

**WHO
MAKES THE
NEWS?**



CANADA

**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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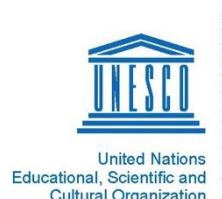
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Global Context

- 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.'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 subjects were women, a statistically insignificant change over the 5-year period.²
- The first statistically significant change in women's overall presence in the news was registered in 2005 in the third iteration of the research.³ 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.⁴ 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. The widespread media discussion of the gender pay gap and their coverage of their lagging representation in executive positions are just two examples.

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

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

³ Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

⁴ 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 is a vital tool through which to concretely gauge the pervasiveness of gender bias, stereotyping and sexism in media. This is the case for the media of all countries and, when coupled with an understanding of media ownership structures and regulation, can provide an insightful snapshot of media and gender dynamics.

In Canada, the Canadian Radio Television and Telecommunication Commission, or CRTC, is Canada's primary regulator of both Broadcasting and Telecommunications and is in charge of dispensing, renewing, and revoking, licenses to radio and television stations. The CRTC also administers the application of Canadian Content (Cancon) regulations. Cancon is a quota system that ensures a percentage of radio and television broadcasting is Canadian (based on the number of Canadian involved in the production process).

In relation to gender, a significant principle on diversity is embedded in the Broadcasting Act, which applies to television and radio, but not newspapers or new media. One of the Act's key objectives is to uphold the Canadian Multiculturalism and Equity Acts, which incorporate a commitment to equitable gender representation and inclusion. Newspapers and new media formats are largely self-regulated.

In 2008, the CRTC approved the Equitable Portrayal Code, which was compiled by the Canadian Association of Broadcasters (CAB), and sets out standards for the equitable portrayal of social groups. Significantly this more broad code replaced a gender specific code, the Sex-Role Portrayal Code, and now includes references to Aboriginal communities, persons with disabilities and visible minorities. It contains language on negative portrayal, human rights, degrading material, stigmatization and victimization, and language. The code is meant to be a condition of receiving a license and its enforcement is complaints driven.

{News media remain the major and most influential source of information, ideas and opinion for many 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.}

My rationale for taking part in the GMMP is twofold. The first reason is to continue the tradition of participation by Canada which played a significant role in the previous two rounds of media monitoring. The second is to draw further attention to the problem of gender representation in Canadian news media specifically. It is often the case that countries with a certain level of formal gender parity are considered to be more substantively equal. However, as the GMMP monitoring shows, this is not the case. Canada still has a long way to go with respect to equitable gender representation, stereotyping, participation and parity.

Executive Summary

The monitoring of major Canadian news media across print, television, radio, the internet and Twitter on the 25th of March 2015 reveals a number of problems with how women are represented. Here are some highlights:

Representation: In traditional media, when broken down by gender, women were most represented in social and legal stories (40%), followed by celebrity, arts, media and sport (31%) and science and health (28%) due largely to the coverage of Angelina Jolie and her choice to get a double mastectomy. Men, in contrast, were present six times more than women in stories about politics and government (88%), five times more in economic news (84%), and over three times more in stories about crime and violence (78%).

There was a similarly significant divergence between the presence of women and men with respect to Twitter and the Internet. Women on Twitter and the Internet had the greatest presence in stories having to do with the economy (46%), although men had a 54% representation in economic stories overall, followed by crime and violence (31%), and celebrity, arts, media and sport (31%). Men formed a large part of science and health news, political and governmental stories (78%) as well as, as previously stated, the economy (54%).

Occupation of Female Sources: A meaningful amount of information about normative and gender-specific social roles in an occupational context can be gleaned through data representing the position held by female news sources. While it is not surprising that women were well represented as sources in occupations traditionally seen as feminine, such as health, social and childcare workers (50%), celebrities, artists, actors, writers, singers and TV personalities (60%), and activists or workers in civil society organization, NGOs, and trade unions (43%), this was not the case for a significant number of other positions of power. For instance, women were underrepresented in occupations (again as sources) in government as politicians, ministers, spokespersons (20%), as lawyers, judges, magistrates and legal advocates (17%), and as doctors, dentists, health advocates (32%).

