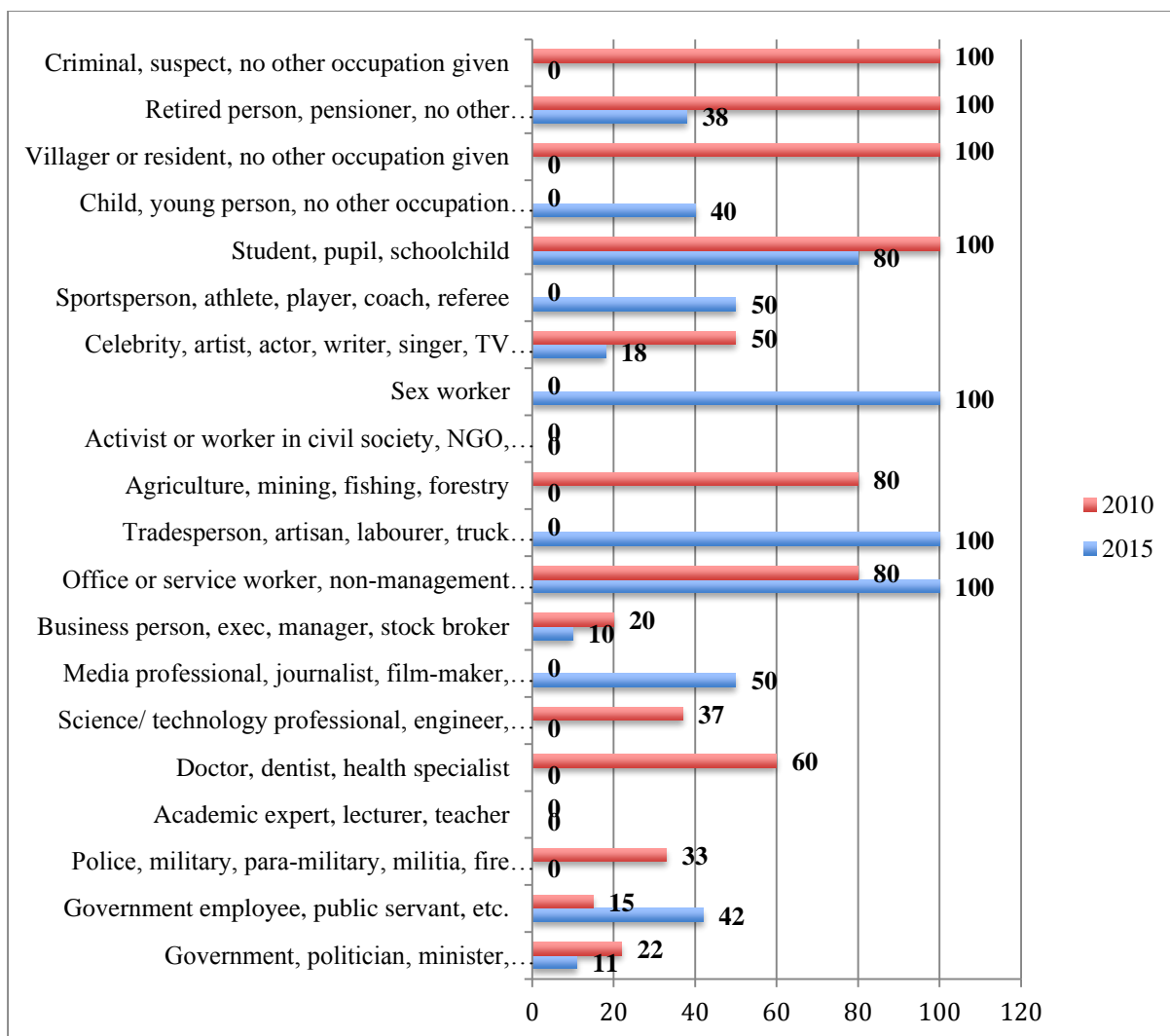


- **Who are the newsmakers?**

In 2015 female subjects are more likely to be represented as office or service workers, tradespersons, sex workers, and students or schoolchildren in comparison to male subjects. Among the mentioned politicians only 11% are women, but among government employee – 42% are women. This can be an example of vertical segregation.

