

**WHO
MAKES THE
NEWS?**



Denmark

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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National Report by

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With support from



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 experts cited 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.
- **Denmark** participates in GMMP for the second time and both times we can recognize the global inequality in the Danish media. In 2010 women made up 31 % of the news subjects compared to the global average of 24 % women. This year the share of women in news has declined to **25%** so Denmark is almost on level with the global average.

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

National context

Denmark, along with the other Scandinavian countries, is often highlighted as one of the most equal countries in the World, both regarding the access to education and jobs. The debate about gender is therefor often put aside as something we have had, something that is not relevant anymore, with the argument that Denmark has gender equality. So when gender inequality is shown, the explanations are often bound in the individual choices that people make. Followed by an argument that change is coming or will come with time because a lot more women are being educated within higher education and how women now dominate educations that was once dominated by men. The statistics show that men and women is still educated and work within different professions and this is one of the main reasons that there is still not equal pay between men and women⁴. On the legislative level there seem to be formal equality but for example not concerning maternity leave. In 2014, the now former government, tried to legislate about securing men to have some of the maternity leave. But after heavy debate both within the government and in society the suggestion was put aside.

But gender equality seems to persist, making it an area still important to focus on even in 2015 and for the years to come. The new report from The World Economic Forum, which evaluates countries from parameters such as wage differences, health, education levels and political influence, ranks Denmark as number 14 in the World with Iceland, Norway, Finland and Sweden, Ireland, Rwanda, Philippines, Switzerland, Slovenia and New Zealand in the top ten. According to the report men on average make 125.000 DKK more annual than women. Men and woman will be equal by year 2133 if the development continues⁵.

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.

Denmark first participated in the GMMP in 2010 where a private bureau took the job of gathering the data and making the report in close co-operation with Kvinno (a national, Danish network that collects and works with knowledge on gender). This first report was given a good deal of attention also from the Danish Newsmedia. In 2013 researcher Rikke Andreassen from Roskilde University gathered data on Denmark for the EIGE-report (European Institute for Gender Equality), a report that focused on advancing gender equality in decision-making media organizations. One of the main reasons for keeping the focus on gender *in* the news and *within* the News-organizations (both on the horizontal level – who does what – and on a vertical level – who has what powerful positions) has been that news plays a large role in shaping our view of the World and also that the news therefor should reflect the society which it represents.

So how does the news organizations in Denmark perceive of gender equality? In 1981 the program manager for radio news in Danmarks Radio (The Danish public service broadcasting station which at this time had the monopoly on news in Denmark), Jørgen Schleimann, reflected this in the following comment on gender: "It is possible that male dominance persists in the Danish Radio. It is then also the case in the surrounding Danish and international communities. The reflection of it in the broadcast business is therefore not "a distorted picture of reality" but the correct one. Versatility obligation to me is first and foremost a commitment to true allegiance."⁷

In 2005 28 % of the managerial staff in Danmarks Radio was female and the Director General decided that by 2015 there should be 50 % more female leaders.

In 2014 on the 8th of March the Danish newspaper Information as an experiment made a whole paper with just female sources in text and on the pictures. In 2004 several editors-in-chiefs where asked about gender equality and their news organizations role and most of them agreed that there was a great in-

⁴ Danmark Statistik 2015

⁵ The 2015 Global Gender Gap Report from the World Economic Forum: http://www3.weforum.org/docs/Media/GGGR15/GGGR2015_FINAL.pdf.

⁷ Quote from Danmarks Radio's staff magazine "DRåben" nr. 3, 1981.

equality but that they didn't see it as their job to do something about it.⁸ But as demonstrated in the Best Practise-case below the newspaper Politiken revised their editorial guidelines in the spring of 2015 with a passage about the newspaper's role in reflecting society more equally in the use of news sources.