Reporters: Women formed 42% of reporters/announcers/presenters in print media, compared to 58% for men. However, women were over-represented as television presenters – 78% to 22% for men respectively. This is not particularly surprising as the medium of television has traditionally valued the physical appearance and perceived sexual attractiveness of women as TV news anchors and reporters. Overwhelmingly, female television announcers were young, 51% between 19-34 and 29% between 35-49. Male presenters, on the other hand tended to be older with 86% between 35 and 49.

As reporters, women had a respectable rate of representation in online news. Of the stories examined, women were reporters in all stories (100%) related to consumer issues, celebrity/arts, and transport/traffic and at a rate of 50% in human/women's rights, disaster, crime, child abuse and celebrity news. However, overall, men still outnumbered women as reporters overall (54% versus 46%) with a higher amount of presence in reports on war, other politics and other crime (100%) and women politicians and gender violence (67%). The participants examining stories found that pieces of news reported on by women clearly challenged gender stereotypes 15% of the time and, for stories reported by men, at 20%. Additionally, female reporters raised legislation or rights reporters in none of their articles and male reporters did in a paltry 7% of news covered by them. Finally, in stories covered by women and men featured women as news subjects at a rate of 29% equally.

Stereotypes: Very few stories challenged gender stereotypes with 18% in celebrity arts, media and sport, 11% in science and technology and 10% in crime and violence. Notably, when pieces did address this issue, they tended to be covered by women.

Subject/Function: When broken down on the topic of function, women were the subject of online news at a rate of 50% - as were men. While this is encouraging, in other categories women were represented at much lower rates. This includes 4% as spokespersons, 33% as experts and purveyors of personal experience respectively, and 38% as eye witnesses.

A DAY IN THE NEWS IN CANADA

March 25 2015.

- Much of the international news on March 25th 2015 focused on Canada's plans to expand airstrikes in Syria. The two gender specific stories in the Canadian zeitgeist at this time was the controversy over the proposed niqab ban in Quebec and the failure to properly investigate and prevent cases involving a large number of missing and murdered Aboriginal women. There was also, on this day, extensive coverage of Angelina Jolie's choice to undergo a preventative double mastectomy as a result of carrying the BRCA1 gene (which put her at risk of developing breast and ovarian cancer), news that Google hired a top female executive (Ruth Porat), some discussion of the Bill Cosby assault case, and, as stated, for Canada specifically, the proposed niqab ban and missing and murdered Aboriginal women.

THE CONTEXT

Country background:

- Canada has a mixed system of media with a public broadcaster, the CBC, and a range of private media companies. The CBC airs programming on a national, regional and local level on radio, commercial-free, and, on television, with commercials, in both official languages (French and English). Its mandate is to produce and air programming that reflects the diversity of Canadians, cultivates national identity, and contributes to Canadian cultural expression.
- Canada also has a range of private media corporations in television, print and newspapers. The industry itself is highly concentrated with respect to ownership. A few of the more notable private media companies include Rogers Communication and Bell Media which are our largest, diversified, and competing media corporations with holdings in television, radio and newspapers. Other companies of note are TorStar, which owns a number of community and metropolitan newspapers throughout Canada, Shaw, a player in television which owns Global TV, and Postmedia Network, which owns a plethora of newspapers throughout Canada.
- Of particular relevance to this study is Rogers Communication and Bell Media who are the largest private media corporations in Canada with the former holding a number of television stations, radio stations and magazines and the latter, Bell, with interests in television broadcasting (it owns CTV), radio and the internet

Media monitored:

Television

CTV – commercial broadcaster, national news
CTV Toronto – regional affiliate in Toronto
CBC – public broadcaster, national news
Global National – commercial, national news with regional affiliates
Global BC – West Coast regional affiliate
Global Toronto – Toronto regional affiliate

