

WHO MAKES THE NEWS?



BOSNIA AND HERZEGOVINA

Global Media Monitoring Project 2015 National Report



GMMP
Global Media
Monitoring Project
WACC

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.

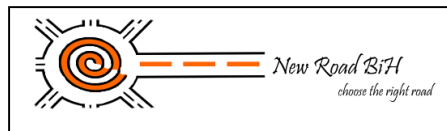


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Global Context

- 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.'¹
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.³ 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.
- 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.

National context

- News media are the major and the most influential source of information, ideas and opinion for most people in Bosnia and Herzegovina (B&H). According to the 2014 data (Internet World Stats, 2015), number of population who has the opportunity to access the internet has increased from 2.7% in 2002 to 67.9% in 2013. The recent surveys have also shown that B&H citizens has the most confident in media.

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

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

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

- BaH adopted the Law on Prohibition of Discrimination in 2009 which provides a framework for implementation of equal rights and opportunities to all persons in B&H and shall define a system of protection from discrimination. The B&H Law on Gender Equality regulates, promotes and protects gender equality, guarantees equal opportunities and equal treatment of all persons regardless of gender in public and private sphere of society, and regulates protection from discrimination on grounds of gender.
- The Convention on the Elimination of all Forms of Discrimination against women (CEDAW, 1979, UN General Assembly) in its preamble and 30 paragraphs defines the meaning of discrimination against women and lays down a national action plan for the signatory countries aimed at eliminating it. Bosnia and Herzegovina joined the action plan and this document has become binding for the state. Law on Gender Equality of Bosnia and Herzegovina (adopted in 2003, changed and amended in 2009 and 2010) as the key legislative framework in B&H that promotes and protects gender equality contains specific provisions aimed to ensure gender equality in media. However, the Committee on the Elimination of Discrimination against Women in its Concluding observations on the combined fourth and fifth periodic reports of Bosnia and Herzegovina issued in 2013 expressed its concern about the lack of effectiveness of the Security Council resolution 1325 (2000) action plan regarding women's participation in peace, reconciliation and rehabilitation processes⁴. While acknowledging the existing definitions in the gender equality law, the Committee is concerned that the Constitution does not at present include a comprehensive definition of discrimination against women, in line with article 1, or of the principle of equality between women and men, in line with article 2 of the Convention.
- The Press Council of B&H as the self-regulatory body of print media in B&H issued the Press Code of B&H⁵ that prohibits discrimination based on gender and promotes gender equality in the print media of Bosnia and Herzegovina. The Codex for print and online media of B&H reads that „The Journalists shall avoid prejudicial or insulting references to person's ethnic group, nationality, race, religion, gender, sexual orientation, physical disability or mental state.”
- The Association Novi put has identified advocacy for gender equality in media of Bosnia and Herzegovina as one of the priority areas of its activities. The participation in the GMMP 2015 has enabled Novi put to take a part in a world-wide activity conducted by women NGOs and volunteers aimed at achieving gender equality in media representation. The opportunity to participate in a such important activity has enabled Novi put to raise awareness about importance of gender equality among female and male journalists, gender based violence and urge them to change their attitude towards women to achieve more targeted media advocacy aimed at overcoming the existing gender stereotypes and enhanced demonstration of sensibility regarding gender equality in the work of B&H journalists. The GMMP has also created a network of human rights and media activists across the globe, and enhance the visibility of specific challenges we face in fighting for non-stereotypical portrayal of women in B&H media.
- The first GMMP in B&H was conducted in 2005. Results of GMMP for B&H in 2005 showed that 52% of presenters and 49% of reporters of news were female, while only 15% of news subjects were women. Women were news subjects in 18% of TV news programs, 16% of radio news programs, and 13% of newspaper articles. Women in Bosnia and Herzegovina were news subjects in 11% of news stories related to politics and government, 13% of news stories related to economy and business, and 14% of news stories related to crime and violence. In relation to function of the news subjects, 39% of women represented popular opinion, 12% represented personal experience, 17% were represented as eyewitnesses, 14% of women represented subject of the news stories, 21% represented experts, and 10% of women represented spokespersons.

⁴ CEDAW /C/BIH/CO/4-5, 30 July 2013

⁵ http://ethicnet.uta.fi/bosnia_and_herzegovina/press_code_of_bosnia_and_herzegovina

- GMMP 2010 Media monitoring findings for Bosnia and Herzegovina revealed that although women made up the overwhelming majority of reporters and announcers, they were still largely invisible when it comes to focus and content of the news stories in TV, radio, and print media. Overall presence of women as news subjects per key topics areas in B&H media was 23%, which represented a small increase compared to GMMP 2005 findings, when overall presence of women as news subjects had been 18%.

Executive Summary

On March 25, 2015 **380 news stories** were monitored and the major topic areas covered by the media were related to crime and violence (27%), politics and government (24%), economy (19%), social and legal (15%), celebrity, arts, media, sports (13%) and science and health (4%).

The highlight of the day were the news on the plane crash in France and the rest of the news followed the typical news agenda which is focused on daily politics, EU integration process, news from two B&H entities and news on economy.

The results on the percentage of stories by female and male reporters in B&H by topics reported showed that there is no much discrepancy between the percentage of female and male reporters.

Presence of female news subjects in radio, TV and newspapers, and Internet and Twitter was extremely low and men significantly outnumbered women in all media. Women were present in only 14% in print, 15% in radio and 18% in TV, whereas men were present in 82%-85% news in all media. Men are still portrayed in all media as key actors in the political sphere. The topics where women have the lowest presence are Politics and Government (16% in Print, Radio, Television and 8% in Internet, Twitter), Crime and Violence (12%, i.e. 21% in Internet, Twitter), Celebrity, Arts and Media, Sports news (13%, i.e. 36%). The overall presence of women is 16% in Print, Radio, Television news and 28% in Internet and Twitter news.

Significantly more male subjects were quoted as sources, whereas female subjects were quoted as sources of information in only 14% of local, 14% of national, i.e. 16% of sub-regional news.

Only 17% of all women newsmakers were present. Male news subjects were dominant by their functions in news stories.

Women are dominantly portrayed as victims of an accident, natural disaster, poverty (71%), 14% of women are portrayed as victims of war, terrorism. In 71% of the news women were not identified as survivors but only as victims.

Women slightly outnumbered men in TV news (62%) as presenters whilst gender distribution in radio is 44% of female vs. 56% male reporters&presenters and in print news there is 52% of male reporters&presenters vs. 48% of female ones.

News stories where women were a central focus were related to crime and violence (4%), social and legal affairs (3%), and only 2% in news related to politics and government, whereas in all other story topic areas women were not in the central focus at all.

The monitoring results of the news in the digital world showed that women in Internet were mostly present in the news on Science and Health (75%), followed by Economy (40%) and Celebrity, Arts and Media, Sports (40%).

However, male were completely dominant in all the internet news except in Science and Health (25%), whilst they were absolutely dominant in the news on Politics and Government (100%).

Twitter - Women's centrality - In the Twitter news about politics and economy there were no women, thus all the news had men as central figures.

A DAY IN THE NEWS IN BOSNIA AND HERZEGOVINA

- Media reporting on March 25, 2015 was influenced by a the crash of a German Wings plane in the French Alps and all media also reported on this big tragedy where among other victims of the accident 2 B&H citizens also lost their lives. Apart from that sad news, it was a typical day when it comes to the news agenda in B&H. The main news were regarding, crime and violence, the current domestic politics, EU integration and the issues arising from the war in B&H in the 1990ies.
- The women still continue to be under-represented as subjects and sources in the news. On March 25, 2015 the newspaper Oslobodenje published a story about Ms. Dunja Mijatovic, B&H, an OSCE Representative on Freedom of the Media, who was awarded the Medaille Charlemagne. That is the biggest award on European level, when it comes to human rights and engagement in the field of media. Ms. Mijatovic is the first person from the region of South East Europe that has received this award. However, the article quotes two men – both foreigners, i.e. the Mayor of the German City Aachen and the President of the Committee, whereas Mrs. Mijatovic, the actual winner of the prize, was mentioned only as the subject of the newscast. This story is blatantly stereotyped as the journalist/person who published the story failed to get a feedback from Ms. Mijatovic even though the story highlights that it has been the first time that someone from the region of South East Europe was awarded the Medaille Charlemagne. Instead, two men completely unknown to B&H citizens were quoted.