If we look at the data on function of news subjects by occupation, we can mention that the news are more tend to attract as spokesperson or expert/ commentator male subjects of various occupations and female subjects only at high positions. So, for example, among female spokespersons – 92% government employees and 8% office or service workers, as among male spokespersons – 58% politicians, 20% government employees, 8% police workers, 4% business persons, 4% scientists, 2% academics, 2% students or schoolchildren, and 2% retired persons.

Position/ occupation of female news subjects in 2010 and 2015 (in per cent to the total amount of subjects in every topic)



Function of news subjects by occupation in 2015

	Subject		Spokesperson		Expert or commentator		Personal experience		Eye Witness		Popular opinion		Other	
	F	M	F	M	F	M	F	M	F	M	F	M	F	M
Not stated	13%	10%	0	0	0	0	40%	14%	0	0	0	0	29%	7%
Government, politician, minister, spokesperson	13%	30%	0	20%	20%	19%	0	0	0	50%	0	0	0	0
Government employee, public servant, etc.	13%	0	92%	20%	20%	19%	0	0	0	50%	0	0	0	0
Police, military, para-military, militia, fire officer	0	0	0	8%	0	21%	0	0	0	0	0	0	0	0
Academic expert, lecturer, teacher	0	0	0	2%	0	9%	0	0	0	0	0	0	0	7%

Doctor, dentist, health specialist	0	0	0	0	0	5%	0	0	0	0	0	0	0	0
Science/ technology professional, engineer, etc.	0	0	0	0	10%	0	0	0	0	0	0	0	0	7%
Media professional, journalist, film-maker, etc.	0	0	0	0	10%	0	0	0	0	0	0	0	0	7%
Business person, exec, manager, stock broker	13%	10%	0	4%	0	9%	0	0	0	0	0	0	0	13%
Office or service worker, non-management worker	0	0	8%	0	10%	0	0	0	0	0	0	0	0	0
Tradesperson, artisan, labourer, truck driver, etc.	0	0	0	0	0	0	20%	0	0	0	0	0	0	0
Agriculture, mining, fishing, forestry	0	0	0	0	0	0	0	0	0	0	0	0	0	13%
Activist or worker in civil society, NGO, trade union	0	10%	0	0	0	0	0	0	0	0	0	0	0	0
Sex worker	0	0	0	0	0	0	0	0	0	0	0	0	43%	0
Celebrity, artist, actor, writer, singer, TV personality	13%	10%	0	0	10%	7%	0	43%	0	0	0	67%	0	0
Sportsperson, athlete, player, coach, referee	13%	0	0	0	0	0	0	0	0	50%	0	0	0	0
Student, pupil, schoolchild	0	0	0	2%	10%	0	40%	0	0	0	0	0	7%	0
Child, young person, no other occupation given	0	0	0	0	0	0	0	0	0	0	0	0	14%	20%
Villager or resident, no other occupation given	0	10%	0	0	0	0	0	0	0	0	0	0	0	0
Retired person, pensioner, no other occupation given	25%	0	0	2%	0	0	0	43%	0	0	0	33%	7%	0
Criminal, suspect, no other occupation given	0	20%	0	0	0	0	0	0	0	0	0	0	0	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	0	100%	0	100%	100%	100%

- **Function of female and male news subjects:** In 2015 the female news subjects are more likely to provide personal experience or popular opinion in the news. They rarely serve as experts/ commentators and spokesperson, and never as eyewitnesses.

