

**WHO
MAKES THE
NEWS?**



GEORGIA

Global Media Monitoring Project 2015 National Report



Acknowledgements



GMMP 2015 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

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.



Noncommercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in no way affected by the above.



GenderMediaCaucasus
Journalists' Association



With support from



Preface

Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'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.

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

Georgia is a country of old traditional culture with strictly defined gender roles. In that culture, social space is dominated by men, while private space is given to women. This traditional division is increasingly dissonant with the new reality, as there are plenty of educated and active women. Women work a lot outside their homes. They often combine household duties and professional responsibilities, despite the fact that in many cases they are the only breadwinners in their families. But severe gender imbalances can be observed in national politics and at the highest decision-making levels: representatives in national parliament are 90 percent male; t ministers, and there are very few women at the state decision-making level. In the last 15-20 years, activists from women's NGOs have tried to change this situation. As a result of this activism, several gender-oriented laws were adopted to protect women from violence and discrimination. In addition the council on Gender equality now operates in the parliament, and the country has some National Actions Plane to promote women's rights. But these changes took place with minimal participation of the media. Women activists certainly used the help of the media in their campaigns, but gender balance had never been in evidence in the mainstream of the national media and the GMMP results prove it.

• WHY MEDIA MONITORING MATTERS IN GEORGIA

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.

Georgia has 3 National Action Plans concerning equality of women and men: Gender Equality NAPs (for the period of 2014-2016); NAP on Women, Peace, and Security (for 2012-2015) and NAP for Combating Domestic Violence (for 2013-2015). The NAPs were adopted on the basis of relevant laws after the long and hard work and struggle of the women's movement. The legislation is satisfactory and has the necessary tools to achieve a real balance of gender roles between women and men. Nevertheless, the media in Georgia still is not included in the gender mainstreaming initiatives. Despite the fact that the media has a component in the laws, it is a decorative element, and does not affect the content of the media. They are guided by the realities of the market and a political struggle. There is no law that would regulate the gender dimension in the media.

• WHY WE TOOK PART IN THIS PROJECT

Georgia participated for the third time in 2015. We strongly believe that the Project is very important for the addressing the imbalances in the representation of women in the media. The name of our organization is GenderMediaCaucasus Journalists' Association. It brings together journalists working at gender issues. The mission of the organization is to achieve equality in and through our profession. We undertake national and regional monitoring. We participated in GMMP 2005 and GMMP 2010. The results in 2005 were quite symbolic: on February 16, 2005 - 80% of reporters in Georgia were women, men made 20% only. However, these female journalists interviewed women only in 20 cases out of 100. At the same time, 20% of male reporters spoke only about men's experience!

In 2005 and 2010, we worked a lot after the GMMP to share its results as widely as possible. We are sure that the GMMP results are like a diagnosis: it is very important to know it in order to improve the situation in both media and the society.

Georgia previous (2010) GMMP Report:

http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2010/national/Georgia.pdf



Executive Summary



A DAY IN THE NEWS IN GEORGIA

- **MARCH 25, 2015. THE NEWS AGENDA IN GEORGIA**



On March 25 2015, world news was dominated by the plane crash in the Alps. Georgian media also extensively covered the tragedy. Among the national news the dominant topics were the following.

POLITICS

- An opinion poll conducted by IRI (International Republican Institute). The study was a ranking of the different parties and politicians. On that day, all the media reported about the poll. There were many comments, including criticism of the study.
- The visit of the head of the Norwegian Parliament to Georgia and his meeting with officials.
- Domestic political issues: conflicts in the relationship between parliament and the president.
- Fight between the current Georgian government and the previous one, a lawsuit against the former officials of the Ministry of Defense, the news from the court and prosecutor's office.
- Georgia is the country of two unresolved wars. There was also coverage of the next meeting of the officials of Georgia and South Ossetia.
- Several stories on human rights, accompanied by lawyers' comments on political lawsuits.
- MEPs comments on the imprisonment of the former mayor of Tbilisi.

- The President's participation in military exercises.
- Issues of Georgia's integration into the world community: in 2017, the Assembly will hold a meeting of NATO in Georgia.
- The estimates and recommendations of the Commission on Elections, the debate about the relations between the authorities and media

ECONOMICS

- The National Bank President's meeting with businessmen, discussion of exchange rates.
- Conference on Energy: Energy Minister's briefing to reassure businessmen
- Quality of supply for kindergartens. The story on low-quality meat supplied to a local kindergarten and the need to check importers.
- Business Ombudsman of Georgia made an assessment of the situation of the national business.
- The bypass road construction began in the seaside town Kobuleti.
- The debate on the budget of the Tbilisi Municipality.
- The tax police checked some business companies.
- Meeting of Georgian and Polish experts on taxation.
- Concerns about the return of racketeering.
- The rising cost of food. Analysis and comments by an economist.