THE CONTEXT

- Media play a very important role in creating and tailoring public opinion in B&H. However, in the latest Reporters Without Borders Freedom of the Press Index Bosnia and Herzegovina's score shows no improvement of the media freedom situation in the country. „As 66th out of 180 countries in the ranking, the Balkan country clearly performs comparatively well by South East European standards, but significant deficits remain⁶. Freedom House similarly views the media situation in Bosnia and Herzegovina as "partly free". All reports highlight that restrictions of media freedom are more common in the administrative entity Republic of Srpska. The legal situation of the media in Bosnia and Herzegovina reflects both the ethnic diversity and the administratively divided structure of the country, as well as the influence of international organisations in the state building process. On a constitutional level, the European Convention for the Protection of Human Rights and Fundamental Freedoms directly applies, guaranteeing inter alia freedom of expression. Supportive legislation at state and entity level exists in all the main spheres and existing laws are regularly amended. However, the IREX Media Sustainability Index 2014⁷ notes that not only are there deficits in the implementation of current legislation, but amendments are also often designed to benefit their drafters. Furthermore, the regions' criminal codes also sometimes directly pose limitations to freedom of expression⁸
- On the monitoring day Novi put's activists and volunteers conducted the monitoring of 380 news stories that were published in 6 Daily Newspapers ("Dnevni Avaz" – a popular daily newspaper among readers of Bosniak nationality, private owned, has one of the highest circulation, with headquarter in Sarajevo, capital of Bosnia and Herzegovina; "Dnevni list" – a popular daily newspaper among Bosnian Croats, has high circulation, with headquarter in Mostar, one of the largest cities in B&H; "Nezavisne Novine" – a popular daily newspaper, privately owned, has one of the highest circulations in B&H, with headquarter in Banja Luka, Republic of Srpska; "Oslobodenje" – is a popular daily newspaper, has high circulation, with headquarter in Sarajevo, capital of Bosnia and Herzegovina; "Večernji list" - popular daily newspaper among Bosnian Croats, has high circulation, with headquarter in Mostar, one of the largest cities in B&H and

⁶ Balkanmedia, Media and Democracy in South East Europe <http://www.kas.de/wf/en/71.13560/>

⁷ <http://www.kas.de/wf/en/71.13562>

⁸ ibd.

“Glas Srpske” - a popular daily newspaper, has one of the highest circulations in B&H, with headquarter in Banja Luka, Republic of Srpska), 4 TV news broadcast on BH Television 1 – TV station run by Radio Television of Bosnia and Herzegovina, state level public broadcaster; RTRS (Radio Television of Republic of Srpska) – TV station run by Radio Television of Republic of Srpska, entity level public broadcaster; FTV (Federal Television) – TV station run by Radio Television of Federation of B&H, entity level public broadcaster and TV1 – a very popular privately owned TV station with a headquarters in Sarajevo that also broadcast its program via satellite in many other various countries, 3 radio news broadcast on B&H Radio 1 – radio station run by Radio Television of Bosnia and Herzegovina, state public broadcaster; RTFVB&H (Radio Television of Federation of Bosnia and Herzegovina) – Radio BH – radio station run by Radio Television of Federation of B&H, entity public broadcaster and Radio of Republic of Srpska – radio station run by Radio Television of Republic of Srpska, entity public broadcaster. This has been the first monitoring that included internet news in B&H and news on one web portal and 6 Twitters were monitored (klix.ba and Twitters of Al Jazeera Balkans, Glas Srpske, Dnevni avaz, TVN1, Oslobođenje, Radio Slobodna Evropa, RTRS, StarMo, Dnevni list and Radio Sarajevo).

TOPICS IN THE NEWS

380 news stories were monitored and the major topic areas covered by the media on March 25 were related to crime and violence (27%), politics and government (24%), economy (19%), social and legal (15%), celebrity, arts, media, sports (13%) and science and health (4%).

The highlight of the day were the news on the plane crash in France and the rest of the news followed the typical agenda which is focused on daily politics, EU integration process, news from two B&H entities and news on economy.

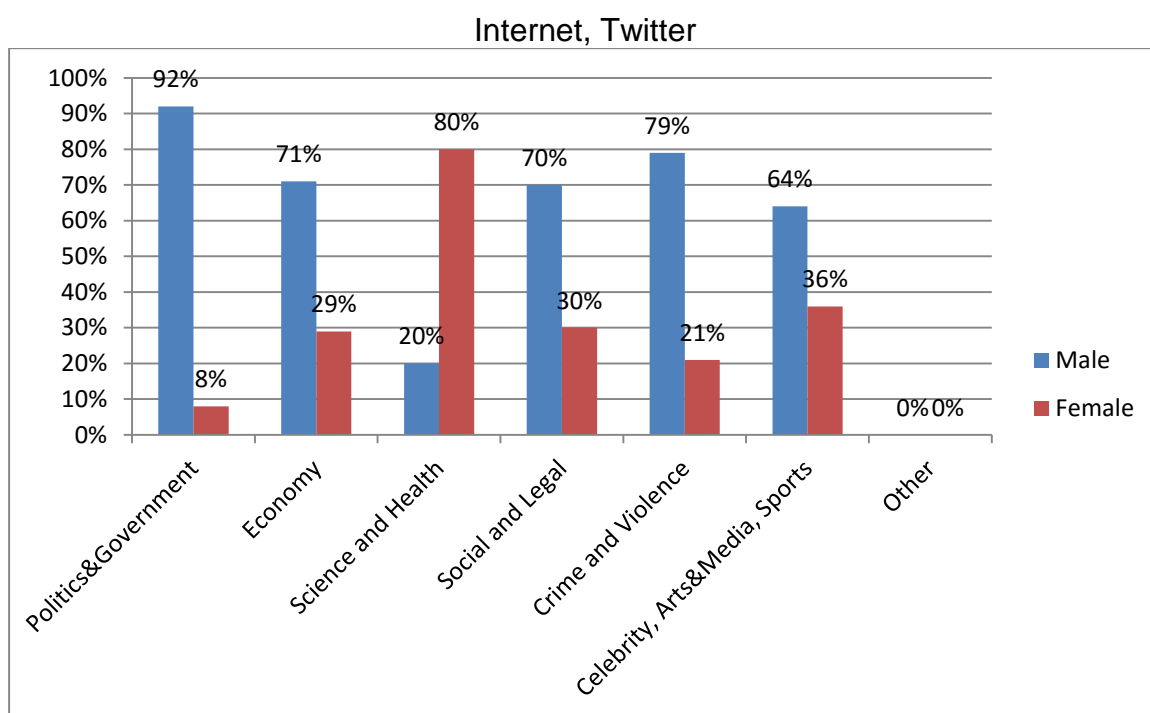
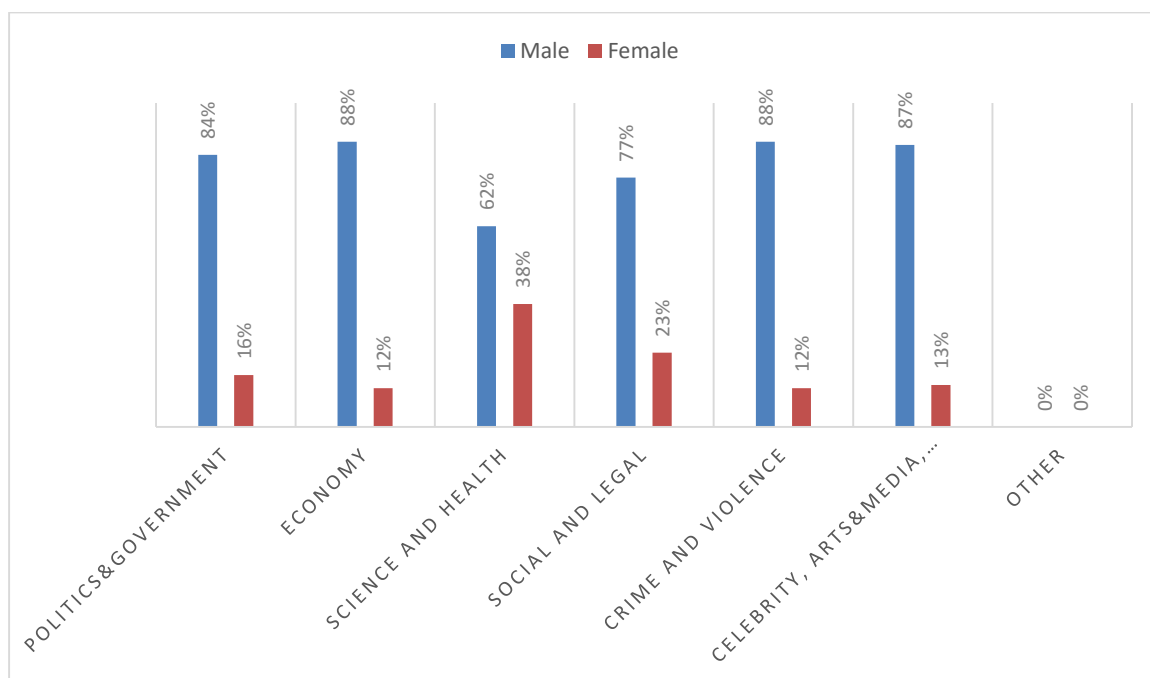
THE NEWS

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

The results on the percentage of stories by female and male reporters in B&H by topics reported showed that there is no much discrepancy between the percentage of female and male reporters. Out of the total number of female reporters, 30% of them reported on Economy news vs. 24% of male reporters who reported on those news. 25% of female reporters reported on news from Politics and Government area, vs. 36% of male reporters. 20% of female and 14% of male reporters reported on Social and Legal news.