Function of female news subjects (in per cent to the total amount of subjects for every function)

	2010	2015
Subject: the story is about this person, or about	44%	0



something the person has done, said etc.		
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	19%	16%
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	19%	29%
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	42%	67%
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	0	0
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.	0	100%

- **Constructing ‘victims’ in the news:** Women are more likely to be portrayed as victims of sexual violence. But at the same time the problems of domestic violence and discrimination based on gender, race, ethnicity, etc. were not mentioned at all. Both female and male news subjects were represented as victims of non-domestic crime, robbery, war, terrorism, state violence.

	Female news subjects		Male news subjects	
	%	N	%	N
Victim of non-domestic sexual violence, rape, assault, etc. (sexual violence only)	20%	1	0	0
Victim of other non-domestic crime, robbery, etc.	60%	3	67%	2
Victim of war, terrorism, vigilantism, state violence...	20%	1	33%	1
	100%	5	100%	3

- **Portrayal as “survivors” in the news:** There are two news subjects portrayed as survivors. Female news subject is represented as survivor of non-domestic crime, robbery. Male news subject is represented as survivor of war, terrorism, vigilantism, and state violence.
- **Identity and family status in the news:** The majority of female (92%) and male (95%) news subjects are not identified by family status. In 2010 the female subjects were more often identified by family status: 12% - in 2010 and 8% - in 2015.
- **Images in the news:** Male and Female news subject are equally tend to be photographed. Among news subjects that were photographed, there are 32% of female news subjects and 24% of male news subjects.

## WHO DELIVERS THE NEWS?

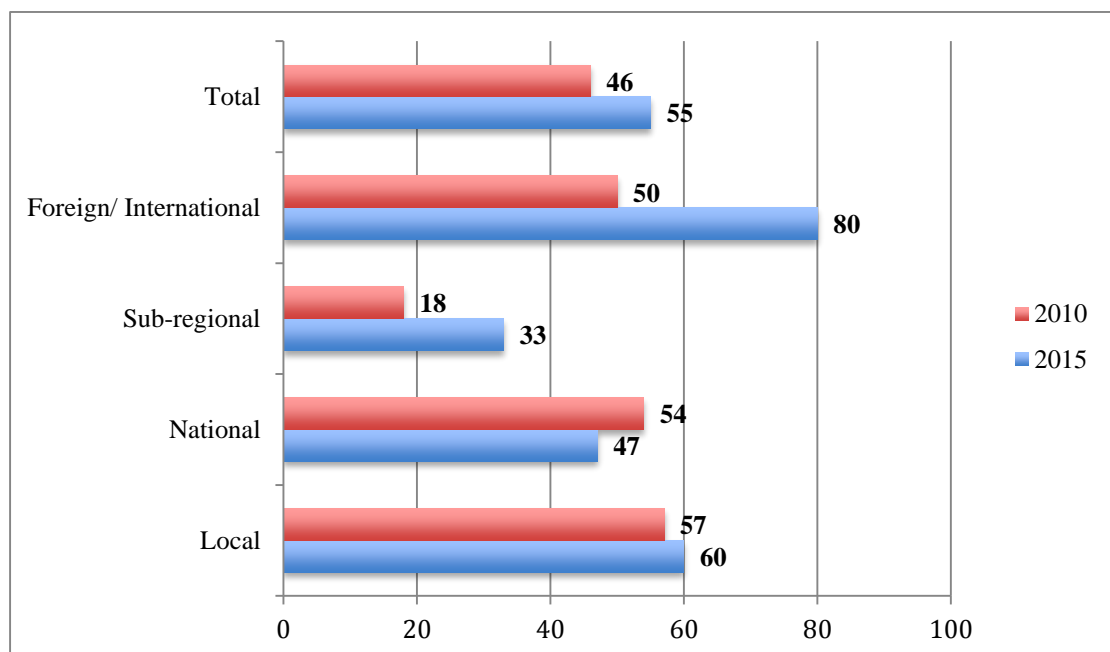
- **Overall reporters and presenters:** Female reporters and presenters more often appear on radio and TV, they consist the 90-100% of all reporters and presenters on radio and TV. But in print newspapers the amount of women is the same as the amount of men. In average the percentage of female reporters is 79%. In 2010 the percentage of female reporters was 38%.