Radio

CBC – public broadcaster, national radio news
CKNW – Vancouver based, provincial-wide commercial talk radio station
CHML AM 900 – local news radio, commercial, in central Canada

Newspaper

National Post – daily newspaper with national distribution
Calgary Herald – daily newspaper with large circulation in Alberta
Globe and Mail – daily newspaper with national distribution
Vancouver Sun – largest circulation daily newspaper in British Columbia
Toronto Star – large circulation newspaper in Toronto
Hamilton Spectator – largest circulation daily in southern Ontario
Toronto Sun – large circulation newspaper, reaches Toronto and the greater Toronto area
Montreal Gazette – English language daily in Montreal with a large circulation.

Internet

ctv.com – national, commercial television channel with regional affiliates' website

cbc.com – national broadcaster’s website
thestar.com – large circulation newspaper in Toronto’s website

Twitter
CBC News – National broadcaster
National Post - National, commercial daily newspaper website
Huffington Post – Commercial news blogging site with global affiliates

- **The monitors:**

The monitors observed a total of 266 news stories in traditional media (print/radio/television) and 88 pieces of internet news. Those involved:

Helena Krobath, MA student at Simon Fraser University
Students enrolled in Communications 130 (Communications and Media) at Fraser International College (15 students)
Callie Long
Terry Mukuto
Students enrolled in Dr. Phillip Savage’s Communications course, McMaster University

TOPICS IN THE NEWS

- In contrast to 2010, on this day the majority of news stories across traditional mass media were on social and legal issues (33%), followed by the economy (21%) and, in third place, crime and violence (19%). Less represented were politics and government (12%), science and health (9%) and, finally, celebrity, arts, media and sport (6%).
- The stories covered by female reporters overall were 43% and the scope of stories covered were on foreign and international news 50% of the time, local news 34% of the time and national and sub regional stories covered by women 11% and 5% respectively. However, when examined through the lens of topic and broken down by sex, female reporters were well represented in stories on social and legal issues (37%) when compared to 18% for the economy and 13% for both science and technology and politics and government respectively.

THE NEWS

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

In general, women were taken up as news subjects on this day in print, radio and television 27% of the time. A similar representation of women can be seen in digital (Internet/Twitter) news at 30%. This lack of representation is not unexpected and is consistent with previous GMMP reports.

In traditional media, when broken down by gender, women were most represented in social and legal stories (40%), followed by celebrity, arts, media and sport (31%) and science and health (28%) due largely to the coverage of Angelina Jolie and her choice to get a double mastectomy. Men, in contrast, were present six times more than women in stories about politics and government (88%), five times more in economic news (84%), and over three times more in stories about crime and violence (78%).

In relation to digital media coverage, specifically Internet and Twitter, it was not surprisingly that crime and violence took the top spot (31%), followed by social and legal issues (24%), celebrity, arts, media and sport (19%), economic news (15%), politics and government (11%) and, finally, science and health (5%).

There was a similarly significant divergence between the presence of women and men with respect to Twitter and the Internet. Women on Twitter and the Internet had the greatest presence in stories having to do with the economy (46%), although men had a 54% representation in economic stories overall, followed by crime and violence (31%), and celebrity, arts, media and sport (31%). Men formed a large part of science and health news, political and governmental stories (78%) as well as, as previously stated, the economy (54%).

- Foreign/international and local news greatly outnumbered stories with a sub-regional or local focus across media platforms. The presence of women as subjects of these news stories was all under 30% with national news the highest (at 30%), and local news the lowest (at 23%).

By topic, women were featured as a central focus in stories only 20% of the time with zero representation on stories about politics and government, 4% on economic news, 36% on celebrities, 33% on scientific news, 27% on crime, 26% on social and legal issues.

Who are the newsmakers?