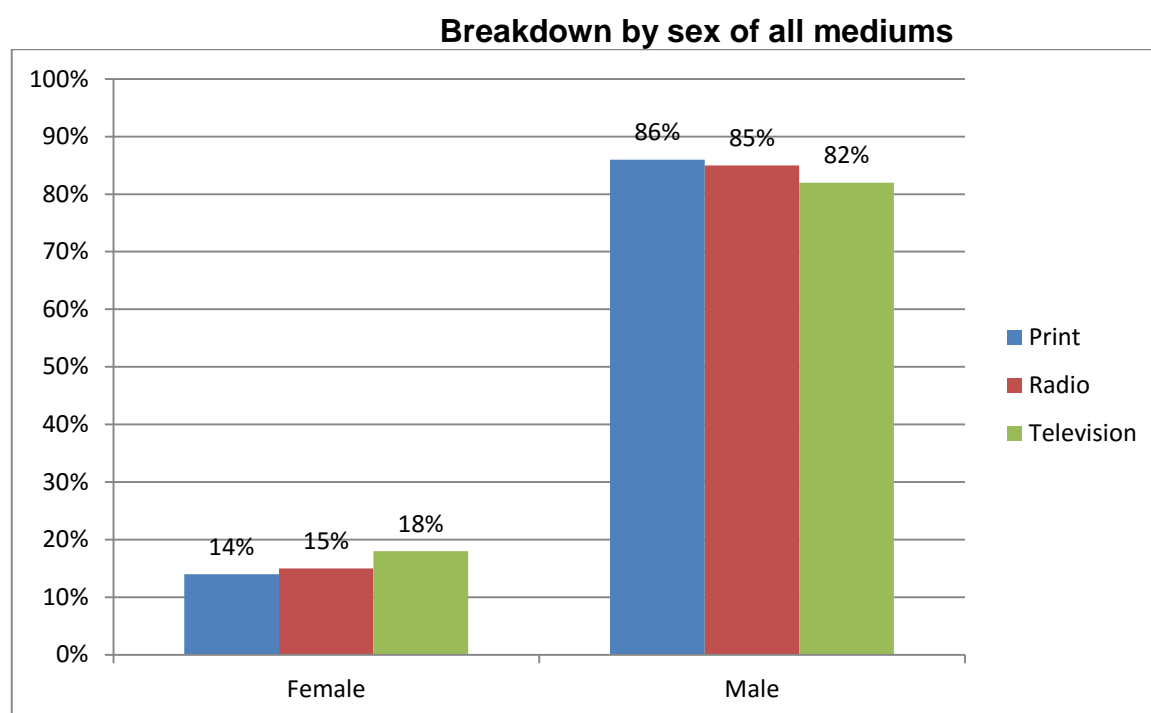
However, similar to the previous GMMPs carried out in B&H, women are again significantly under-represented in comparison to men as news subjects. The topics where women have the lowest presence are Politics and Government (16% in Print, Radio, Television and 8% in Internet, Twitter), Crime and Violence (12%, i.e. 21% in Internet, Twitter), Celebrity, Arts and Media, Sports news (13%, i.e. 36%). The overall presence of women is 16% in Print, Radio, Television news and 28% in Internet and Twitter news. Women are also underrepresented in the internet news: The only exception was Science/Health sphere where women made 80% of the news. However, this has been the first time that GMMP included internet news. Only 1 web portal was monitored and 6 Twitter accounts.

Overall presence of women in news Print, Radio, Television



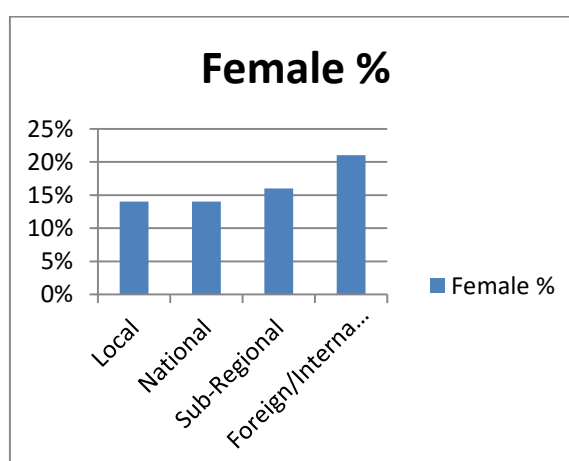
- Presence of female news subjects in radio, TV and newspapers, and Internet and Twitter was extremely low and men significantly out-numbered women in all media. Women were present in only 14% in print, 15% in radio and 18% in TV, whereas men were present in 82%- 85% news in all media. Men are still portrayed in all media as key actors in the political sphere. The situation is similar when it comes to news on Economy and Social/Legal affairs, where men were significantly present and made most of the news, whereas women made only 12% of news on economy, 23% of news on Social/Legal and 38% Science/Health. There was a low presence of women even in the news on crime/violence – 12% and Celebrity/Arts/Entertainment/Sports – 13%. When we compare the current results with the results of the previous monitoring where *male news subjects were dominantly present by story topic -77%, while only 23% female were present as news subjects. Male news subjects were absolutely dominant in fifteen (15) out of fifty (50) story topics that were focus of media monitoring. Female news subjects were dominant only in one story topic in media monitored in B&H – other stories on celebrities, arts and media, while*

in thirty two (32) out of fifty (50) story topics that were monitored, female news subjects were invisible⁹, it is noticeable that there has not been any progress made for the last 5 years when it comes to presentation of females in the news.



- The results of the 2015 media monitoring of female and male news subjects quoted as sources of information in stories about local, national, and international affairs in newspapers in B&H demonstrates that male subjects were again dominant, whereas female were quoted as sources of information in only 14% of local, 14% of national, i.e. 16% of sub-regional news. The percentage of quoted women is insignificantly higher in foreign/international news – 21%, however, those women were mostly non B&H nationals.

Breakdown by sex local, national, sub-regional/regional, intl. News

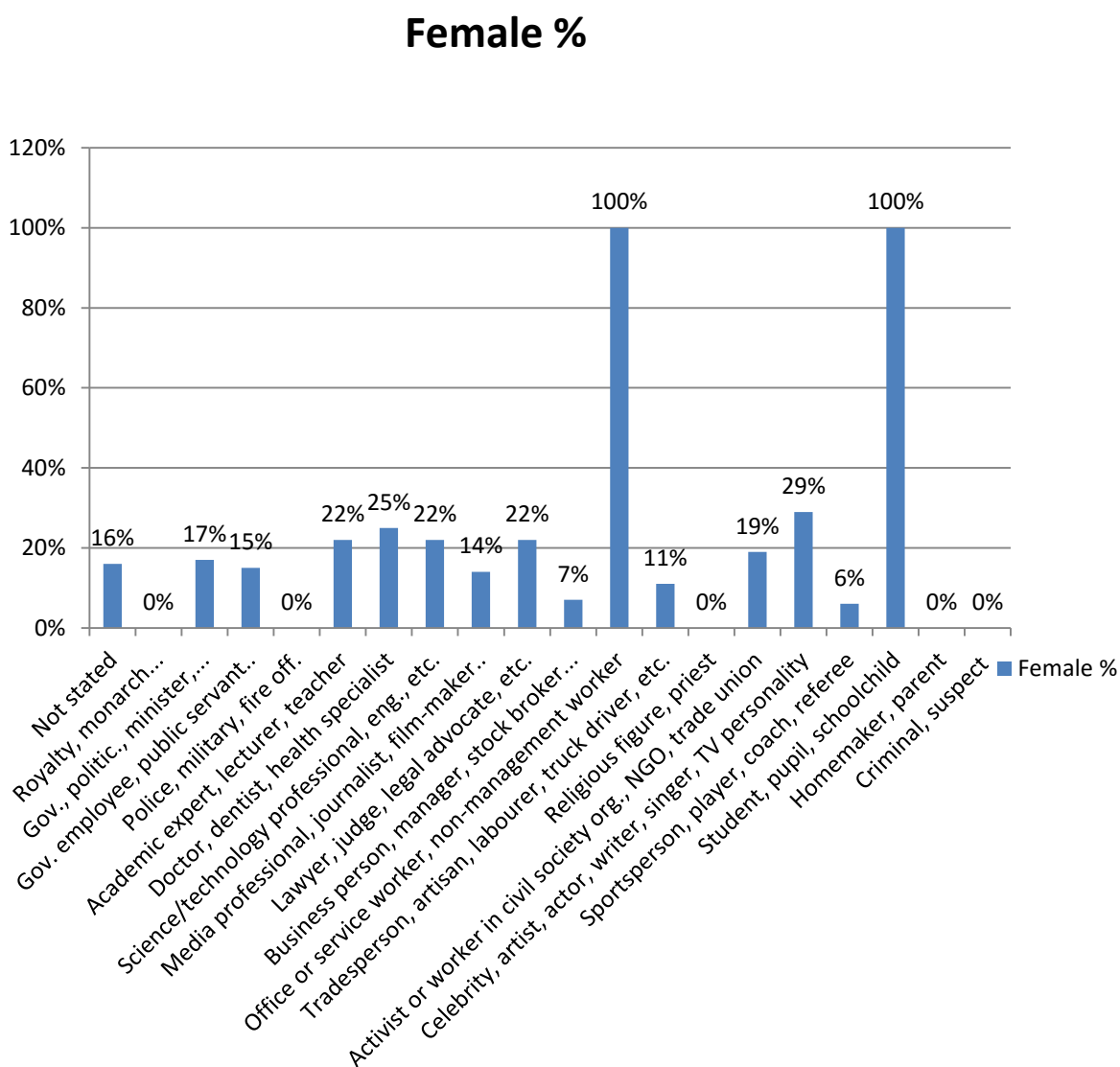


⁹ GMMP 2010 National Report B&H.