	Internet	Print		Radio (Presenter)		TV		
	%	%	N	%	N	Presenter		Reporter
						%	N	
Female	55%	51%	18	100%	39	89%	36	100
Male	45%	49%	17	0	0	11%	4	0

- **Age of presenters and reporters:** All the presenters and reporters are in the age of 19-34 years. In 2010 there was mentioned more varied age of the reporters. This difference can be connected with the change in representation of reporters. The age of the reporters is indicated rarely then it was previously.
- **Reporters, by scope**

	Female		Male	
	%	N	%	N
Local	43%	9	35%	6
National	33%	7	47%	8
Sub-regional	5%	1	12%	2
Foreign/ International	19%	4	6%	1
	100%		100%	

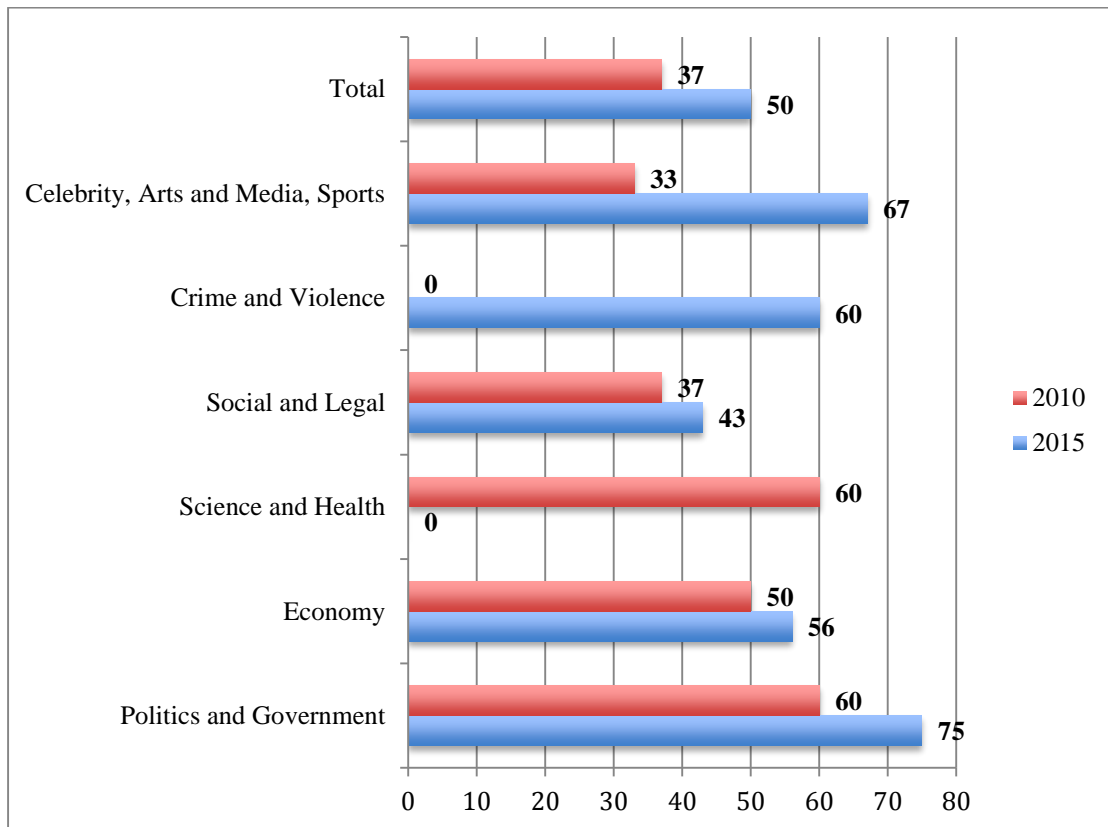
Percentage of female reporters in domestic and international news in 2010 and 2015 (in per cent to the total amount of reporters for every scope of story)