SOCIAL NEWS AND CRIME

- The opening of the new university hospital.
- March 25 - Day of autocephaly for the Georgian Orthodox Church, thanksgiving service in the temple.
- The state gave flats to the IDPs (internally displaced persons) from the conflict zone.
- The death of a young woman during childbirth in the hospital in Batumi. Illegal street protest and indignation. People accuse doctors.
- Police detained a man with forbidden psychotropic drugs.
- Police destroyed 116 kg of drugs
- The upcoming March 28 Ecological Action: 1 hour switch off all electrical appliances.
- Humanitarian project for veterans
- Sports, theatre, fashion.



THE CONTEXT

- **COUNTRY BACKGROUND**

As a country located in the Caucasus mountain region of Eurasia – between Europe and Asia, Georgia is a crossroads of Western Asia and Eastern Europe. Its population is a little more than 4 million. Georgia was one of the 15 republics of the Soviet Union. The disintegration of the Soviet Union was very hard for all the countries. It was a long and painful period for Georgia too. The country had two autonomies: Abkhazia and South Ossetia. Bloody conflicts took place in the both places after the collapse of the Soviet Union. The result was thousands refugees and lost territories. The two regions are not reconciled. In August 2008 Georgia was involved in armed conflict with Russia. The question about reconciliation in conflict zones is very topical for the country.

Georgia is involved in Beijing processes and has ratified all basic international documents. Women are in majority among the poor. Women suffer most in situations of ethno-conflicts. They remain underrepresented in politics and on the all decision making levels. The women's movement in Georgia is quite active. We have many strong women's NGOs which work on problems of gender equality. They fight against discrimination, domestic violence, trafficking and regressive traditions.

Georgia has 3 National Action Plans concerning equality of women and men: Gender Equality NAPs (for the period of 2014-2016); NAP on Women, Peace, and Security (for 2012-2015) and NAP for Combating Domestic Violence (for 2013-2015). The NAPs were adopted on the basis of relevant laws after a long and hard work by the women's movement. The legislation is not bad and has the necessary tools to approach the real balance of women and men roles. But at the same time the media in Georgia still is not included in the gender mainstreaming. Despite the fact that the media has a component in the laws, it is a decorative element, and does not affect the content of the media. They are guided by the realities of the market and a political struggle. There is no law that would regulate the gender dimension in the media.

There is an acute political struggle in Georgia. There are two major players. The first came to power in 2003 and ruled until 2012. It was the party of reformers led by Mikheil Saakashvili. In the elections of 2012, they lost to the opposition and had to exchange roles. Currently we have here the ongoing political scandals between these two main political forces. Georgian media is sharply politicized. Political scandals are among main topics. Economic and social issues are discussed in terms of political interests and look like a continuation of the political struggle. A truly independent media is small and very weak. Challenges facing the media are the qualifications of journalists, protection of their rights and safety. Female journalists are the majority of reporters and a minority in the management. The editors do not regulate gender issues in the internal editorial practice.



- **MEDIA MONITORED**



3 TV channels:

- ✓ Maestro
- ✓ Rustavi 2
- ✓ 1 TV (public broadcaster)

3 Radio channels:

- ✓ Imedi
- ✓ Radio 1
- ✓ Radio Tavisupleba (Georgian Radio Freedom)

3 Newspapers:

- ✓ Rezonansi
- ✓ Akhali Taoba
- ✓ Versia

Web Pages:

- ✓ Netgazeti www.netgazeti.ge
- ✓ News Georgia <http://newsgeorgia.ru/>

5 Twitter accounts:

- ✓ Kakheti Information Center  **ICKge** @ickge
- ✓ Mtskheta Mtianeti Information Center  **ICMMge** @ICMMge
- ✓ Radio Imedi  **Radio Imedi** @RADIOIMEDI
- ✓ TV channel “Artarea” **Artarea TV2.0** @artareatv
- ✓ Popular personal blog “Sukhumi”  **cyxymu** @cyxymu

We selected the most popular media. At the same time we tried to include different kinds of media: government owned and private, serious and entertaining. All the media monitored were in Georgian language.

We chose 2 news sites, one of them in Georgian language (Netgazeti), and another (News Georgia) in Russian. The former is mainly targeted at audience inside Georgia while the latter has a large Russian speaking audience both in Georgia and abroad.