The 2015 GMMP-report for Denmark is made by researchers from the Roskilde University's Centre for News Research placing the data in a praxis founded research environment. So why take part in the GMMP-project? First of all we want to keep track of the development regarding gender in and within the news media. Data, that makes it possible to compare both timely and also with the other participating countries because the same method is used world-wide. The data should hopefully contribute to awareness both in the public and within the news media about how gender is still distributed un-equally in and within the news media and that gender equality does not yet exist in praxis and does not reflect society as a whole. These data can bring substantiate prove to generate a renewed debate about how and what and why equal rights in theory and in praxis is not the same thing. The Danish GMMP-project is now situated at one of the three Journalism Educations in Denmark which makes it obvious for a discussion on what role the Journalism Education plays in making future journalists aware of the bias that persists in and within the news media regarding gender and ethnic minorities. Should the Journalism Education teach journalism students how to be better at representing gender and ethnic minorities within the News?

The Australian researcher Louise North analysed curriculums at 30 undergraduate journalism educations in Australia and found that none of the journalism programs offers a course that specifically addresses the portrayal of women and men in the media or, importantly, the gendered production of news and gendered newsroom culture. And her conclusion is, that this must be addressed if the picture has to change: "What journalism education needs is critically informed, academically astute educators who understand how issues of gender and power are implicated at every level of society – including in newsrooms and in the content journalists produce"⁹. A point that is also made in the 2014 UNESCO-report Media and Gender.¹⁰



⁸ Kendal, Stine Carsten 2004: Hangorillaer på avisens gule stue i Grib Magten af Nielsen, Annette og Riske, Gunhild (red.) (2004), Politikens Forlag A/S Kabel,

⁹ North, Louise 2010, The gender 'problem' in Australian journalism education, *Australian journalism review*, vol. 32, no. 2, pp. 103 - 115.

¹⁰ https://iamcr.org/system/files/media_and_gender.pdf

Executive Summary

- **Who are in the news?** News of the world – as reported by Danish media in 2015 – is predominantly news about men. The 2015 GMMP in Denmark shows that 75 % of the news subjects are men and only 25% women. This place Denmark approximately at the GMMP 2015 global average of 24% female and 76 % male news subjects. Furthermore these numbers represents a substantial decline in the number of female news subjects since the GMMP 2010 with 31% woman and 69% men.
- Denmark participates in GMMP for the second time and this year the monitoring project coded 285 news stories (newspaper 119, radio 29 radio, television 25 and internet 112). A total of 581 news subjects were counted. The analysis is primarily based on the results from print newspapers, television and radio.
- Where are women present in the news? The 25% female news subjects are not equally visible across the major news topics. Traditional ‘hard news’ topics like ‘Politics (23%)’ and ‘Economy (14%)’ as well as ‘Crime (22%)’ features a low share of female news subjects (Economy news on the internet have a share of just 6 % female news subjects). There is no major topic where women news subject are dominant.
- Who are worth a news story? When news items place a central focus on a subject it is rarely a women. Only 13 % of the news has a woman as the central focus in the story. Apparently it is men and not women that are considered important or interesting enough to be worth a news story
- **Who makes the news?** Equality in the news room is the second major question in the GMMP. The Danish news agenda on March 25th 2015 featured 32% female reporters, but they did not report equally on all topics. The prestigious hard news topic like ‘Politics’ and ‘Economy’ only had a share of 15% female reporters.
- **Female reporters and female news subject.** Female reporters are more likely to report on women as central in news stories and they are more likely to use female news subjects. But still female reporters use a majority of male news sources. Female reporters also make most news about and with men.
- **Internet news as the future?** Prophecies on the future of news and journalism have long deemed the printed newspapers as a news media of the past, while online news are claimed to represent the future. If so, the gender gap in news production and news items will be even wider.

A DAY IN THE NEWS IN DENMARK

March 25 2015.

- The 25th of March 2015 was the day after the German Wings plane from Barcelona crashed in the French Alps. That story was present in almost all media even though it wasn't all dominant. Some newspapers ran the story on the front page while others didn't – probably due to the fact that the story had already been in the television news and on the web sites since the day before.
- Otherwise there was no common story on the news agenda that day. The papers had different stories on Danish politics, social issues, business news and sports etc.¹¹
- The front pages of the nine national dailies might be seen as symbolic for the gender bias in the Media. Men are dominant on the front page stories both as journalists and as visible news subjects. All the top stories are written by male journalists (only one of them has a female co-author). All the photos of news subjects are of men, except for three photos of women in tears – two of them are grieving family members to the victims of the German Wing plane crash. There are no men in tears on the front pages of the newspapers that day.