- **Reporters, by major topic**

	Female		Male	
	%	N	%	N
Politics and Government	29%	6	12%	2
Economy	24%	5	24%	4
Science and Health	0	0	18%	3
Social and Legal	14%	3	24%	4
Crime and Violence	14%	3	12%	2
Celebrity, Arts and Media, Sports	19%	4	12%	2
	100%		100%	

Percentage of female reporters by major story topic in 2010 and 2015 (in per cent to the total amount of reporters for every topic)



## GENDER AND THE NEWS

- **Women's centrality in the news:** There are 6 stories with women as a central focus, and only 2 of them challenging stereotypes. Stories devoted to the topics of political participation and peace/security. Two of them are written by women reporters; in case of other 4 the reporter is not indicated. In 2010 there were only 3 of such stories: one written by female reporter and two – by male reporters.
- **Stories that highlight issues of gender equality or inequality:** There are no stories that make reference to issues of gender equality/ inequality. In 2010 there also were no stories that highlight issues of gender equality or inequality.
- **Challenging or reinforcing stereotypes?** There are 3 stories that challenge the stereotypes. Two of them devoted to particular women. They discuss the alternative occupations or actions of women that are not conventional for women. For example, one is devoted to the woman – bishop, the other to the story of Angelina Jolie who reduced her breasts because of the risk of cancer. In 2010 there were only one such story.
- **Does the sex of the reporter make a difference for the gender dimensions of a story?**
  - Are more female news sources found in stories reported by women in your country? Female reporters are more tend to write about women and in general are more often write about people and base on them as sources of information.

Sex of news subjects	Sex of reporter			
	2015		2010	
	Female	Male	Female	Male
Female	74%	26%	59%	41%
Male	63%	37%	33%	67%
Transgender or other	0	0	0	0

- Is there a difference between the proportion of stories reported by women that have women as a central focus and those reported by men? As we have already mentioned there are only 6 stories with women as a central focus, and only in two stories the reporters are mentioned and they are women.
- Is there a difference between the proportion of stories reported by women that raise issues of gender equality or inequality and those reported by men? There are no stories that make reference to issues of gender equality/ inequality.
- Is there a difference between the proportion of stories reported by women that clearly challenge gender stereotypes and those reported by men? As we have already mentioned there are only 3 stories where stereotypes are challenged, and in all of them the sex of the reporter is not mentioned.

## GENDER TRENDS IN INTERNET AND TWITTER NEWS

### Overview: The digital news world

Describe and discuss findings on:

- Internet - Main topics

Main topics discussed at the Internet media are Politics, Economy, and Social/ Legal issues. This correlates with the results in relation to print newspapers, radio and TV.

	Topics	Percentage of stories
1	Politics/government	33%
2	Economy	28%
3	Science/health	3%
4	Social/ legal	25%
5	Crime/violence	8%
6	Celebrity/Arts/Media/Sports	3%
7	Other	0

- Internet – Proportion of stories shared on Twitter and on Facebook

The main topics presented in Internet are also more likely to be shared on Twitter and Facebook.

	Topics	Percentage of stories shared on Twitter	Percentage of stories shared on Facebook
1	Politics/government	30%	33%
2	Economy	20%	33%
3	Science/health	0	0%
4	Social/ legal	30%	22%
5	Crime/violence	10%	11%
6	Celebrity/Arts/Media/Sports	10%	0
7	Other	0	0

- Twitter - All stories (100%) from the Twitter are the original tweets.

### News subjects in the digital world

Describe and discuss findings on:

- Internet - Overall presence of women

Overall presence of women in Internet is 23%. But in different topics the percentage of women varies significantly. There are more women represented in a topic 'Crime/Violence', and completely absent women in a topic 'Science/ health'.