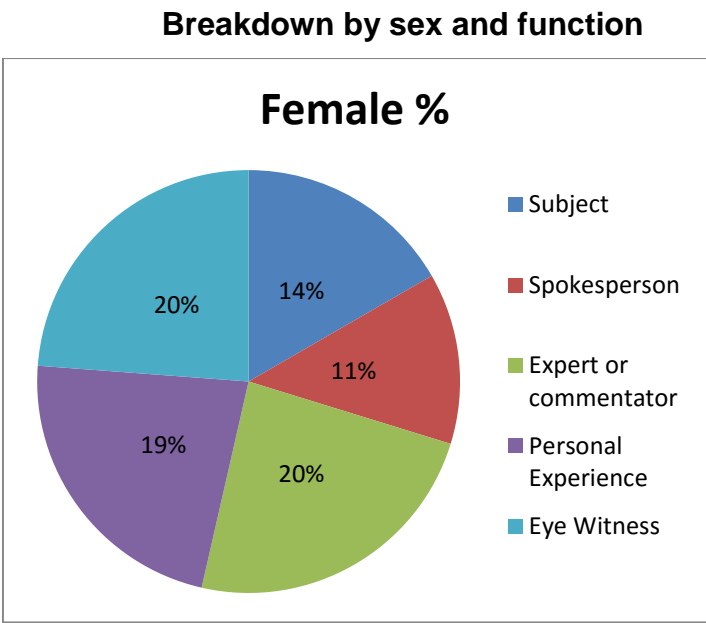
- **Who are the newsmakers?**

Breakdown of the new sources by occupation and sex shows that only 17% of all women newsmakers were present. Only 15% of female Government employees, public servants, etc. were newsmakers. 29% of females presented in the news were Celebrity, artist, actor, writer, singer, TV personality. Based on the results presented in the table below male news subjects are dominant in almost all occupations as politicians, ministers, spokespersons (83%); government employees, public servants (85%); police, military, para-military, militia, fire officer (100%), and even celebrities, artists, actors, writers, singers, TV personalities (71%), Religious figures/priests (100%).

Breakdown of new sources by occupation and sex



- **Function of female and male news subjects:**



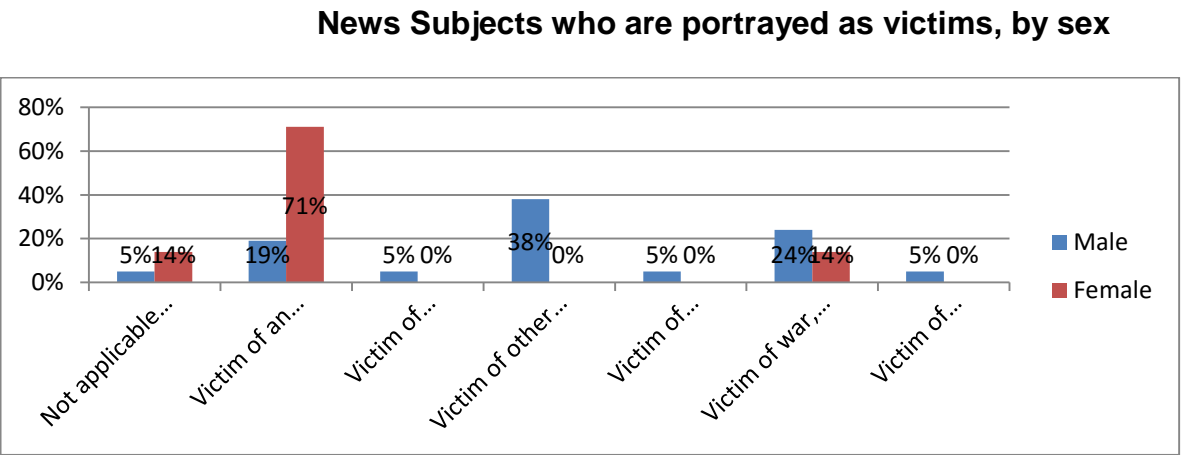
The media monitoring in B&H identified that male news subject are dominant by their functions in news stories. Females made only 14% of the subjects of the all monitored newscast. They were identified as spokespersons in 11% of the news and only 20% of females are presented as experts or commentators.

The GMMP 2010 in Bosnia and Herzegovina had identified that “*Women the most likely appear in the news story as experts or commentators (34%), or as reflecting popular opinion (26%), however here they are still relatively invisible in comparison to men*”.

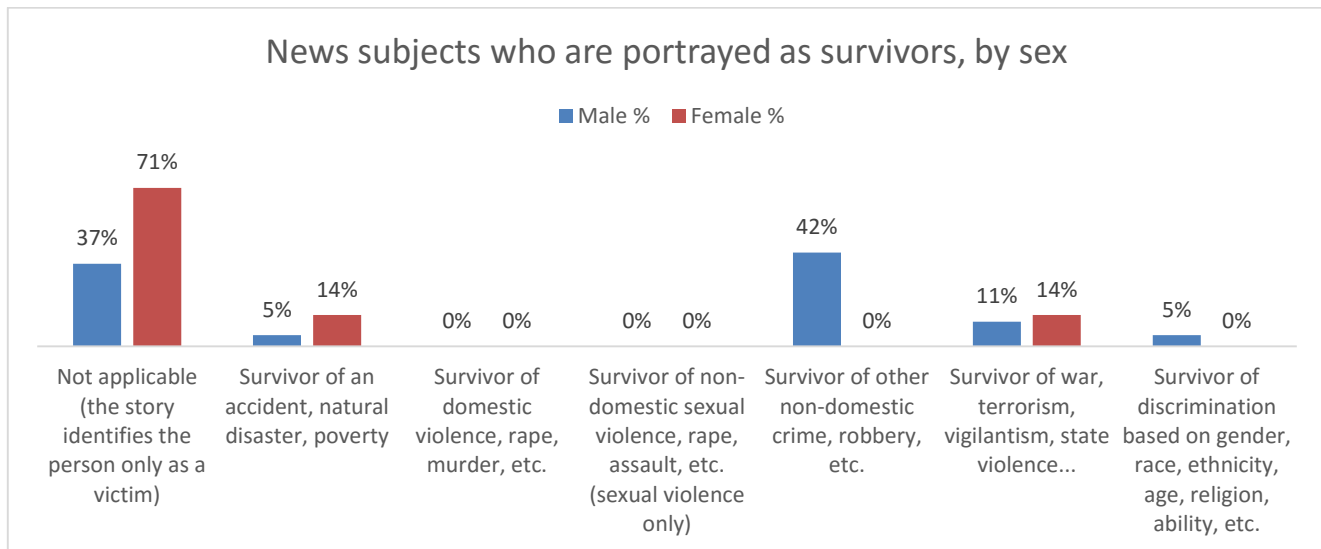
When we compare the 2015 statistics on sex&function with those from the previous monitoring conducted in 2010 we can conclude that that women have become even more invisible in comparison to men and have become outnumbered by men.

- **Constructing ‘victims’ in the news:**

The results on female and male news subjects who are portrayed as victims in B&H show that in the monitored news women are dominantly portrayed as victims of an accident, natural disaster, poverty (71%), whereas 38% of men are presented as victims of other non-domestic crime, robbery, etc. 14% of women and 24% of men are portrayed as victims of war, terrorism.



- **Portrayal as “survivors” in the news:** 14% of women were portrayed as survivors of an accident, natural disaster, poverty, i.e. survivors of war, terrorism, vigilantism, state violence. However, it is noticeable that in 71% of the news women were not identified as survivors but only as victims.

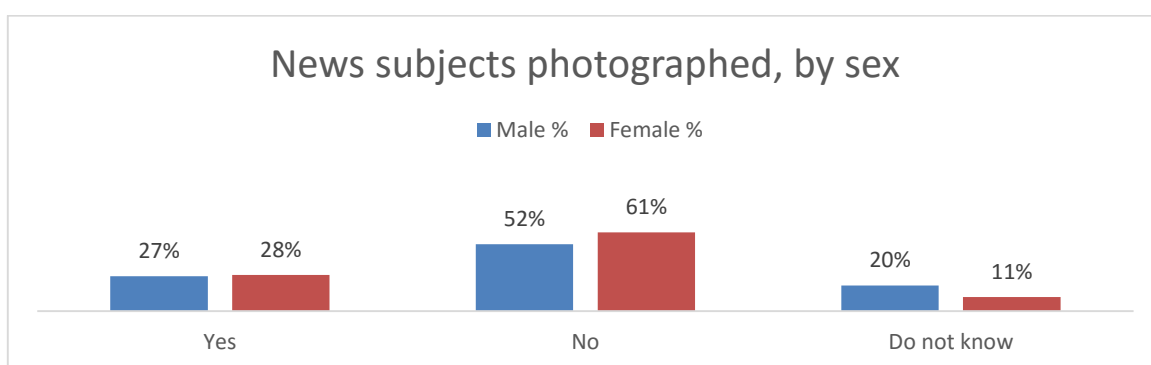


- **Identity and family status in the news:**
It appears that B&H media do not tend to identify male and female news subject by their family status. However, 6% of female and 2% of male news subjects were identified by their family status.