We did not have the opportunity to choose many sites on Twitter, because, our media make little use of this social media site. It is mostly used to repost stories from their Facebook pages, where they put a link from their website. Thus, we have included all Twitter accounts (belonging to the media organizations) that anything tweeted on 25 March. They were few. Among them are two local (provincial) media centers. According to the same logo, they serve the common short-term project in the framework of the non-governmental sector. We also added a personal account belonging to the popular Russian-speaking blogger from Tbilisi.

THE MONITORS:



1. Rose Kukhalashvili
2. Tsitsino Dzhuluhidhze
3. Tamta Tatarashvili
4. Galina Petriashvili
5. Kate Yurtaeva-Vadachkoria
6. David Smoke
7. Tatia Kobalia

428 news stories were monitored,
408 persons were identified as subjects of the news.



THE NEWS

- OVERALL PRESENCE OF WOMEN IN NEWS**

On March 25 2015, 408 persons were identified as subjects of the news on print, radio, TV and Internet news. Only 28% of news subjects in traditional media were women and 19% on Internet. The largest number of women was presented in the category of science and health news stories (45%) and social issues (31%), but even here, the number of men was much more. The gender imbalance in news subjects is observed in all topics (below)

	2015						
	Print, Radio, Television				Internet, Twitter		
	Female	Male			Female	Male	
	%	%	N		%	%	N
Politics and Government	27%	73%	128		15%	85%	26
Economy	22%	78%	95		0%	100%	4
Science and Health	45%	55%	33		50%	50%	2
Social and Legal	31%	69%	39		25%	75%	4
Crime and Violence	16%	84%	25		50%	50%	2
Celebrity, Arts and Media, Sports	38%	62%	45		20%	80%	5
Other	0%	0%	0		0%	0%	0
Overall Female Newsmakers in 2015	28%				19%		

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

	%F	%M
Topic	2010	2010
Politics and Government	19%	81%
Economy	3%	97%
Science and Health	10%	90%
Social and Legal	20%	80%
Crime and Violence	19%	81%
Celebrity, Arts and Media, Sports	29%	71%
The Girl-child	0%	0%
Other	0%	0%
N = 208	17%	83%

Comparing the 2015 results to 2010, we see that the trend is positive. 17% women as news subjects in 2010 and 23% in 2015. The number of women news makers has grown almost in all topics.

- **NEWS SOURCES**

The number and percent of female news subjects quoted as sources of information in stories shows the most presence in the local and international stories.

2015		
	Female	
	%	N
Local	35%	60
National	24%	213
Sub-Regional	21%	14
Foreign/International	35%	78

How it looked in 2010

	Female %F	Male %M	Total N
Scope			
Local	24%	76%	28
National	21%	79%	107
National and other	0%	100%	40
International	23%	77%	33

We see that women sources in 2015 have increased from five years ago



WHO ARE THE NEWSMAKERS?

We have marked the position in which women are most / least represented. They demonstrate that the scope of women's professional opinion as portrayed in the media, are in the domain of unskilled labor and domestic work. Professions in which women were not represented on the day of monitoring: security services, religious professions, sports. Women were 18% of the subjects identified as Government official and politicians, (in 2010 we fixed only 5%). According to the results, women newsmakers prevail in the occupational categories of media professional, journalist, video or film-maker - 63% (they were 59% in 2010). This reflects the reality: women make up to 80 percent of Georgian journalists. Comments on business were made by 16% women. The statistic is a very optimistic signal! In 2010 all newsmakers in this position were men.

	Female	
	%	N
Not stated	40%	15
Royalty, monarch, deposed monarch, etc.	40%	5
Government, politician, minister, spokesperson...	18%	130
Government employee, public servant, etc.	32%	56
Police, military, para-military, militia, fire officer	0%	8
Academic expert, lecturer, teacher	33%	24
Doctor, dentist, health specialist	0%	3
Health worker, social worker, childcare worker	0%	0
Science/ technology professional, engineer, etc.	0%	3
Media professional, journalist, film-maker, etc.	63%	27
Lawyer, judge, magistrate, legal advocate, etc.	17%	6
Business person, exec, manager, stock broker...	16%	25
Office or service worker, non-management worker	0%	3
Tradesperson, artisan, labourer, truck driver, etc.	100%	5
Agriculture, mining, fishing, forestry	0%	3
Religious figure, priest, monk, rabbi, mullah, nun	0%	5
Activist or worker in civil society org., NGO, trade union	25%	4
Sex worker	0%	0
Celebrity, artist, actor, writer, singer, TV personality	55%	11
Sportsperson, athlete, player, coach, referee	0%	10
Student, pupil, schoolchild	0%	0
Homemaker, parent (male or female)) only if no other occupation is given e.g. doctor/mother=code 6	100%	3
Child, young person no other occupation given	0%	0
Villager or resident no other occupation given	58%	12
Retired person, pensioner no other occupation given	0%	0
Criminal, suspect no other occupation given	0%	4
Unemployed no other occupation given	100%	1
Other only as last resort & explain	50%	2

