

**WHO
MAKES THE
NEWS?**



Germany

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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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%). The patterns were different across countries however, with some countries such as Germany showing no gender difference in source selection.
- In a pilot monitoring of news online in 2010, 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. Ten years ago there often was a subtle discrimination in portraits of women made by men reporters, this is no longer to be stated. The range of women in different occupation, status or interests shown in media is grown much broader. This is not true for news in the same dimension.

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

- In Germany the success is only to be stated in genres that are not news: portraits, background stories, features, fiction. Legislation and public awareness focus on gender equality. This was pushed forward especially by films showing women in new roles. The process was driven so far that a new term occurred meaning “emancipation is found in films, but only there”.
- Since 2010 a new campaign focussed on bringing women into decision making in media, not only in economics but also and especially in editing boards. The Journalistinnenbund worked together with another group of (women) journalists “Pro Quote”. “Pro Quote” linked themselves to a former campaign “Fidar” trying to make women be a member of supervisory boards of DAX listed firms. In 2015 the German Parliament adopted a legislation obliging corporations to send 30% Women in supervisory boards. The both campaigns “Fidar” and “Pro Quote” were motivated by a sense for Equality: equal chances and equal pay – equal influence. A very new campaign started in 2015: fighting for more women as directors of films either in TV or cinema. It continues the work of "Verband der Filmarbeiterinnen", founded in 1979 bei film producer Uschi Reich, that promoted a quotation of 50 %. Here we still find the hope that women choose different themes and characterize people in a different way: more complex.
- Concerning the news there are two developments. Due to their high performance in school and university more and more women get into journalist jobs. As often in history this goes along with the profession’s devaluation. This process is at the same time driven by the digitalization, a structural change of the media what means that the authority of the press as the fourth estate is decreasing.
- In electronic media the higher number of women journalists meets a less orthodox dealing with news. The new media try to catch new customers by mixing the news: cat-content and celebrities among political news. In traditional media the “Nachrichtenfaktoren”, the set of factors that define newsworthiness seems to be an iron law that excludes women structurally.

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.

- Since the beginning in 1995 the Journalistinnenbund has collected the data for the GMMP in Germany.
- The longer the historical line the more important the data become. There is no long-term study of this extent at the national level. The GMMP is an important basic information for researchers. Communication and journalism studies refer to GMMP data.
- Colleagues often ask for numbers when they are to write an article. The demand for reliable data is high.

Executive Summary

The global monitoring day 2015 was again not typical for news in Germany. A German airplane crashed in the French Alps. The overall presence of women came to 28% as an average of all media. This is still far away from the 50% part of the people and still very low when it comes to all the women leaders and women who shoulder responsibility in a wide range of occupations and positions in the German society.

In the last GMMP 2010 stated 21% (overall) women in the news even though the top news concerned the woman chancellor Angela Merkel. Compared to 2010 28% as an average and 33% in classical media is a significant change. It is due to the high number of presenters in TV, and coincidentally in Radio.

The news concentrated on the fact of the crash and on government leaders who travelled to the place of accident. They were seldomly quoted. One woman who was among the victims was named because she was a celebrity, an opera singer. Two women teachers who accompanied their students from a travel to Spain back to Germany were not visible as women. They were mentioned grammatically by a masculinum. In the late news of the day, they were mentioned by a masculinum ("Lehrer") in the news overview and then named as women "Lehrerinnen" in the news themselves. There were two boys among their students and 14 girls.

The public did not know about these girls until a fortnight later because a famous feminist linguist, Luise Pusch, had asked. In comments on her blog she was harassed: why did she want to know? Research knows why. Prof. Dr. Martin Tröndle, Zeppelin University Friedrichshafen, for example speaks of „Selbstaktualisierung“, men and women just are interested in their own gender for reassuring.

A DAY IN THE NEWS IN Germany

- **March 25 2015.** Again the test day was not a normal day for Germany. It was the day of national tragedy. A German airplane crashed in the French Alps. March 25th was the day of first news. Later we knew: A pilot committed suicide taking more than 150 men, women and children with him to death.
- **This very special situation meant for the news:** more or less there was only one story to tell. The crash was dominant as news and men dominated the reporting. If not two women held two important political functions, Angela Merkel as chancellor and Hannelore Kraft as president of the federal state Nordrhein-Westfalen, there were nearly no women mentioned. One further woman in the function of minister of education in this federal state was mentioned. In TV a French woman who coordinated help was shown. The documented overall presence of women in the news was greater than in the years before (21% in 2010 to 28% (with online-media) respective 33% (classical media) in 2015. This was influenced by the high number of Women presenters in Radio and TV.
- **Girls totally invisible:** Two women teachers of a certain school and their students in North Rhein Westfalia, 14 girls and 2 boys, died in the crash. They all were in the first sentences addressed with the masculinum "Lehrer und Schüler". Whereas the teachers would be addressed as "Lehrerinnen" in the second sentence, what would be the correct way to speak of women, the girls remained "Schüler", students. A famous woman linguist, Luise Pusch, who blogged about it, was mobbed by "Maskulinisten", male antifeminists who use harassment and violence.