	Topics	Female	Male	N
1	Politics/government	24%	76%	42
2	Economy	13%	87%	15
3	Science/health	0	100%	1
4	Social/ legal	22%	76%	41
5	Crime/violence	50%	50%	6
6	Celebrity/Arts/Media/Sports	25%	75%	8
7	Other	0	0	0

- Twitter - Overall presence of women

Overall presence of women in Twitter is 15%. But in different topics the percentage of women varies significantly. There are more women represented in a topic 'Science/Health', and completely absent women in a topic 'Economy'.

	Topics	Female	Male	N
1	Politics/government	20%	70%	10
2	Economy	0	100%	3
3	Science/health	50%	50%	2
4	Social/ legal	20%	60%	5
5	Crime/violence	0%	50%	2
6	Celebrity/Arts/Media/Sports	25%	50%	4
7	Other	0	100%	1

- Internet - Functions of news subjects

1	Subject	81%
2	Spokesperson	5%
3	Expert or commentator	12%
4	Personal experience	1%
5	Eye witness	0
6	Popular opinion	0

- Internet - News subjects who are identified by family status

The majority of news subjects (96%) are not identified by family status. Only in 4 cases the family status is mentioned: one – female and three – male.

- Internet - News subjects in multimedia web components

Male subjects are more often represented in multimedia web components.

	Female	Male	Other (transgender, etc.)	Do not know	N
Yes	35%	61%	0	3%	31
No	19%	81%	0	0	75
Do not know	14%	86%	0	0	7

- Internet - Age of news subjects

In the majority of stories the age of news subjects is not mentioned. Only in case of two male subjects was stated their age.

- Internet - News subjects who are directly quoted

Male news subjects are more likely to be quoted: 71% (40) of all quoted subjects were male and only 29% (16) - female.

## Delivering the news in digital spaces

Describe and discuss findings on:

- Internet - Female reporters in main stories

The overall presence of female reporters is 55%. But if to analyse different topics it is became obvious that female reporters are underrepresented, and dominate in writing topics on health and celebrity/arts/media news. But in case of issues of politics, social and legal issues, female reporters are less represented.

	Topics	Female	N
1	Politics/government	25%	12
2	Economy	30%	10
3	Science/health	100%	1
4	Social/ legal	18%	11
5	Crime/violence	33%	3
6	Celebrity/Arts/Media/Sports	100%	1
7	Other	0	0

- Twitter - Female reporters & journalists

There is only few twitter feeds were sex of the reporters was identified. In those were it was done, the overall presence of female reporters is underrepresented in all topics.

	Topics	Female
1	Politics/government	13%
2	Economy	25%
3	Science/health	0
4	Social/ legal	13%
5	Crime/violence	13%
6	Celebrity/Arts/Media/Sports	38%
7	Other	0

- Internet - Selection of News Subjects

Female reporter as well as male reporters are tend to appeal to male news subjects then to female news subjects.

Sex of subject	Sex of reporter		
	Female	Male	Do not know
Female	29%	14%	22%
Male	71%	83%	78%
Other (transgender, etc.)	0	0	0
Do not know	0	3%	0
Total	100%	100%	100%

## Gender in digital news content

Describe and discuss findings on:

- Internet - Reference to gender equality/HR policies  
There are no stories that make reference to issues of gender equality/ inequality.
- Internet - Stories where issues of gender equality/inequality are raised by topic  
There are no stories that make reference to issues of gender equality/ inequality.
- Internet -Stories where stereotypes are clearly challenged  
There are no stories where stereotypes are challenged.
- Internet -Stories with Women as a central Focus  
There were two stories with women as central focus: one - politician and one – sex worker. These stories do not raise the issues of gender equality or inequality, and do not challenge the stereotypes.
- Twitter - Women's centrality  
There were two stories with women as central focus: one – in the topic about ‘Social/legal’ and one – ‘Celebrity/Arts and Media/ Sports’. These stories do not raise the issues of gender equality or inequality, but challenge the stereotypes.
- Twitter - Challenging Stereotypes  
There are 2 stories that challenge the stereotypes. They devoted to particular women. They discuss the alternative occupations or actions of women that are not conventional for women. For example, one is devoted to the woman – bishop, the other to the story of Angelina Jolie who reduced who breasts because of the risk of cancer.