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

Women chosen to appear as sources in the news mostly speak based on personal experience, they are the persons who provide opinion or comment, based on individual personal experience or they are asked to be witnesses or opinion givers in short street interviews. Compared to the previous monitoring the proportion of women in the categories Subject and Spokesperson has increased (in 2010 there were 6% and 20%).

	Female	
	%	N
Do not know	100%	2
Subject	33%	67
Spokesperson	25%	213
Expert or commentator	29%	34
Personal Experience	36%	33
Eye Witness	43%	7
Popular Opinion	13%	8
Other	0%	1



- **Constructing ‘victims’ in the news.** Regarding the results on Female and male news subjects who are portrayed as victims and survivors in Georgia, only the Topic Victim of war, terrorism, vigilantism, state-based violence is filled. There were 10 cases – 7 of them described females as victims and 3 of them male. This correlates with the practice of the media: journalists are much more likely to illuminate women's experience of victim than men's

	Female		Male	
	%	N	%	N
Not applicable (the story identifies the person only as a survivor)	63%	12	71%	15
Victim of an accident, natural disaster, poverty	0%	0	0%	0
Victim of domestic violence, rape, murder, etc.	0%	0	0%	0
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	0%	0	0%	0
Victim of other non-domestic crime, robbery, etc.	0%	0	14%	3
Victim of violation based on religion, tradition...	0%	0	0%	0
Victim of war, terrorism, vigilantism, state violence...	37%	7	14%	3
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc	0%	0	0%	0
Other victim (specify in comments)	0%	0	0%	0
Do not know, cannot decide	0%	0	0%	0
	100%		100%	

- **Identity and family status in the news:** As a rule, family status of news subjects was not mentioned -- this information was absent for 95 percent of women and 100 percent of men. However, it is significant that 5 percent of women were defined as someone's wife or sister or mother

	Female	Male
	%	%
Yes	5%	0%
No	95%	100%
	100%	100%

- **IMAGES IN THE NEWS**

Women and men appeared in photographs more or less equally (43 % of the female news subjects were photographed while 34 % of male subjects had accompanying photos). Qualitatively these photos were much different though, as men's pictures illustrated articles on politics and business, while women's images are used in stories focused on fashion and housekeeping.

	Female	Male
	%	%
Yes	43%	34%
No	57%	66%
Do not know	0%	0%
	100%	100%

WHO DELIVERS THE NEWS?

- OVERALL REPORTERS AND PRESENTERS**

Really we have retained a strong feminization of the profession of journalism and media worker in Georgia. 25 March the news in Georgia were presented mainly by women. In the print media female authors were fixed in 70%, on Radio channels 80%, and 88% on TV.

2015											
Print				Radio				Television			
Female		Male		Female		Male		Female		Male	
%	N	%	N	%	N	%	N	%	N	%	N
70%	30	30%	13	80%	73	20%	18	88%	154	13%	22

To compare with 2010

Media Type	% Female		% Male	
	2010	N	2010	N
Print	47%	17	53%	19
Radio	18%	5	82%	23
Television	56%	20	44%	16
Total	42%	42	58%	58

- AGE OF PRESENTERS AND REPORTERS on TV.**

Mostly young people work here

	Anchor, announcer or presenter: Usually in the television studio				Reporter: Usually outside the studio. Include reporters who do not appear on screen, but whose voice is heard (e.g. as voice-over).			
	Female		Male		Female		Male	
	%	N	%	N	%	N	%	N
Do not know	0%	0	0%	0	0%	0	0%	0
12 and under	0%	0	0%	0	0%	0	0%	0
13-18	0%	0	0%	0	0%	0	0%	0
19-34	98%	58	0%	0	97%	87	84%	16
35-49	2%	1	0%	0	3%	3	11%	2
50-64	0%	0	0%	0	0%	0	5%	1
65 years or more	0%	0	0%	0	0%	0	0%	0
	100%		0%		100%		100%	

REPORTERS, BY SEX ON MAJOR TOPICS

The table below shows no preference, but rather the frequency of coverage of the topic. As the number of women reporters far exceeds the number of men, of course, that means that even in the so called "masculine news topics" in Georgia female reporters outnumber male reporters.