News subjects who are identified by family status, by sex		
	Female	Male
	%	%
Yes	6%	2%
No	94%	98%
	100%	100%

- **Images in the news:**

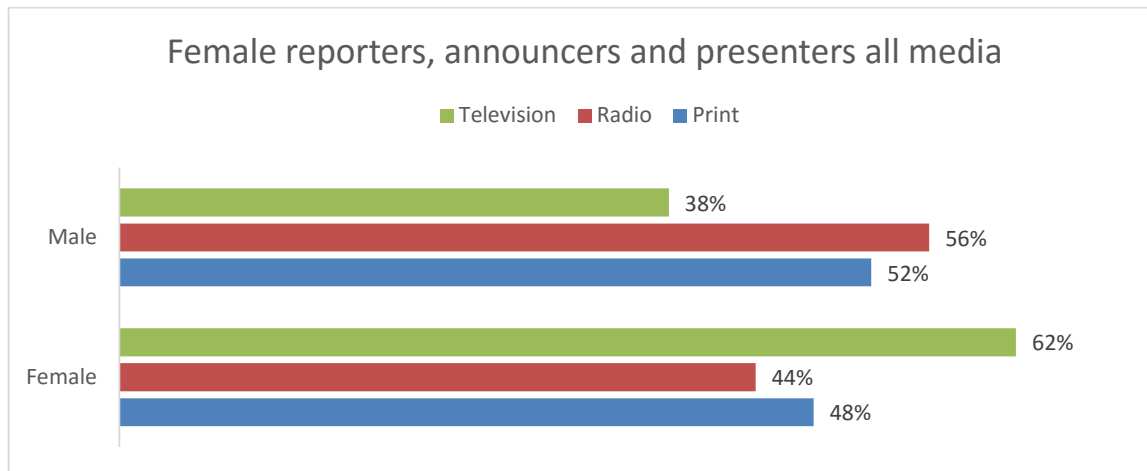
There is a small difference in relation to female and male news subjects appearing in newspaper photographs in B&H 28% of female and 27% of male subjects were photographed, whereas 61% of female and 52% of male were not photographed.



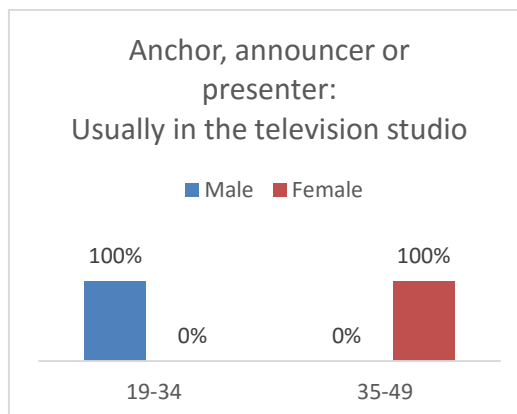
WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:**

Women slightly outnumber men in TV news (62%), where most of the presenters are females, whilst gender distribution in radio is 44% of female vs. 56% male reporters&presenters and in print news there is 52% of male reporters&presenters vs. 48% of female ones.

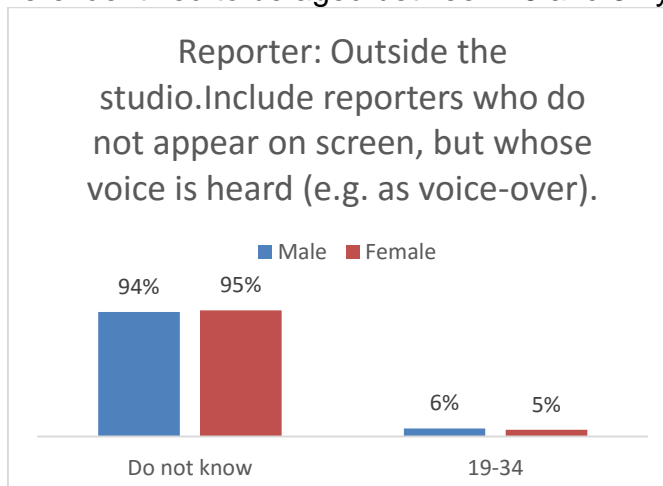


- **Age of presenters and reporters:** 100% of TV anchors, announcers or presenters aged between 19-34 were men, whilst 100% of anchors, announcers or presenters aged between 35-49 were women.



Age of reporters

Age of 95% of female and 94% of male reporters was unknown, whereas only 5% of female and 6% of male reporters were identified to be aged between 19 and 34 years.



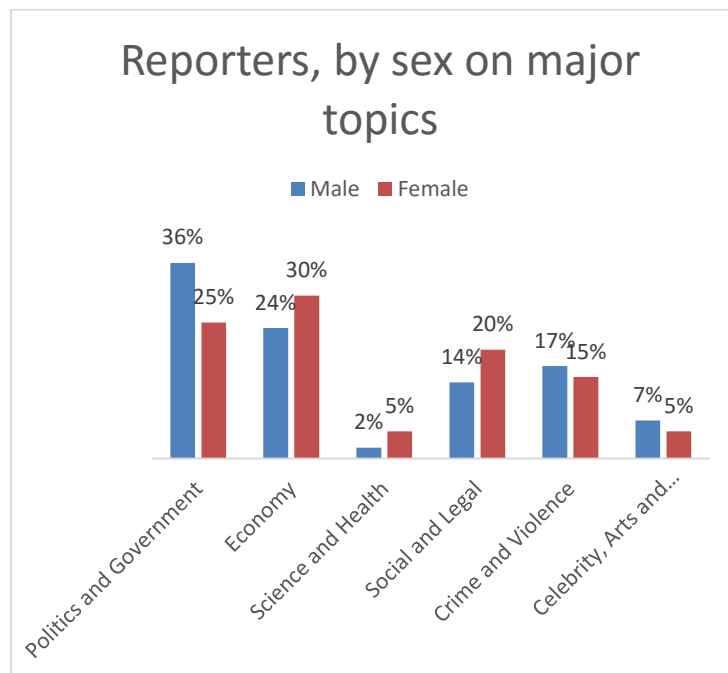
- **Reporters, by scope:**

Out of the total number of female journalists identified as reporters 48% of them reported about national news and 25% about foreign/international news, whilst 57% of total number of men journalists were identified as reporters of national stories.

Reporters in domestic & foreign stories (scope), by region, by sex				
Bosnia and Herzegovina				
	Female		Male	
	%	N	%	N
Local	23%	9	14%	6
National	48%	19	57%	24
Sub-Regional	5%	2	10%	4
Foreign/International	25%	10	19%	8
	100%	40	100%	42
OVERALL		49%		51%

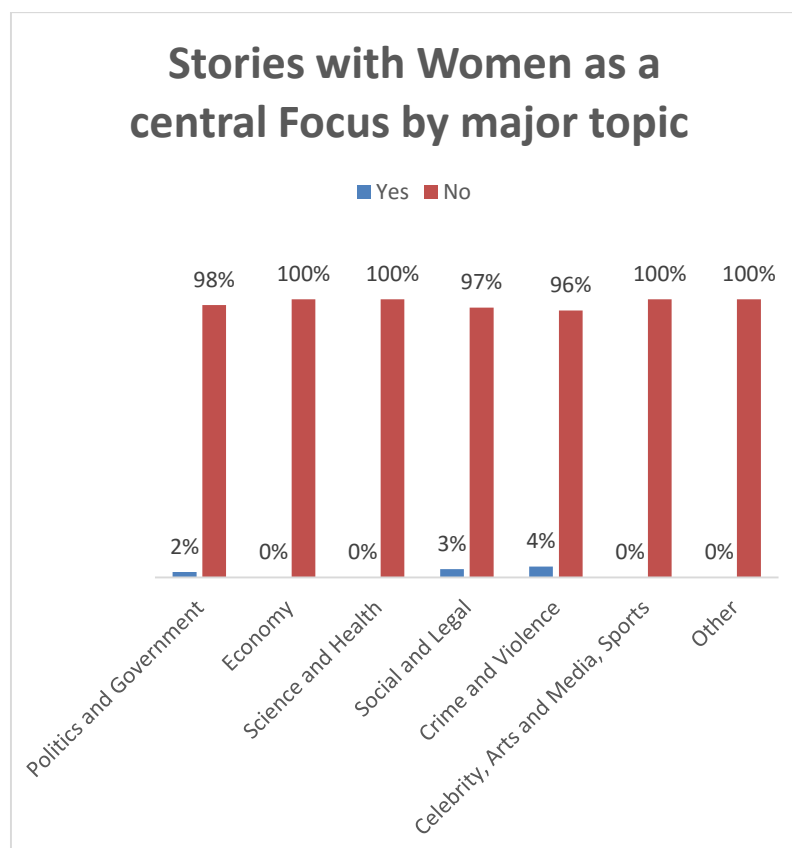
- **Reporters, by major topic:**

Out of the total number of female reporters, 30% of them reported on Economy and 25% on Politics and Government, whilst male reporters were dominant in the news on 36% of the total number of male reporters reported on politics and government and 24% on Economy, showing that men are slightly dominant when it comes to reporting about politics and government.