¹¹ Contextual information, Denmark

THE CONTEXT

- **Country background:**

News media in Denmark consist of both two national television broadcasting companies (DR and TV2) with public service obligations. DR Danmarks Radio is the biggest and oldest public service organisation and broadcast a number of television and radio channels (Some on FM others on DAB/Internet) and a web site dr.dk. TV2 is present in this survey with two television channels and a web site.

Denmark has a number of print newspapers with a national, regional and local scope. We have chosen the nine national dailies with the biggest circulation for the GMMP 2015.

The number of newspapers subscribers has been declining for decades, for some newspapers more than others. But a common feature for all news organisations is that they have invested a great deal of attention to online news. In the first decade almost all internet news was free to access for everybody with a computer and later on mobile phones and tablets. In recent years many of the web sites – especially those connected to print papers – have introduced a fee or subscription. Online news is still free of charge at dr.dk which is often debated as unfair competition.

The omnipresence of internet news have to some extent effected the news agenda on the print newspapers. Major news stories – especially breaking news like the German Wings plane crash – are covered primarily on the web sites and in TV/radio while the national print newspapers in various degrees tends to have more focus on specific news issues that are targeted at their specific audience. Even though there are some stories that all media pursue, it is significant that the newspapers often have their own take on the political agenda. This was also the case on the monitoring day.

In the presentation of the results from the Danish media we will primarily use the coding from Print, Radio and Televisions. Many of the news items coded in internet news are news items from the print versions of the newspapers, so to avoid double coding we will exclude internet news from the general picture. Some use of internet news items will come into the analysis.

- The coding of Danish news items had some difficulties in comparison with the GMMP coding sheets since most of the news we coded did not fit well into the categories. We had a lot of stories that were very different in topic but they all went down topic 3 (other domestic politics etc.). It seems that the coding sheets is ill suited for a European welfare state, where domestic issues regarding lifestyle and value based discussions on what kind of society we want and what kind of lives we should live are omnipresent in the news. We sometime struggled to find the right categories for both ‘Topic’ and ‘Occupation’.

MEDIA MONITORED

- **Newspapers:**
 - Berlingske
 - Jyllands-Posten
 - Politiken
 - BT
 - Ekstra Bladet
 - MetroXpress
 - Børsen
 - Kristeligt Dagblad
 - Information

We have selected the top nine national daily newspapers with the largest circulation. No regional or local papers are included. Two of the papers are tabloids (BT and Ekstra Bladet), Børsen is a business paper, while the rest are daily papers addresses various interest groups in the population, but none of them are affiliated with any particular political party. MetroXpress is distributed freely at train stations, bus stops etc.

For each newspaper the top 12–14 stories from the first/ main section were coded. In total 129 stories.

- **Television**
Name of channel, name of newscast, (broadcasting time):
 - DR1: TV-avisen (21.30)
 - TV2: Nyhederne (19.00)
 - DR2: Deadline (22.30)
 - TV2 NEWS: 21'eren (21.00)

DR (Danmarks Radio – both channel DR1 and DR2) is the oldest public service station, while TV2 is the newest public service station founded almost 30 years ago. TV2 is partly commercial while DR gets its funding from a mandatory subscription fee paid by all television viewers (Licens)
TV2 News – is a 24 hours news channel at TV2. For all four channels we have chosen the news cast with the biggest audience.

In Denmark we have a number of commercial television channels, but none of them have any newscasts.

All the stories in the four newscasts were coded. In total 25 news stories.

- **Radio**
Name of radio channel, name of newscast (time of broadcast)
 - DR P1 Radioavisen (08.00)
 - DR P3 P3 Nyhederne (08.00)
 - DR P4 P4 Radioavis (08.00)
 - NOVA FM Nyheder /Go'Nova (08.00)
 - 24syv Nyheder (08.00)
- DR (Danmarks radio) is the oldest radio broadcaster in Denmark and sends the radio newscasts with the biggest audience. The three channels P1, P3 and P4 produce each their newscast targeted at the audience of that specific channel.
- NOVA FM is a commercial radio station with a position as number three measured on audience for radio newscast.
- 24syv is a new public service radio, which still has a low share of listeners, but it has a high degree of attention within journalists and decisions makers.