THE CONTEXT

- **Country background:** In Germany still exists the system "Öffentlich-Rechtlicher Rundfunk", financed by a fee the viewers and listeners pay, public but independent, on a legal basis, controlled by regional parliaments. Since the Eighties of the last century exist several private TV- and Radio-Channels. We chose 2 Public TV-Channels (ARD/Tagesschau) and ZDF ("heute") and 1 Private TV- Channel (RTL) and one regional channel of ARD (NDR). Similarly we chose 2 Public Radio Channels (Deutschlandfunk und WDR 2) and one private Radio Channel (Radio NRW). The newspapers range from conservative over liberal over liberal left to left. One regional newspapers (Kölner Stadtanzeiger) was also chosen. The digital media are the most used and from big business media concerns.
- **Media monitored:** 4 TV-channels, 3 Radio channels, 7 Newspapers, 5 Internet-News-Media and 10 Twitter-News-Media were monitored. TV: ARD, Tagesschau 20.00h, ZDF, heute, 19.00h, RTL, 18.45h, NDR, 18.40h. Radio: Deutschlandfunk 13.00h, WDR2, 19.00h, Radio NRW 18.00h. Print: BILD-Zeitung, Frankfurter Allgemeine Zeitung (FAZ), Frankfurter Rundschau (FR), Die Welt, Kölner Stadtanzeiger, Die Tageszeitung (taz), Süddeutsche Zeitung. Internet: Spiegel online, BILD.de, ntv online, FAZ.net, Handelsblatt. TWITTER: tazgezwtischer, FAZnet, zeitonline, welt, spiegelonline, SZ, Tagesspiegel, bild.de.
- **The monitors:** 12 women, members of Journalistinnenbund, took part in the monitoring. 33 TV news stories, 29 Radio news stories, 111 print news stories, 75 Internet news stories and 119 Twitter news stories were checked. 56 persons were identified as subject of the news in TV, 21 in Radio, 295 in print-media, 224 in online-media and 157 in Twitter-news.

TOPICS IN THE NEWS

- **Topics in the news:** The crash of the German aeroplane dominated the news. The major topic area therefore should have been "Social/legal", the data give "Crime/Violence". Another topic area was "Politics, government" as the Greek Prime Minister Alexis Tsipras visited Berlin and Colleagues from the German left party "Die Linke". A third rank news came from the topic area "Science/health" as the Woman Minister of Science announced better conditions for academic personal in universities. In TV one news stories came from the topic area "Economics": "tax reform disadvantages single parent households". The example was a lone mother. 90% of single parents are female, but this fact was not given. When it comes to the digital media the range is broader. In the topic area "Celebrities/sport" women were to be found. Even in the topic area "challenging gender stereotypes" one news-story was given: Sweden will use a gender-neutral personal pronomen "hen". "Crime/violence" were addressed

by the news: begin of the litigation concerning the homicide of a young women (“Tugce”) who had tried to help younger girls against aggressive men.

- A reference to gender equality/human rights were only to be found in 3 % of stories in the topic area “Social and legal”, reported by women, and in 50% (one story) of the stories in the topic area “Crime and Violence” reported by a man. That is: 1% of male reporters and 2 % of female reporters looked for gender equality in their topic.

THE NEWS

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

- 32,6% of all news subjects in the classical media Print, Radio, Television and 24 % in Twitter and Online-news were Women. Compared to the year 2010 the data drive a significant change. Five years ago 21% of the people interviewed, heard, seen or read about in German mainstream broadcast and print news were women. Up to then the figures showed a slow change: from 15% in 1995 to 22% in 2005 and 21% in 2010.
- The increase seems to be due to the fact that a woman minister made the news (area science/health) aside the breaking news of the aeroplane’s crash. As the news of the first row are political news and members of the government dominate the news, it may be interesting to ask for the numbers of Women Ministers. Since 2013 the cabinet of Angela Merkel (called Merkel III) has 15 members and 5 out of 15 are women. The cabinet Merkel II (2009) had 6 women ministers out of 16 and the cabinet Merkel I (2005) had 7 out of 16. Today 33,3 % of the ministers are women.
- **Presence of female and male news subjects in your country by medium – radio, TV and newspapers, and Internet and Twitter where applicable:** The visibility of women in TV seems to have increased from 28% in 2010 to 43% in 2015, in Radio increased even from 14% 2010 to 50% in 2015. The increase in Print from 21% in 2010 to 29% in 2015 is a normal development.
 - Only 1% of the news concerned gender equality/legislation.
- **Who are the newsmakers?** In 365 times people were quoted and 156 of these were members of government, politicians, ministers or spokespersons. 37% were women. In 28 news government employees or public servants were quoted, which was the next category of occupation or function of the news subjects. 21% of these were women. This is a function of the main news of the day. The chancellor and the head of government of the federal state Nordrhein-Westfalen and her minister for education represented the mourning German people. And they all were women. 100% women in one single news came upon in the field of social care – as in all the decades before.
- **Function of female and male news subjects:** In 77 of 354 news stories women were subject of the news (38%), in 192 stories women were spokesperson that was 33%. Angela Merkel represented the German government and the German people when visiting the place of the aeroplane’s crash. The number of women experts was also relatively high: 13% women in 61 news stories. When it comes to personal experience the percentage increases to 63%, but the number of news stories in this field were only 16. When popular opinion was asked for, exclusively women were interviewed (100%), but in only two news stories.
- **Constructing ‘victims’ in the news:** The victims of the aeroplane’s crash were “no-names”, that’s why no difference was made. The only celebrity was a Woman opera singer, so the figures suggest that more women were constructed as victims than men, what is not true. In Germany “Women in the role of victims” is no longer a paradigm.
- **Identity and family status in the news:** The same is true for “identity by family status”. It seems as if more women reporters characterize a person this way, but there is no longer a discrimination of the news subjects.