## Summary of findings

- The overall presence of women in Internet and Twitter is 21%.
- The overall presence of women in Internet is 23%.
- The overall presence of women in Twitter is 15%.
- The overall presence of female reporters in Internet is 55%.
- The main topics in Internet: Politics/government, Economy, Social/legal. Stories on these topics are more likely to be shared on Twitter and Facebook.
- Women’s news subjects and reporters are underrepresented in general and in the main topics in particular. This trend is both for Internet and Twitter.
- In Internet male news subjects are more quoted (71%) and represented in multimedia web components (61%).



- Family status and age are mentioned seldom in representation of news subjects and in relation to reporters.
- There are no stories that make reference to issues of gender equality/ inequality.
- There are only four stories where women were represented as a central focus. These stories do not raise the issues of gender equality or inequality. And only two of them clearly challenge the stereotypes.

## GENDER AND JOURNALISTIC PRACTICE

- It will only be possible for you to include this section in your national report if you completed the qualitative analysis for your country. Include:
- One story from TV, radio or newspaper (or Internet or Twitter news) in your country from March 25<sup>th</sup> 2015 that is an example of subtle stereotyping with an analysis to show how the news item subtly stereotypes women and/or men.

**Title of article:** В Минске задержали организованную группу сутенеров / The organized group of pimps was detained in Minsk

**Internet news website URL:** [http://naviny.by/rubrics/disaster/2015/03/25/ic\\_news\\_124\\_455991](http://naviny.by/rubrics/disaster/2015/03/25/ic_news_124_455991)

**Theme:** Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, FGM...

### Analysis:

The article is about the organized group of pimps detained in Minsk. The article describes this situation as criminal law issue and stays ignorant to the issue of sex work and exploitation of women. The article rhetorically just mentions that women worked illegally and does not raise the issue that women more often became victims of such situations that they are involved in sex work.

Moreover, the article contains the photo that supports the negative representation of women sex workers. On the photo there is a woman-sex worker sitting on the sofa, and a man-client, standing near the woman, and paying money. We can see the whole body of the woman, and only part of the body of the man, we do not see his face. He is standing higher than her and she is represented in subordinated position, objectified.

- One story from TV, radio, newspaper (or Internet or Twitter news) in your country from March 25<sup>th</sup> 2015 that is an example of a missed opportunity with an analysis to show how the news item is a missed opportunity to provide a gender-aware perspective.

**Title of article:** Ермошина констатирует «сумеречное молчание» перед выборами президента / Ermoshyna states a "twilight silence" before the presidential election

**Internet news website URL:** <http://news.tut.by/politics/441204.html>

**Theme:** Other domestic politics, government, etc.

### Analysis:

The article is about opinion of the chief of presidential election committee Ermoshina about activity of politicians before future presidential elections. It is interesting that this woman is among just few women that are involved in political processes. Therefore, it is essential to raise awareness in public about this gender segregation in political sphere. However, in her comments Ermoshina did not even mention and see this problem, she is talking about politicians who are all men and stay non-sensitive to that issue that there are no women candidates for the future elections. It is a well-known problem that already is discussed a lot in gender studies that, women politicians when they are at the high level of power, are not always sensitive and interested in the gender issues. The reporter also ignores this gender optic in representation of the news just following the narrative of Ermoshina.

- One story from TV, radio, newspaper (or Internet or Twitter news) in your country from March 25<sup>th</sup> 2015 that challenges stereotypes with an analysis to show how the news item does this.