- Women's centrality in the news:**

The media monitoring results revealed that news stories where women were a central focus were related to crime and violence (4%), social and legal affairs (3%), and only 2% in news related to politics and government, whereas in all other story topic areas women were not in the central focus at all. Again, there is no improvement made in comparison to the GMMP 2010, when *"majority of news stories with women as central focus were related to a story topic on celebrity news, birth, marriages, deaths, obituaries, famous people, and beauty contests, models, fashion, beauty aids, cosmetic surgery, etc."*, which may lead to a conclusion that male are in the center of focus in all spheres related to politics&government, economy, science&health, social&legal, etc.



- Stories that highlight issues of gender equality or inequality issues:**

The table below shows the percentage of stories where issues of gender equality/inequality are raised by topic, where it can be seen that the top 3 categories with 33% each belong to stories on Peace, negotiations, treaties; Legal system, judiciary, legislation apart from family and War, civil war, terrorism, other state-based violence. On the other hand, in 12% of the stories on Other domestic politics, government, etc., 11% of stories on each Foreign/international politics, UN, peacekeeping and Economic policies, strategies, modules, indicators, stock markets, etc. issues of gender equality/inequality were not raised by topic.

Stories where issues of gender equality/inequality are raised by topic				
	Yes		No	
	%	N	%	N
Peace, negotiations, treaties	33%	1	0%	0
Other domestic politics, government, etc.	0%	0	12%	27
Foreign/international politics, UN, peacekeeping	0%	0	11%	24
Economic policies, strategies, modules, indicators, stock markets, etc	0%	0	11%	24
Other labour issues (strikes, trade unions, etc.)	0%	0	6%	14
Consumer issues, consumer protection, fraud...	0%	0	3%	7
Legal system, judiciary, legislation apart from family	33%	1	2%	5
Disaster, accident, famine, flood, plane crash, etc.	0%	0	7%	15
Non-violent crime, bribery, theft, drugs, corruption	0%	0	10%	23
Violent crime, murder, abduction, assault, etc.	0%	0	4%	9
War, civil war, terrorism, other state-based violence	33%	1	9%	20
Sports, events, players, facilities, training, funding	0%	0	4%	10
	100%		100%	

Most of the news stories do not challenge stereotypes, thus more enhanced cooperation between women's activists and journalists should be achieved in the future.

- **Challenging or reinforcing stereotypes?**

During the monitoring day there were no stories that clearly challenge stereotypes, and no stories that neither challenge nor reinforce stereotypes as shown in the table below.

Stories where stereotypes are challenged/ supported by topic					
	Agree	Disagree	Neither agree nor disagree	Do not know	
	%	%	%	%	N
Politics and Government	0%	100%	0%	0%	63
Economy	0%	100%	0%	0%	53
Science and Health	0%	100%	0%	0%	7
Social and Legal	0%	100%	0%	0%	31
Crime and Violence	0%	100%	0%	0%	55
Celebrity, Arts and Media, Sports	0%	100%	0%	0%	17
Other	0%	100%	0%	0%	1

- **Does the sex of the reporter make a difference for the gender dimensions of a story?**

The results have shown that there is only a slight difference in the percentage of female and male reporters when it comes to the reporting one male news subjects, i.e. 52% of female and 48% of male reporters reported on male news subject. On the other hand more female news sources (63%) are found in stories reported by female reporters in comparison to 37% of female news subjects in the stories reported by male reporters which can lead to a conclusion that the sex of the reporter make a difference for the gender dimensions of a story.

Selection of News Subject (sex of source, in rows) by female & male reporters (in columns)			
Sex of reporter	Female	Male	
	%	%	N
Female	63%	37%	93
Male	52%	48%	382

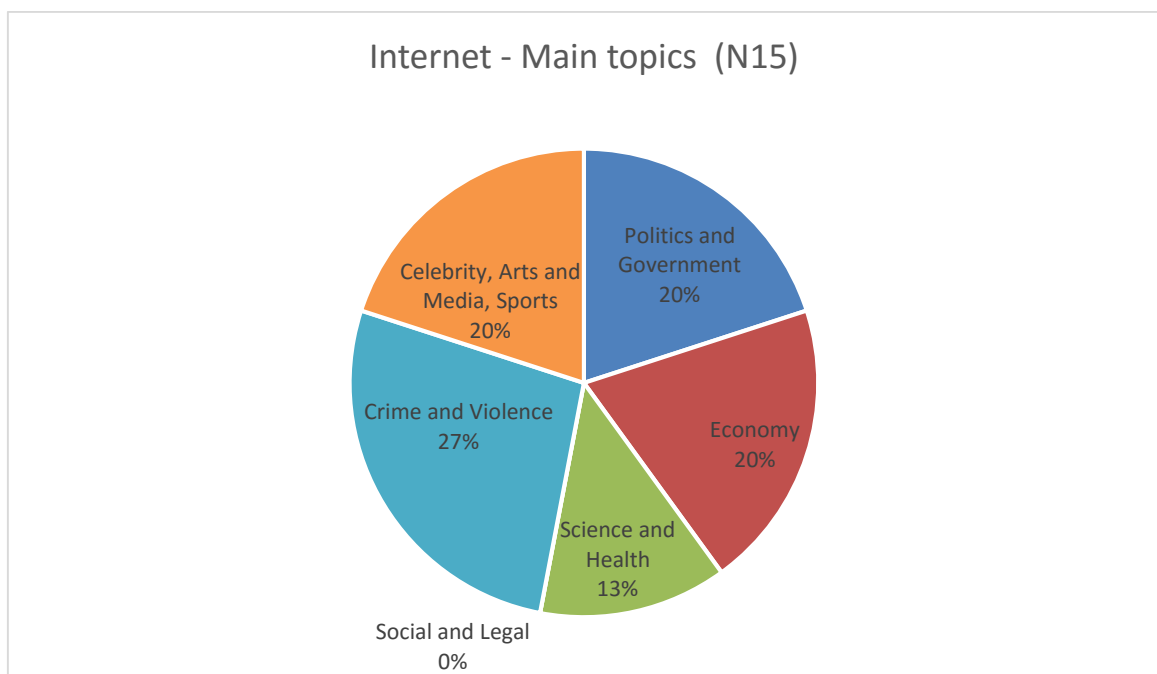
- However, there is no significant difference between the proportion of stories reported by women that have women as a central focus and those reported by men as presented below:

Stories with Women as central focus by sex of reporter		
	Female	Male
	%	%
Yes	3%	5%
No	97%	95%
	100%	100%

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

The main topics reported on Internet on March 25, 2015 were related to crime and violence (27%), followed by politics and government, economy and celebrity, arts media&sport- each 20%.



News subjects in the digital world

- The monitoring results showed that women in Internet were mostly present in the news on Science and Health (75%), followed by Economy (40%) and Celebrity, Arts and Media, Sports (40%). However, the results demonstrated that male were completely dominant in all the internet news except in Science and Health (25%), whilst they were absolutely dominant in the news on Politics and Government (100%).