All the stories in the five newscasts were coded. In total 29 news stories.

- **Internet**

Name of websites:

- dr.dk
- ekstrabladet.dk
- tv2.dk
- bt.dk
- politiken.dk
- dagens.dk
- jp.dk
- berlingske.dk
- mx.dk

The internet is widespread in Denmark almost all Danes are online. The internet is equally a very impotent source of news in Denmark and we have chosen the main internet news sites with the highest number of daily visitors. But none of them will reach the suggested count of a daily visit by 50 % of all internet subscribers in Denmark. The most popular internet news sites have users from both desktop, tablets and mobile phones.

About the sites:

- dr.dk and tv2.dk are websites from the two national public service stations: DR (radio and television), TV2 (television only)
- avisen.dk and dagens.dk are online news websites, while all the rest are news websites connected to a national newspaper with a print edition.

For each internet site the 12-14 top news stories were coded. In total 112 news stories

- **Twitter**

Twitter is not at all as widespread as Facebook in Denmark. It is however frequently used by journalists and politicians, but they use it in their own twitter name and not from the media twitter account.

We were not able to code a sufficient number of media twitter accounts to meet the criteria set by GMMP. Hence there are no results from twitter in Denmark.

- **The monitors**

- We were four persons involved in the media monitoring which took place on the 25th and 26th of March at Roskilde University.
- The national coordinator Hanne Jørndrup holds a position as associate professor in Journalism at Roskilde University. Hanne took also part in some of the coding.
- Research assistant Rasmus Burkal took care of all the practical issues; bought the papers, sampled the news from the internet sites and the tweets from the twitter accounts.
- Finally we had two students who were paid to do most of the coding on all five platforms:
 - Louisa Hayman
 - Sofie Sørensen
- In total we monitored 285 news stories (newspaper 119, radio 29 radio, television 25 and internet 112).
- A total of 581 news subjects were involved.

TOPICS IN THE NEWS

- **Topics in the news:**

The GMMP operates with six major topics. Traditional news topics like ‘Politics and government’ and ‘Economy’ are present on the news agenda but it is remarkable that the most prominent topic is ‘Social and legal’. This topic contains a number of subthemes such as ‘family relations’, ‘human rights’ and ‘migration, refugees’ but also stories about ‘plane crash’.

The German Wing plane crash made a total of 27 news items (16%) in Print, radio and television and 25 news items (22%) on internet news sites.

Compared with GMMP 2010 this represents quite a change in the news agenda.

The 2010 top 3 topics: Politics 31%, Celebrity 19%, Crime 12%¹².

Table 1: Topics in the news

	Print, Radio, Television	N	Internet	N
Politics and government	20 %	35	20 %	23
Economy	20%	34	20 %	22
Science and health	10%	18	3 %	4
Social and legal	32 %	55	28 %	31
Crime and violence	8 %	14	18 %	20
Celebrity, arts, media, sports	10 %	17	9 %	10
Other	0 %	0	2%	2
Total	100 %	173	100%	112

THE NEWS

- **Overall presence of women and men in the news in Denmark as news subjects**

The overall picture of Danish news shows that men are three times more present as news subjects than women. The presence of male news subject is dominant in all six major topics and especially in stories about ‘Politics’, ‘Economy’ and ‘Crime’.