- A meaningful amount of information about normative and gender-specific social roles in an occupational context can be gleaned through data representing the position held by female news sources. While it is not unsurprising that women were well represented as sources in occupations traditionally seen as feminine, such as health, social and childcare workers (50%), celebrities, artists, actors, writers, singers and TV personalities (60%), and activists or workers in civil society organization, NGOs, and trade unions (43%), this was not the case for a significant number of other positions of power. For instance, women were underrepresented in occupations (again as sources) in government as politicians, ministers, spokespersons (20%), as lawyers, judges, magistrates and legal advocates (17%), and as doctors, dentists, health advocates (32%).

Constructing ‘victims’ in the news:

- Victimization is an important trope used in news, which works to establish social norms and expectations about women’s roles, power and authority. Women were portrayed as victims of domestic violence and rape in 33% of the stories, as victims of natural disasters, accidents and poverty 25% of the time and as victims of religious violence and war 8% respectively. The remaining 25% of stories that took up victimization fell outside the categories of the study. Men, on the other hand, were described as victims of war/terrorism, victims of discrimination based on sex/age/race etc., and victims in ways other than the ones listed 29% of the time in each category. The remaining 14% saw men as the victims of non-domestic crime and robbery.

Identity and family status in the news:

- The role played by women in news stories is also revealing. Women were the subjects of news stories 33% of the time, and suggestively, were asked to disclose personal experience 50% of the time – which is consistent with the belief that women are natural communicators. Women were eyewitnesses and purveyors of popular opinion in news stories 33% of the time, neither of which are representative, but constituted as consulted experts or commentators a paltry 18% of the time. They were identified by family status 80%, while men were only 3% of the time, which conforms to the stereotype of women as nurturers closely associated with familial responsibilities.

WHO DELIVERS THE NEWS?

Overall reporters and presenters:

- Women formed 42% of reporters/announcers/presenters in print media, compared to 58% for men. However, women were over-represented as television presenters – 84% to 16% for men respectively. This is not particularly surprising as the medium of television has traditionally valued the physical appearance and perceived sexual attractiveness of women as TV news anchors and reporters. Overwhelmingly, female television announcers were young, 51% between 19-34 and 29% between 35-49. Male presenters, on the other hand tended to be older with 86% between 35 and 49.

The stories covered by female reporters overall were 43% and the scope of stories covered were on foreign and international news 50% of the time, local news 34% of the time and national and sub regional stories covered by women 11% and 5% respectively. However, when examined through the lens of topic and broken down by sex, female reporters were well represented in stories on social and legal issues (37%) when compared to 18% for the economy and 13% for both science and technology and politics and government respectively

Age is a particular area of concern as it relates to women in the news as, traditionally, youth has formed a large part of the criteria governing women's presence in mainstream news as subjects – particularly with respect to television. This was reconfirmed by the data which showed only 17% of subjects from the ages of 50-64 being women and 25% of those 65 and over being women on TV specifically.

GENDER AND THE NEWS

Women's centrality in the news

- By major topic, women were the central focus of news stories 36% of the time with respect to celebrity, arts, media and sport; 33% of the time of the subject of science and technology; 26% and 27% on social/legal issues and crime/violence respectively and, finally, 4% in economic stories. They were not visible at all in stories covering politics and government which mirrors their lack of representation in these areas.

Stories that highlight issues of gender equality or inequality issues

- Of the variety of stories taken up by news media, the subjects of gender inequality were raised in stories on legal issues and legislation, apart from the family, at 16%, education, childcare, university, literacy as well as religion and culture at 12% and poverty, housing, social welfare and aid as well as stories on science and technology and medicine, health, hygiene and safety (all 4%). One story in particular that takes up this theme is that of missing and murdered indigenous women. International coverage of the Afghan woman who was lynched by a mob in Kabul as well as some discussion of the niqab as it relates to gender equality in Canada are further stories that cover gender equality and were discussed on the 25th.

Challenging or reinforcing stereotypes?

- Very few stories challenged gender stereotypes with 18% in celebrity arts, media and sport, 11% in science and technology and 10% in crime and violence. Notably, when pieces did address this issue, they tended to be covered by women.
- Significantly, 21% of stories with a female reporter made explicit reference to gender equality and/or human rights policy overall while 14% of news stories covered by male reporters did the same. When broken down by topic, female reporters made mention of these topics the most with respect to news about social and legal (38%) issues followed by crime and violence (26%), while male reporters did so at similar levels for social and legal issues (38%), followed by science and health and celebrity/arts/media/sport (both at 35%). Worryingly, male reporters made no mention of gender equality or human rights on news of crime and violence (0%) and only 8% in news relating to the economy.