Internet - Overall presence of women				
Politics and Government				
Female	Male	Other (transgender, etc.)	Do not know	
%	%	%	%	N
0%	100%	0%	0%	2
Economy				
Female	Male	Other (transgender, etc.)	Do not know	
%	%	%	%	N
40%	60%	0%	0%	5
Science and Health				
Female	Male	Other (transgender, etc.)	Do not know	
%	%	%	%	N
75%	25%	0%	0%	4
Crime and Violence				
Female	Male	Other (transgender, etc.)	Do not know	
%	%	%	%	N
25%	75%	0%	0%	8
Celebrity, Arts and Media, Sports				
Female	Male	Other (transgender, etc.)	Do not know	
%	%	%	%	N
40%	60%	0%	0%	5

Twitter about women

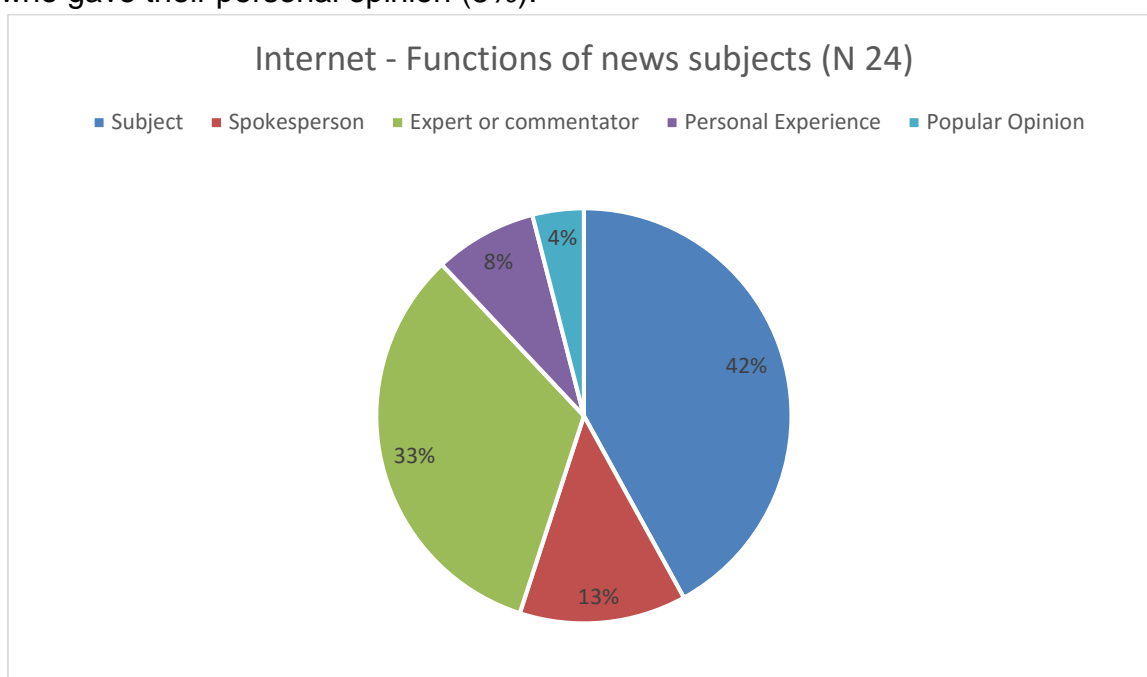
Twitter - Overall presence of women

Out of total number of women present in twitter news, 44% were present in stories on celebrities, arts, media and sports vs. 28% of men who were present in those news. 22% of women were present in news on crime and violence and 28% of men. 11% of women and 33% of men were present in the news on Social/legal issues.

Twitter - Overall presence of women				
	Politics and Government	Economy	Science and Health	Social and Legal
	%	%	%	%
Female	11%	0%	11%	11%
Male	6%	6%	0%	33%
	Crime and Violence	Celebrity, Arts and Media, Sports		
	%	%		
Female	22%	44%		
Male	28%	28%		

- Internet - Functions of news subjects

Most of the people in the internet news were subjects of the news (42%) and experts/commentators (33%), whereas only a small number were spokespersons (13%) and people who gave their personal opinion (8%).



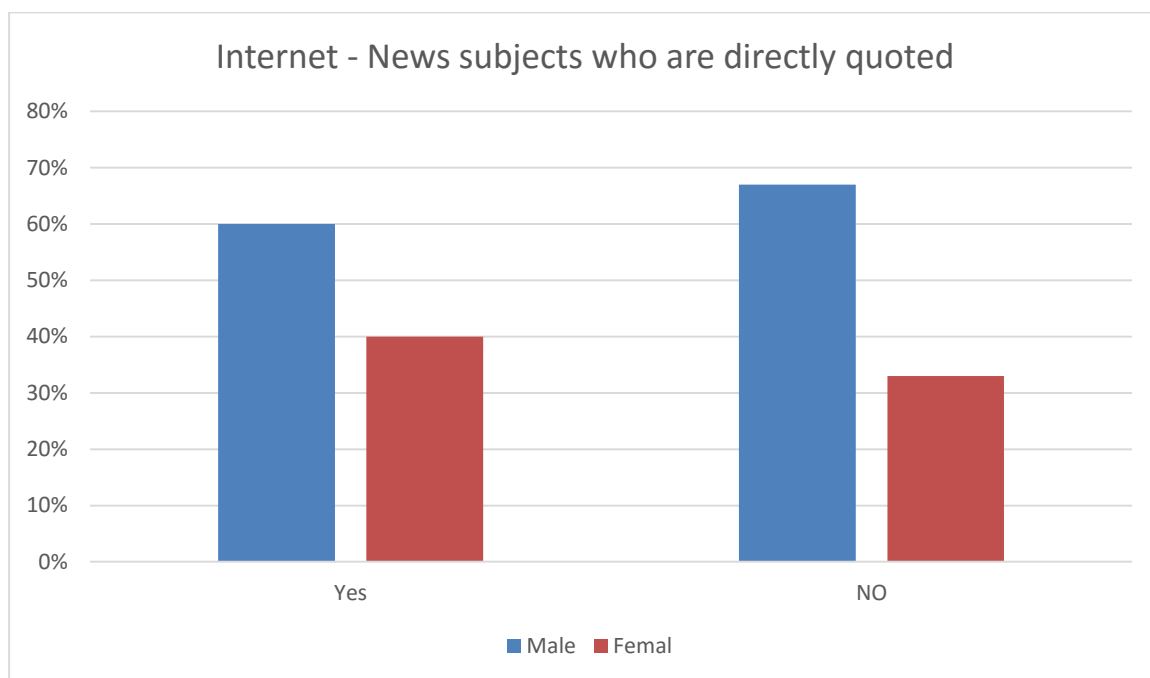
- Internet - News subjects who are identified by family status

61% of women mentioned was identified by family status, while 39% men were given family role. Thus, women are more identified by their family status than men.

	Female	Male	Other (transgender, etc.)	Do not know
	%	%	%	%
Yes	61%	39%	0%	0%
No	39%	61%	0%	0%

- Internet - News subjects who are directly quoted

60% of male and 40% of female news subjects were directly quoted.



Delivering the news in digital spaces

- Internet -Stories with Women as a central Focus

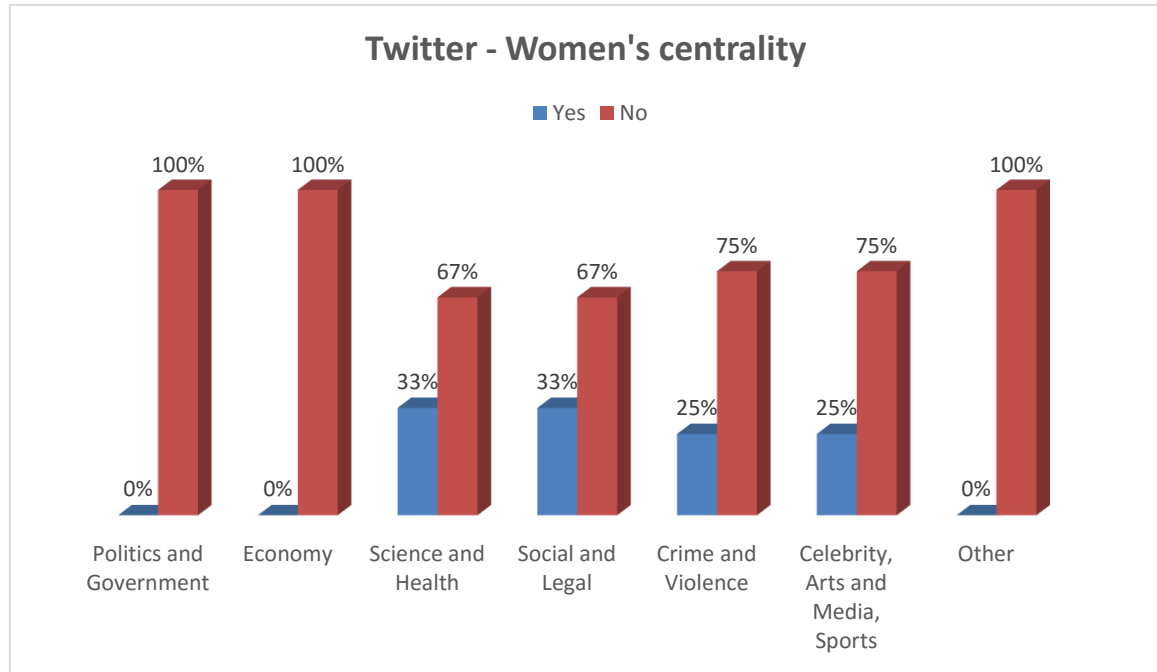
Only 3 areas have a women as a central focus in topics: Medicine, health, safety; Violent crime, murder, abduction, assault, etc; and Celebrity news, births, marriages, royalty, etc.