Table 2. Overall presence of male and female news subjects

	Print, Radio, Television			Internet		
	Female	Male	N	Female	Male	N
Politics and Government	23%	77%	74	10%	90%	50
Economy	14%	86%	90	6%	94%	36
Science and Health	48%	53%	40	43%	57%	7
Social and Legal	26%	74%	153	30%	70%	64
Crime and Violence	22%	78%	27	24%	76%	29
Celebrity, Arts and Media, Sports	31%	69%	29	40%	60%	30
Other	0%	0%	0	17%	83%	6
Overall female news subjects	25%			22%		

¹² Who Makes The News 2010, Denmark

- The 2015 monitoring day had an unusual news agenda due to the breaking news from the German Wings plane crash which made 16 % of the news items. News on the plane crash involved a number of different news subjects which were predominantly male. Head of states from Spain, France and Germany were central to the first reactions to news of the plane crash and German chancellor Angela Merkel represented the only female subject in this group. Otherwise it was representatives and CEO's from Lufthansa / German Wings and authorities that investigated the plane crash etc. Most of them if not all were men.
- The numbers of news sources quoted in the news shows that foreign/international news presents fewer quotes from women 20% than in news items with national scope 29%.

Table 3. Sex of news subjects (sources) in local, national, foreign/international news

	Female	
	%	N
Local	25%	44
National	29%	218
Foreign/international	20%	151

- But the German Wings story does not explain the decline in female news subject in the rest of the topics. News items about the plane crash all falls into the topic 'social and legal', so it does not explain why there is only 14 % female news subject in news on Economy (and only 6 % in internet news on Economy).

In news on 'Politics' there is a decline in female news subject since GMMP 2010. The 28 % female news subjects in 2010 have dropped to only 23 % in 2015. In 2011 the first female prime minister was elected in Denmark (now former prime minister Helle Thorning-Schmidt) and a number of female party leaders were placed in powerful positions in Danish politics. Never the less there are fewer female news subjects in the political news items.

The GMMP monitoring guide does not differentiate between various roles within politics, so further research is needed to comprehend why female news subjects are still very low in the political news in Danish media even when women holds the most powerful political positions.

- **Presence of female and male news subjects in Denmark by medium**

The dominance of male news subject is more or less the same across the different types of media with television as the medium with the fewest female news subject. Internet news seems to resemble television news in this regard with only 22 % female news subjects (table 1)

Table 4: Female and male news subject by medium

	Print	Radio	Television
	%	%	%
Female	26%	22%	21%
Male	74%	78%	79%
	100%	100%	100%

- **News Sources:**

The most important feature in the use of news sources is determined in the initial choice by the journalist: Who is news worthy? Who are important? Apparently in 2015 three times more men than women were considered important and news worthy.

When men and women enter the news agenda they play different functions in the story. Female news sources play various functions in the news. They can be the subject of the news story or be relevant as expert, eyewitness or in regard to their personal experiences but are less likely to be quoted as spokespersons.

Table 5: News subjects Function in news story by sex

	Female	
	%	N
Do not know	0%	0
Subject	31%	106
Spokesperson	20%	202
Expert or commentator	32%	68
Personal Experience	25%	20
Eye Witness	33%	9
Popular Opinion	0%	4
Other	25%	4

Equally it is women with a variety of **occupations** that enters the news agenda. There are no categories with a dominance of women but some differences are present. When journalists quotes a doctor or health specialist 40 % of these are women, but only 15 % when the source holds a position within the police/fire brigade/ military.

The family status of the news sources is rarely stated. Only 6 % of the female and 4 % of the male sources is identified by their family status.

News items on human rights or gender equality is not present in the news on the monitoring day.

The GMMP coding system has a special interest in sources that are presented as ‘victims’ or ‘survivors’ and this category gives a number of subcategories: victim/survivor of ‘accidents’, ‘domestic violent’, ‘war’, ‘discrimination’ etc.

The monitoring day had a lot of victims and survivors (or family members left behind) of the major news story on the plane crash as well as few other stories on murder etc. No significant difference between male and female victims/survivors was noticeable. Except in the images of victims – here there is a significant difference which will be illustrated below.

- **Images in the news:**

When women enter the news agenda they are just as likely to be photographed as male news sources. But at glimpse at the front pages of the nine daily newspapers show a significant difference in why they are photographed.

Several of the front pages have graphic presentations instead of or next to photos. Some front pages have more than one photo. People are present on 12 photos. Of these photos there are only women present on three of them.