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

On the whole, women were a part of digital news stories 29% of the time, in opposition to men's markedly larger 71%. They were featured centrally in online news at a rate of 39% while men's presence made up the remainder. Internet stories that highlighted inequality issues on this day constituted 26% of online stories while gender stereotypes were directly challenged 17% percent of the time. A paltry 4% of articles online directly evoke legislation around human rights or women's rights – a troublingly low percentage.

The number of internet news stories shared on Twitter came in at 78% while the number shared on facebook was 35%. This confirms research from groups like The Pew Research Center which contend that Twitter, as a form of social media, is better suited to, and more successful at, breaking and disseminating news.

Interestingly, when broken down by occupation, of the 29% of stories featuring women, the number of professions taken up by them is small in number, narrow in range, and constituted by gender stereotypes. 6% of stories have women in governmental roles, 3% as students and media professionals, 2% as doctors/dentist/health specialists as well as a child or young person. News featuring men reflected a much broader range of occupations from government/politician/minister/spokesperson at 26%, 9% for police/military, and 5% for lawyer/judge, business person/executive/manager and, and media professional. Men were also representation as media professionals, athletes, activists and tradespersons.

When broken down on the topic of function, women were the subject of online news at a rate of 50% - as were men. While this is encouraging, in other categories women were represented at much lower rates. This includes 4% as spokespersons, 33% as experts and purveyors of personal experience respectively, and 38% as eye witnesses.

Some interesting insights on gender can be gathered by comparing the topic of the story with the role or function played by women. Some of the more salient insights are that when women are the subjects of news, they tend to figure as such in stories about female politicians (67%), consumer issues (67%), gender violence (36%) or child abuse (50%). This is not particularly surprising. Neither is the fact that as spokespersons, women in online news were featured only in stories about child abuse (25%) while as experts, they featured as such in celebrity news (33%) and transport (11%). The personal experiences of women were drawn on in stories about transport (11%) they featured as eyewitnesses in other stories on science (50% - which was largely as a result of the coverage of the Angelina Jolie breast cancer story), 20% in news on war and 11% in stories on transport/traffic.

This is in contrast to men who were featured as spokesperson, experts and eye witnesses at much higher levels and in a broader range of stories. The most notable examples are that of men as subject which has sizeable rates of representation on topics ranging from electoral candidates, war, other crime, celebrity, consumer issues and transport. A similar state of affairs is apparent when men are featured as spokespersons on the subjects of violent crime (100%), other crime/violence (100%), celebrity news (100%) and as well as in the categories of expert (50% for other science, 20% on human/women's rights, 67% in celebrity/arts/media) and as eyewitness.

The internet news that portrayed women as victims were in 10 out of 66 stories total spread across the categories of accident, domestic violence, crime/robbery, sexual violence, war and discrimination. With respect to men only 4 stories featured them as victims in the category of war/terrorism. As survivors, only 3 pieces of news saw women in this role with respect to non-domestic crime, discrimination and non-domestic sexual violence. For men, 1 story, on war/terrorism, established them as survivors.

When quotes are tallied up, women were directly quoted in internet news about them as survivors 67% of the time and men 79% of the time while they were photographed in 58% of these stories and, for men, at a rate of 38%.

As reporters, women had a respectable rate of representation in online news. Of the stories examined, women were reporters in all stories (100%) related to consumer issues, celebrity/arts, and transport/traffic and at a rate of 50% in human/women's rights, disaster, crime, child abuse and celebrity news. However, overall, men still outnumbered women as reporters overall (54% versus 46%) with a higher amounts of presence in reports on war, other politics and other crime (100%) and women politicians and gender violence (67%). The participants examining stories found that pieces of news reported on by women clearly challenged gender stereotypes 15% of the time and, for stories reported by men, at 20%. Additionally, Female reporters raised legislation or rights reporters in none of their articles and male reporters did in a paltry 7% of news covered by them. Finally, in stories covered by women and men featured women as news subjects at a rate of 29% equally.