Internet -Stories with Women as a central Focus

	Other domestic politics, government, etc.	Foreign/international politics, UN, peacekeeping	National defence, military spending, internal security, etc.	Economic crisis, state bailouts of companies, company takeovers and mergers, etc.
	%	%	%	%
Yes	0%	0%	0%	0%
No	8%	8%	8%	8%
	Employment	Rural economy, agriculture, farming, land rights	Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)	Non-violent crime, bribery, theft, drugs, corruption
	%	%	%	%
Yes	0%	0%	33%	0%
No	8%	8%	8%	8%
	Violent crime, murder, abduction, assault, etc.	Celebrity news, births, marriages, royalty, etc.	Arts, entertainment, leisure, cinema, books, dance	
	%	%	%	
Yes	33%	33%	0%	3
No	17%	0%	17%	12

Twitter - Women's centrality

In the news about politics and economy there were no women, thus all those news had men as central figures. In the news about science/health and social/legal issues, women are represented with only 33% in each category. In the news about crime/ violence, celebrity/arts/media/sports, women are represented with only 25%, showing that women are significantly under-represented in Twitter news, too.



- Twitter - Challenging Stereotypes

Stereotypes are challenged in the stories about crime and violence with 33% and celebrity, arts, media and sports with 67%.

Twitter - Challenging Stereotypes					
		Agree	Disagree	Neither agree nor disagree	Do not know
Politics and Government	%	0%	20%	0%	0%
Economy	%	0%	3%	0%	0%
Science and Health	%	0%	3%	0%	0%
Social and Legal	%	0%	13%	0%	0%
Crime and Violence	%	33%	50%	0%	0%
Celebrity, Arts and Media, Sports	%	67%	7%	0%	0%
Other	%	0%	3%	0%	0%
		3	139	0	0

Title of article with blatant stereotyping: Dunja Mijatovic dobitnica Medaille Charlemagne - (Dunja Mijatovic awarded the Medaille Charlemagne)

Newspaper Oslobođenje

The story is about Mrs. Dunja Mijatović, B&H national and OSCE Representative on Freedom of the Media, who was awarded the Medaille Charlemagne. That is the biggest award on European level, when it comes to human rights and engagement in the field of media. Mijatović is the first person from the region of South East Europe that has received this award. However, the article quotes two men – both foreigners, i.e. the Mayor of the German City Aachen and the President of the Committee, whereas Mrs. Mijatović, the actual winner of the prize, is mentioned only as the subject of the newscast. This story is blatantly stereotyped as the journalist/person who published the story has not attempted to contact Mrs. Mijatovic and to get her feedback even though the story highlights that it has been the first time that someone from the region of South East Europe was awarded the Medaille Charlemagne. Instead, two men completely unknown to B&H citizens were quoted.

Title of article with subtle stereotyping: Profesionalna pjevacica odbija odstraniti mladez sa lica/ Professional singer refuses to remove a birthmark from the face

<https://twitter.com/Oslobodjenje/status/580675667773231104>

The twitter reads “Professional singer refuses to remove a birthmark from the face: I am proud of my appearance!” There is a photo of a women with the birthmark on her face and photo features her until the end of the cleavage. Based on the photo it seems that the girl was photographed in nude or topless as there is no sign of any clothes on the photo. The word “refuses” implies that a girl who is in a showbiz is supposed to look nothing but perfect. Based on the twitter it could be concluded that someone has tried to make her have her birthmark removed but she has refused it. Gender sensitive language was used in the story.

Example of a missed opportunity to provide a gender-aware perspective

Management of the Company “Nikola Tesla” under investigation

Radio TV of Republic of Srpska (TV News)

The newscast reports on a failed attempt to create employment possibilities in B&H. It is stated that the former management of the Company “Nikola Tesla” is under investigation. The textile company was supposed to be a trigger for the business development in the area of Herzegovina but out of thousands of promised jobs there are only some hundreds of workers working in the textile company that is sewing clothes and the camera shows dozens of women that are currently employed sitting at sewing machines and working. However, by reporting on the failed business the story fails to mention the significant fact, which is that those thousands jobs that were supposed to be opened at the textile company would be prevailing occupied by women. This business development would reduce the significantly high unemployment rate among women and the story missed to report on that by ignoring this angle.

Story that challenges stereotypes:

Batina EU prema BiH je suspenzija fondova i pomoci, izolacija..../A rod of EU for B&H is suspension of funds and assistance, isolation

The journalist interviewed Mrs. Vesna Pusic, the Minister of Foreign Affairs of the Republic of Croatia.

She was interviewed as she had taken part in the recent adoption of the decision of the EU Foreign Affairs Council on approval of the coming into force the Stabilization and Association Agreement (SAA) with B&H. She is given credit as an expert in EU approach and policy but also its re. the Association and policy towards other potential candidates. The article is written almost on a whole page. There is a of the Lady Minsiter featuring her entire figure and she looks very professional. Gender sensitive language was used in the story.

A GOOD PRACTICE CASE

Title: Stereotyping: Representation of women in print media in SEE

Nirman Moranjak-Bamburać, Tarik Jusić, Adla Isanović (ur.)

Publisher: Mediacentar Sarajevo, 2007

<http://www.media.ba/en/publication/stereotyping-representation-women-print-media-see>

Short description:

The project is a joint endeavour of the South East European Network for Professionalization of Media (SEENPM) and Balkan Human Rights Network (BHRN), financed by SEENPM, Open Society Foundation B&H (FODB&H) and The Danish Ministry of Foreign Affairs Neighbourhood Programme (NAB).

Project partners: Albanian Media Institute (Tirana, Albania), B.a.b.e - Women's Human Rights Group (Zagreb, Croatia), Bulgarian Development Center (Sofia, Bulgaria), Macedonian Institute for Media (Skopje, Macedonia) and Media Centar Beograd (Belgrade, Serbia).

Background:

Keeping in mind the specific situations in which Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Macedonia and Serbia now find themselves, the authors believed it was important to offer insight into the ways in which print media in these countries portray gender roles and relations, and thus support or resist the overall social changes that are under way. Such representational practices attest to much deeper struggles and contradictions these societies face along their path towards "European integration," liberalization and democratization, and so deserve to be identified and studied.

Objective/Purpose:

The task of this collection of papers in this sense is to try and help in understanding, explaining, and also changing the hegemonic hierarchy of gender regimes and creating a foundation for changes in media programs and business policy. But this will require the readiness of the media themselves to re-examine their roles.

Summary:

The authors made an attempt to enhance understanding of processes redefining core social values, structures and identities by focusing on print media's representational practices. They have tried to offer an overview of the tactics and strategies of gender representation in the print media of six Southeast European countries. In doing so, they invited authors of diverse methodological and theoretical traditions and backgrounds and asked them to combine both qualitative and quantitative approaches, with the aim of offering a broad variety of perspectives on this complex subject.

The task of this collection of papers in this sense is to try and help in understanding, explaining, and also changing the hegemonic hierarchy of gender regimes and creating a foundation for changes in media programs and business policy. However, the authors noted this would require the readiness of the media themselves to re-examine their roles.

"The development of widespread, genuine media literacy might contribute to the evolution from a commercially-driven media to one with an ideal above all to uphold human rights." (*Nirman Moranjak-Bamburać*)

SUMMARY AND CONCLUSIONS

This has been the 3rd GMMP conducted in B&H and in comparison with the previous GMMP from 2010 it is noticeable that there has not been any progress made for the last 5 years when it comes to presentation of females in the news. Similar to the previous GMMPs, women are again significantly under-represented in comparison to men as news subjects, even though there is no big discrepancy between women and men journalists. The topics where women have the lowest presence are Politics and Government (16% in Print, Radio, Television and 8% in Internet, Twitter), Crime and Violence (12%, i.e. 21% in Internet, Twitter), Celebrity, Arts and Media, Sports news (13%, i.e. 36%). The overall presence of women is 16% in Print, Radio, Television news and 28% in Internet and Twitter news. When we compare the 2015 statistics on sex and function with those from the previous monitoring conducted in 2010 we can conclude that that women have become even more invisible in comparison to men and have become outnumbered by men.

The media monitoring results revealed that news stories where women were a central focus were related to crime and violence (4%), social and legal affairs (3%), and only 2% in news related to politics and government, whereas in all other story topic areas women were not in the central focus at all. Again, there is no improvement made in comparison to the GMMP 2010, when *“majority of news stories with women as central focus were related to a story topic on celebrity news, birth, marriages, deaths, obituaries, famous people, and beauty contests, models, fashion, beauty aids, cosmetic surgery, etc.”*, which may lead to a conclusion that male are in the center of focus in all spheres related to Politics and Government, Economy, Science and Health, Social and Legal, etc. Use of gender sensitive language has improved in comparison to GMMP 2010.

Most of the news stories do not challenge stereotypes, thus more enhanced cooperation between women's activists and journalists should be achieved in the future. Given the increase of the number of population who use internet, it is recommended that the next monitoring increase the focus on news published on internet.

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

1. Additionally educate journalists and editors on how to treat women in the media
2. Continuously emphasise positive examples of the treatment of women in the media
3. Implement public campaigns and actions
4. Monitor media from time to time in order to evaluate the situation
5. Advocate for more women in editorial positions in the media

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

Abida Pehlic (National Coordinator)

Aida Karabeg

Edisa Demic

Alma Muratovic

Faruk Kajtaz

Adela Omanovic

Ademia Husanovic

Aida Zalihic

Nikolina Nikolac

Medina Dizdar

Maida Jugovic

Emina Muftic

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