Women on front page photos

- **MetroXpress** has a photo of a young German teenage girl in tears after the plane crash
- **BT** has a photo of three unidentified people who appears to be relatives to victims of the plane crash. In the middle is a women in tears who is surrounded and sustained by a man and a woman
- **Kristeligt Dagblad** has a photo from a movie that shows a family seated at a dinner table. The woman holds the head in her hands as if she is crying. The man and the child are looking at her.

BT Front page photo March 25, 2015



MetroXpress Front page photo March 2015



Men on front pages photos

- Men are present in 11 photos
- Most of the male subjects photographed for the front pages are elite sources – politicians, business men or prominent sportsmen.

Børsen features photos of four successful men on the front page – one of them is the editor in chief. **BT** features a photo of two famous men in cycling sport

Some of the photos are of unnamed men, as the family member in the picture above, or as a group of French gendarmes who search for survivors in the Alps.

Jyllands-Posten front page photo March 25, 2015



BT front page photo March 25, 2015



- The gendered look on the story of the German Wing plane crash presents two different positions for men and women. Men are active in rescue mission while women are crying.



THE NEWS REPORTERS

- Another central question in GMMP is to analyse the news production. Are men and women equally present in the news production and do they work with the same topics, use the same sources etc.?
- **Overall reporters and presenters:**

There seems to be more women in the news in regards to who makes the news. **Overall 32 %** of the reporters and news presenters are women in contrast to only 25 % of the news subjects.

Table 6: Reporters and presenters by sex

Print				Radio				Television			
Female		Male		Female		Male		Female		Male	
%	N	%	N	%	N	%	N	%	N	%	N
32%	39	68%	84	32%	10	68%	21	30%	13	70%	30

- What topics do male and female news reports work with?

The coding shows some of the same tendencies as in the material regarding the news subjects. Major – and often prestigious – topics like ‘Politics’ and ‘Economy’ do not present many female news subjects nor does female reporters report on those topics. Male reporters present male news subject in the majority of the news on ‘Politics’ and ‘Economy’.

Female reporters are not dominant in any topic, but they are more likely to write stories on ‘Social and legal’ issues.

Table 7: Reporters by sex on major topics

	Female		Male	
	%	N	%	N
Politics and Government	15%	7	25%	25
Economy	15%	7	24%	24
Science and Health	13%	6	6%	6
Social and Legal	43%	20	34%	34
Crime and Violence	4%	2	5%	5
Celebrity, Arts and Media, Sports	11%	5	6%	6
Other	0%	0	0%	0
	100%		100%	

Women reporters are slightly more likely to use a female news subjects (24%) than male reporters (19 %), but both female and male reporters are most likely to use male news subjects.

- **Reporters by scope**

Male news subjects were highly dominant in foreign/international news but this scope is almost equally represented by male and female reporters. This might have something to do with the major news story on the plane crash.

Table 8: Reporter in local, national, foreign/international news

	Female		Male	
	%	N	%	N
Local	19%	9	9%	9
National	38%	18	41%	41
Foreign/International	43%	20	50%	50
	100%		100%	

GENDER AND THE NEWS

Women’s centrality in the news:

Another way to measure women’s news worthiness is to take a look at how many stories that have a woman as the central focus. Here is the male dominance even more significant than on the numbers of news subjects and news reporters. None of these stories focuses on gender equality or women’s rights.

Table 9: Stories with Women as a central Focus by major topic

	Yes	No	N
	%	%	
Politics and Government	11%	89%	35
Economy	3%	97%	34
Science and Health	11%	89%	18
Social and Legal	5%	95%	55
Crime and Violence	50%	50%	14
Celebrity, Arts and Media, Sports	29%	71%	17
Other	0%	0%	0
OVERALL	13%		

- **Does the sex of the reporter make a difference?**

There are numerous ways to try to answer this question:

- Are female reporters equally present in all topics?
 - No – as shown in table 7 female reporters are less present in the prestigious topics like ‘Politics’ and ‘Economy’
- Are female reporters more likely to present female news subjects?
 - Yes – female reporters use 26 % female news subjects in contrast to male reporters who only present female news subjects in 19% of the stories.
 - No – female reporters use 74% male news subjects and the general picture of male and female reporting is still dominated by male news subjects.
- Are female reporters more likely to present women as the central focus?
 - Yes – if we look at the stories with a woman as central focus female reporters are much more likely to present these stories than their male colleagues.