On twitter, stories monitored on this day were quite varied and distributed equally between stories on poverty and science to war and the economy with a small number of retweets. 10% of tweeted stories addressed stereotypes generally and 20% featured women centrally. As persons in tweets, 7 tweeted pieces of news included women in the story as compared to 15 for men out of a total of 30. In tweeted photos with women in the story, 71% included women in the photo as compared to 73% for men (when men were in the story) respectively.

When examined in light of tweeted subjects, stories about women coalesce around a small number of subjects at 29% for media related tweets and 14% for each of the following: consumer issues, family relations, gender relations, celebrity news and sports. As expected, the stories tweets with men as participants include those considered traditionally the domain of men such as science (7%), medicine (7%), non-violent crime (13%), violent crime (7%), war and sports (7%). Finally, out of the 44 tweets, women were journalists in 17 tweets as compared to 15 for men with 1 each for consumer issues, science/technology, medicine and non violent crime. Female journalists also tweeted 3 stories on non-violent crime, as compared to zero for men, 1 story on changing gender relations, versus zero for male reporters, and, for male journalists, 2 for war, media and sports.

Also worth mentioning, when we look at the representation of women in news by comparing traditional media to online media on stories that are about political participation, peace and security, and economic participation, some interesting insights can be obtained. For example, stories that feature women as a central focus in traditional media and that simultaneously reported on by women on political participation, peace/security and economic participation come at zero. On the Internet and Twitter, stories on political participation that are women-centric are likewise reported on by women, while 44% of peace and security stories that feature women also have a female reporter. Both new and traditional media have zeros across the board as it relates to news on economic participation.

SUMMARY AND CONCLUSIONS

Overall, conclusions reached from this GMMP study finds that little has changed with respect to the presence and place of women in the news. The core findings for Canada include that:

1. Not only is the under-representation and stereotyping of women in news continuing – but it is both systemic and systematic
2. The most telling representation of this is can be seen in the breakdown of women as a central focus in news, which is just 27% in traditional media (print, radio, television) and 30% on the internet and twitter.
3. This is very close to 2010's findings showing not much has changed.
4. Women tend not to be the prominent reporters or subjects on news stories about politics/government and the economy.
5. Gender disparities are also present with respect to the overall number of female reporters, which came in at 43%.
6. There were, however, a few positive trends worth noting such as a stronger number of female reporters in print and television media (42% and 55% respectively); a healthy number of women reporting on foreign news stories (50%); and a respectable presence of women as reporters in online news.

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

Over the next five years, concrete steps must be made to address gender inequality in new media:

1. Make gender equality a more central part of training and education for journalists, editors and other actors in news media. This training and education must include journalistic practices to ensure women's issues are covered equitably, gender bias is avoided, and inequality is actively reported on.
2. This training must take place in both places of higher education (in schools of journalism), and in the workplace.
3. Best practices, educational programs, and policies need to be shared between countries and media institutions and Canada can be at the forefront of this.
4. Media companies should perform their own audits of how their stories take up and represent gender, as well as the makeup of their own institutions. Actions must result from findings.
5. Media wide standards need to be actively, rather than passively, implemented by regulatory agencies.
6. Consumers need to be encouraged to write in to the CRTC as well as to editors to challenge instances of gender bias and to choose media that is both representative and gender-just.
7. NGOs and civil society groups must be encouraged (and funded) to continue their work on gender and the media and given the opportunity to be actively involved in the formation of media policy.

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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

Helena Krobath, MA student at Simon Fraser University

Students enrolled in Communications 130 (Communications and Media) at Fraser International College (15 students)

Callie Long

Terry Mukuto

Students enrolled in Dr. Phillip Savage's Communications course, McMaster University

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