- **Images in the news:** From all women mentioned in the newspapers 22% were photographed, from all in the newspapers mentioned men 15% were photographed. These figures simulate the figures of 2005. Even though men are the news makers (pretty) women are shown in photos.

WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:** Only in “Print” we can talk of a gender gap in news personnel. 69% of the reporters were men, only 31% women. The area of political news still is male domain. In Radio women announcers dominated (79%). In TV we had as many women presenters as men presenters (50%) and nearly as many women reporters as men (46%) This might be the reason why the overall presence of women in TV news was that high (50%) in 2015.
- **Reporters, by major topic:** There was nearly no difference between men and women when we look at the topics they covered. The main news was the crash of the aeroplane (“Social and legal”) and this was reported by them all.

GENDER AND THE NEWS

- **Women’s centrality in the news:** Only 10% of all news stories focussed on women. 10% of these were made central by women, 5% were owed their centrality men.
- **Stories that highlight issues of gender equality or inequality issues:** Stories that highlight gender equality issues are seldom in Germany. Inequality was only mentioned in the area of Human rights and Gender violence.
- **Challenging or reinforcing stereotypes?** Reinforcing gender stereotypes is nearly a no-go in German serious news-reporting. The only notable result was on news stories on politics (52 of 173 in the whole) where 6% challenge stereotypes.
- **The sex of the reporter makes no difference for the gender dimensions of a story in Germany.** More men are reporters when it comes to political news but they comment on women as often as Women reporters do (36% to 35%).

Summary of findings

- The Germanwings plane crash dominated the news. There were a few topics concerning the situation abroad, for example ‘Fights in Yemen’ or ‘The oligarch’s power in the UKraine’. Some news concerned economy like ‘Fusion of firms’. Even though the always same names of the German Chancellor Angela Merkel or the minister president of North Rhein Westfalia Hannelore Kraft or her minister Sylvia Löhrmann occurred there were only few news that focussed women.
- A change in beginning time of the TV Talk “Sandra Maischberger” was announced by a large photo of the woman moderator. Three women were victims of the plane crash, an opera singer and two Spanish teachers, who had accompanied their students from Spain back to Germany. Mourning people shown in photos were mostly women. The start of a trial concerning the death of a young woman caused by a martial young man was announced.
- Debra Milke, who had been accused for trying to arrange the murder of her son in the USA, was released from jail after 22 years – a photo showed her face. Another news story reported on the shooting of feminist activist Shaima al Sabbagh.

SUMMARY AND CONCLUSIONS

The global media monitoring day 2015 was not a typical day for the news in Germany. The Germanwings plane crash dominated the news.

This situation cannot explain the increase in numbers which seem to drive a significant change in the overall presence of women in the news (from 21% in 2010 without Twitter to 28% in 2015, which is 33% in classical media).

Nevertheless the number is far away from half of the people that should be represented. The Journalistinnenbund identifies the set of criteria that make news to be “news” (Nachrichtenfaktoren) as the reason for the underrepresentation of women. News in Germany are nearly completely political news. Social affairs, stories of everyday life are less prominent in news coverage. The experts selected routinely are mostly men. There lacks portrayal of the whole picture, balance and quality reporting.

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

1. Media houses should bring women in responsibility. We need women as head of editorial team! And training on gender awareness as part of the vocational training.
2. Audiences should be proactive in engaging with news online through the comments sections, and applying a lens of gender equality in the process. This is a strategy for exercising agency to shape news that is accountable to its entire public.

The Journalistinnenbund Approach

- The federation awards prizes to gender aware journalists for their achievements and for young women journalists beginning their work.
- It supports women journalists in countries of the former Arabian spring.
- It has in place a mentoring programme for women journalists.
- It analyzes media developments and organize debates about them.
- The Journalistinnenbund provides gender trainings.
- It comments and critiques when women are not represented on panels in media and in debates on media.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, radio and television newscasts, online news sites and twitter feeds to monitor based on the national media density. This was done to ensure global results represented the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology was practiced across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for managing and processing the monitoring data.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2015*.

Annex 2. List of Monitors

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