Table 10: Stories with Women as central focus by sex of reporter

2015		
	Female	Male
	%	%
Yes	23%	5%
No	77%	95%
	100%	100%

- **Sex and gender is missing on the news agenda**

In the coding of the Danish news items we were not able to find a single news story that had a focus on women's rights, inequality between men and women or other issues that explicitly focus on gender issues. If we had coded the entire newspaper and not only the top stories in the first section we might have found stories on gender issues. Often these stories are placed in the 'soft news' sections or in the weekend magazines.

On the other hand we were able to locate a gap between men and women in the news:

- News has predominantly a focus on men
- News is predominantly told with male news subjects
- News is predominantly made by male reporters

This suggest that the news media as a whole present the worlds as male and that that the presence of 32% female reporters does not automatically make women or gender issues more prominent in the news.

GENDER TRENDS IN INTERNET

News subjects in the digital world

- This section will briefly comment on the most significant gender issues regarding internet news. Online news is the newest platform in this analysis but it does not simply replicate the same gender balance as found in print, radio and television. Online news is not ahead of the traditional news on the question of gender equality in the news – on the contrary!
- Table 1 shows that internet news in total had a share of 22 % female news subjects and it demonstrates how female news subjects are almost absent from major topics like ‘Politics’ (10%) and ‘Economy’ (6%).
- Online news is characterized as news about men using male news sources.

Delivering the news in digital spaces

- The overall percentage of female reporters in internet news is not available, but Table 11 shows the presence of female reporters by main topic. The topics ‘Politics’ and ‘Economy’ featured few female reporters for print/radio/television but there is even fewer female online reporters who reports on these topics. ‘Crime and violence’ is another male dominant topic. ‘Science and Health’ is equally covered by male and female reporters – but there are only 4 news stories in that topic.

Table 11: Internet - Female reporters in main stories

	Female	
	%	N
Politics and Government	10%	30
Economy	8%	25
Science and Health	50%	4
Social and Legal	28%	32
Crime and Violence	12%	25
Celebrity, Arts, Media and Sport	27%	11
Other	0%	2

A GOOD PRACTICE CASE

Title: New editorial guidelines to secure representation that reflects the Danish society

Short description: In February 2015 the Danish national newspaper Politiken renewed their editorial guidelines. In the new guidelines a special focus is put on the papers representation of gender and ethnic minorities. The guidelines state that by 2018 the representation of women and men in the papers photographs should be 50/50 and every tenth story shall have ethnic minorities as sources.

Background: Three out of four sources in the paper Politiken are men and four percent of the sources all in all are ethnic minorities according to a mini-survey that the paper did in September 2014. These results are one of the reasons for the paper to put a special focus on gender and ethnic minorities in their renewed editorial guidelines, which they published in February 2015. The guidelines now writes: "We aim for diversity in the choice of topics and sources to reflect the composition of the population in terms of gender and ethnicity, to make sure that partly more women or more citizens with different ethnic background than Danish are given a voice in Politiken's journalism."¹³. The background for establishing guidelines is to put an end to the overrepresentation of men and ethnic Danes in the paper and thereby to make sure that the paper in the future reflects the composition of the Danish society. In a quote chief-editor Anne-Mette Svane says about the new focus: "Previously there hasn't been one word about it in our guidelines, but we are making it clear that we fail when we do not portray the reality that is outside the windows. It is about being aware of who we talk to, and avoid stereotypes and generalizations"¹⁴.

Objective/Purpose: The objective for making these specific goals about the gender and ethnicity of news sources is that Politiken wants to reflect the Danish society better.