Major Topic	Female		Male	
	%	N	%	N
Politics and Government	32%	45	24%	8
Economy	24%	33	15%	5
Science and Health	12%	16	9%	3
Social and Legal	14%	20	18%	6
Crime and Violence	10%	14	6%	2
Celebrity, Arts and Media, Sports	8%	11	29%	10
Other	0%	0	0%	0
	100%		100%	



GENDER AND THE NEWS

Women are central in news about social issues, health and celebrity.

	Yes	No	
	%	%	N
Politics and Government	0%	100%	105
Economy	0%	100%	58
Science and Health	3%	97%	32
Social and Legal	11%	89%	63
Crime and Violence	0%	100%	38
Celebrity, Arts and Media, Sports	12%	88%	33
Other	0%	0%	0
OVERALL	4%		

Only 4% stories with women as central focus was fixed in Georgia 25 March 2015. Who did write about them - women or men? The findings look a little strange. Only 1 percent stories with women as a central focus was prepared by women reporters; 6% was prepared by men

Stories with women as central focus by sex of reporter

	2015	
	Female	Male
	%	%
Yes	1%	6%
No	99%	94%
	100%	100%

In 2010, 63% of news where the women were central figures – was covered by women reporters. Male reporters accounted for 37% of those stories that focused specifically on women.



CHALLENGING OR REINFORCING STEREOTYPES

Monitors used marks agree and disagree in this position. In 2010 all monitored materials were marked as “disagree”. It meant that they did not define any stories where issues of gender equality/inequality were raised. In 2015 10% in Social topic was marked as news connected to questions of equality/inequality, 73% was absolutely blind and 17% could be the basis to develop this question. We can see 6% “agree” in Celebrity/Sport subject also

	Agree	Disagree	Neither agree nor disagree	Do not know	
	%	%	%	%	N
Politics and Government	0%	88%	12%	0%	105
Economy	0%	69%	31%	0%	58
Science and Health	0%	84%	16%	0%	32
Social and Legal	10%	73%	17%	0%	63
Crime and Violence	0%	87%	13%	0%	38
Celebrity, Arts and Media, Sports	6%	85%	9%	0%	33
Other	0%	0%	0%	0%	0



SUMMARY AND CONCLUSIONS

Monitoring in Georgia fixed the principal contradiction. On the one hand, there is a high feminization of the media profession: most of the reporters on the lower and middle positions are women. On the other hand, the female reporters continue to cover the majority of the male experience. The main newsmaker in Georgia remains a man. It is based on two reasons: the majority at the decision-making positions are men, the journalists still prefer masculine expert opinion.

Nevertheless, a comparison GMMP-2015 with GMMP-2010 shows a positive trend. Number of women newsmakers has increased. Women's expert opinion was more pronounced even in the topics of politics and economics! It inspires cautious optimism. Over the past 5 years in Georgia worked out several large programs aimed at enhancing the participation of women in politics. It is likely that the trends fixed by monitoring are the result of this work. Women newsmakers were 18% of the subjects identified as Government official and politicians, (in 2010 we fixed only 5%). 28% Women and 72% Men were the subjects of the news (17% and 83% fixed in 2010)

The number of news that could serve as a basis for talking about gender equality slightly increased. In the previous monitoring we have not identified such kind of news



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

- International level. Results of five GMMPs represent an important research tool that should be widely shared and discussed within the frameworks of UN.
- National level. National legislation should be used in order to create special norms for gender and the media.
- Constant media monitoring at the national level should take place and should be later presented to media personnel. It is important to make this event interesting to the media. Gender-oriented journalists should be encouraged to speak up.
- Seminars for media managers are necessary to influence media policy.
- Gender studies should be included in the journalism study courses.
- International and regional exchange (seminars, conferences, joint actions) are necessary
- Civil society organisations need strong strategies on cooperating with media
- The GMMP team should continue working to plan and organize a series of strategic activities based on the monitoring results and influencing the media practice.



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

The team of monitors in Georgia:



Roza Kukhalashvili



Cicino Julukhidze



Tamta Tatarashvili



Kate Vadachkoria



David Smoke and Tatia Kobalia (assistances)



Galina Petriashvili, National Coordinator (pictures author)



WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999
Fax: +1 416 691 1997
gmmp@waccglobal.org
www.waccglobal.org
www.whomakesthenews.org



GenderMediaCaucasus Journalists'
Association | N17 Ioris Str

TBILISI 0103,
Republic of Georgia