**Title of article:** В Великобритании появилась вторая женщина-епископ / The second female bishop has been appeared in Great Britain.

**Twitter URL:** [https://twitter.com/by\\_Interfax/status/5807188096585088](https://twitter.com/by_Interfax/status/5807188096585088)

**Theme:** Religion, culture, tradition, controversies, teachings, celebrations, practices.

**Analysis:**

Twitter feed conveys the news about the second female-bishop in Great Britain. The institute of the religion is very conservative and traditional. For the long period the religion was a taboo for the women. So the news represent the changes in this institute, according to which women are aloud to participate. The feed informs that this situation happens only second time in the history of religion in Great Britain. It is important for Belarus because the institutions of religion are still completely ignorant to participation of women. This attitude is based on the idea that women are not possible to be the 'spiritual leaders'.

## SUMMARY AND CONCLUSIONS

- The overall presence of women is 25%: Print – 22%; Radio – 32%; TV – 32%; Internet – 23%; Twitter – 15%.
- The overall presence of female reporters is 79%: Print reporters/journalists – 51%; Radio presenters – 100%; TV presenters – 89%; TV reporters – 100%; Internet reporters/journalists – 55%.
- The main topics in all media: Politics/ Government, Economy, and Social/ Legal.
- Presence of women reporters significantly has changed in comparison with previous Media Monitoring in 2010. In average in 2010 – 39,2% of stories were produced by women in comparison to amount of stories produced by men. In 2015 this average number was 73,6%. The percentage of stories written by female reporters increased significantly in relation to such topics as Economy, Social/ Legal, and Crime/ Violence.
- Women's news subjects are underrepresented in general and in the main topics in particular: Politics/ Government – 28%; Economy – 13,5%; Social/ Legal – 18,5%; Science/ Health – 12,5%; Crime/ Violence – 30%; Celebrity/ Arts/ Media/ Sports – 36,5%.
- Female news subjects are more likely to be represented as office or service workers, tradespersons, sex workers, and students or schoolchildren in comparison to male subjects. Among the mentioned politicians only 11% are women, but among government employee 42% are women.
- The male news subjects are more quoted (70%) and represented in multimedia web components (in Internet - 61%). Female news subjects are more likely to provide personal experience or popular opinion. They rarely serve as experts/ commentators and spokesperson (19%), and never as eyewitnesses.
- Family status and age are mentioned seldom in representation of news subjects and in relation to reporters.
- There are no stories what make references to issues of gender equality/ inequality. There are three stories that challenge the stereotypes. They discuss the alternative occupations or actions of women.
- There are only six stories were women represented as a central focus. These stories do not raise the issues of gender equality or inequality. And only two of them clearly challenge the stereotypes.
- Female reporters are more tend to write about women (74%) and in general are more often write about people and base on them as sources of information (68,5%).

## ACTIONS IN THE POST-2015 ERA: A five-year plan

- Media organizations must ensure a diverse range of female perspectives included in all stories, including politics, economics and war. Women need to be used more as the sources and subjects of stories. They need to be interviewed as commentators and experts.
- Media must be pro-active in sourcing male voices in non-traditional areas and roles. Men and women should be portrayed in a wide range of roles, both traditional and non-traditional, in paid work, social, family and leisure activities. Men and women should both be seen as taking decisions to support the family and in household tasks and home management.
- Eliminate language that misrepresents, excludes or offends women. Use neutral terms that favor neither sex and more accurately reflect the purpose of a gathering or a meeting.
- Media organizations should organize training programs to improve media professionals' understanding of current and emerging gender issues and its various manifestations. Raising the awareness and strengthening the capacities of media professionals through offering regular educational and vocational training programs geared to the acquisition of in depth knowledge of gender equality and its crucial role in a democratic society
- Carrying out regular monitoring and evaluation of the situation of gender equality in the media at a national level.

## 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**

1. Irina Solomatina
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