¹³ (translated from Danish to English from Politikens editorial guidelines:
http://politiken.dk/om_politiken/ECE874841/politikens-journalistik-og-etik/)

¹⁴ (translated from Danish to English from an article from Politikens website:
<http://politiken.dk/kultur/medier/ECE2552496/politiken-vil-have-flere-kvinder-og-minoriteter-i-avisen/>)

SUMMARY AND CONCLUSIONS

Woman and men in the news

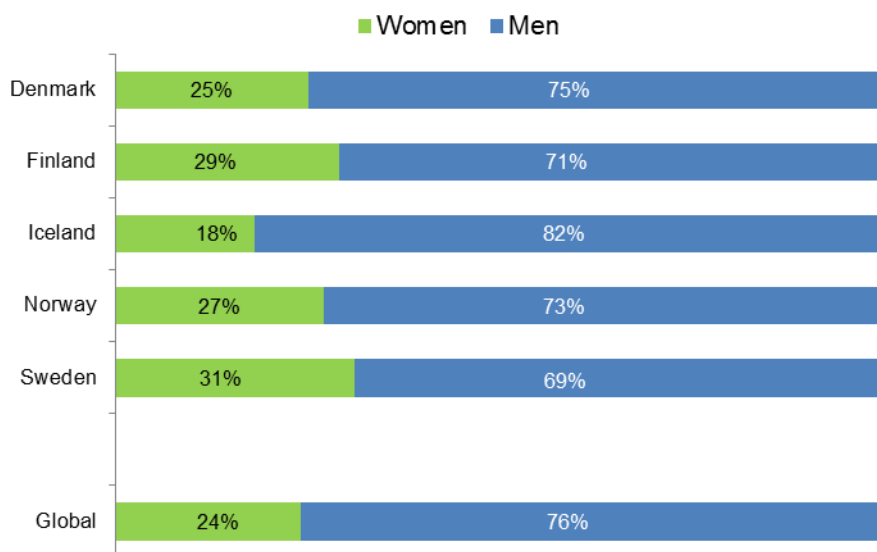
Women make up about 50% of the population but only 25% of the persons heard, read about or seen in newspaper, television and radio news. This is significant less than five years ago when women were present in 31% of the news items according to the GMMP 2010 report.

So if gender equality is regarded as a political issue of the past or something that will automatically evolve over time then this report fundamentally questions this logic.

If gender equality in news items is considered a mirror of the gender equality in the world as such, this report raises some questions about the relation between the world and the media image of it. Since 2010 the question of gender equality in Denmark has reached some significant turning points with the election of the first female prime minister in 2011 as the most prominent point. This change is not noticeable in the news items. There are less female news subjects overall and even fewer women in news about political. News media does not only reflect the order of the world, instead news media somehow disturbs that picture.

When we take a look at the Nordic Countries it does not appear as if gender equality is achieved anyway. The Nordic countries are often looked upon as the most advanced countries regarding laws about equal rights, equal pay, maternity leave etc. The News media does not however reflect a picture of countries where women have an equal voice and are considered as important as men. There is still a long way to go and the Nordic countries are not world leaders on this point.

Table 12: Woman and men as news subjects in the Nordic Countries



Women and man in news production

32% of the news items in the GMMP 2015 report are made by female reporters, the same percentage as in the 2010 report. This does not necessarily correspond to the number of female reports who are actually working in the news media. The GMMP coding guide instructed us to code the top stories only from the news section and leave out sections with culture, sport, lifestyle etc.

If we had coded the entire newspapers we might have found more news items made by female reporters. The numbers that we did code could suggest such a division of labour within the news production. Female reporters are very few in hard topics like Politics and Economy but more present in stories about Health and Social issues.

That the hard news production primarily is made by men is confirmed by the fact that the presence of female reporters in online news is lower than in the traditional news platforms. Online news in general is characterized by a focus on fast news and hard news (often combined with news about gossip and sport). This might indicate that the journalistic norms and criteria of what makes the news have a tendency to favour news about men made by male reporters.

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

For suggestions on actions which could be undertaken to improve the inclusion of women in the media's news agenda, please see the regional European report of GMMP 2015, and the global report of GMMP 2015 on www.whomakesthenews.org.

In connection with this report, the national coordinators from the five Nordic Countries have decided to make a Nordic report which goes further into detail with the findings and will discuss the various examples of Best Practice from the Nordic countries. The report will be released in 2016.

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

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