

**WHO  
MAKES THE  
NEWS?**



## Israel

**Global Media Monitoring Project 2015**  
**National Report**



**GMMP**  
Global Media  
Monitoring Project  
**WACC**

## Acknowledgements



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GMMP 2015 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2015 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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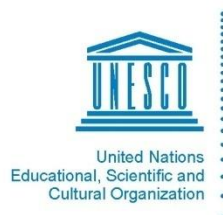
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### Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- 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.<sup>2</sup>
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.<sup>3</sup> 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.

The most promising development lately in the Israeli context is the establishment of WOMEN MEDIA CENTER ISRAEL (WMCi) in 2013. Its goal is to substantially increase women's power and visibility in Israel's media and public discourse by increasing representation and amplifying marginalized voices. WMCi is a hub of women journalists and feminists that seeks to increase women's individual and collective power through the media. It is a platform for action, education, monitoring and visibility of women in the media that ensures accessibility, networking and coalition-building. WMCi is building a community of hundreds of activists, media personnel and women's organizations, harnessing this collective power to increase the representation and participation of women in the public debate.

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

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

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

**Activities:** (1) Female Journalists as Agents of Change: partnership with the Chamber of Women Journalists to promote structural change within the media industry, and as a source for content, training and monitoring; (2) Mentoring: promote cross-generational change through a mentorship program between senior and up-and-coming women journalists. In addition, the WMCI offers training opportunities for activists on media and feminism, to be provided through members and partners; (3) Matriarch's Circle: The WMCI site offers a reservoir of female experts from diverse backgrounds and a wide range of expertise; designed to serve journalists and producers for women to be integrated into domains previously considered exclusively male (i.e.: economics, security, religion, politics); and (4) Digital Activism Tools: WMCI creates access, encourage action compile information and keep the media up to date using our innovative online platform.

## National context

- The Israeli case is of particular interest. On the one hand, Israeli society is based upon advanced democratic principles that advocate gender equality. On the other, the society has been shaped and influenced by many systems that discriminate on the basis of gender. Therefore, while the right to freedom of speech is relatively recognized in Israeli democracy, the media's choice in most cases, is to focus on the familiar patterns and give the first priority to the political and security issues. These fields not only preserve gender stereotypes, but also exclude women from their contents. Furthermore, Israel is a diverse and pluralistic society and therefore it is especially important to monitor the misrepresentation of women in the media.

Israel has implemented the Beijing Declaration and curbed discrimination against women.

Israel has carried out many changes, and made improvements involving a great deal of work by civil society organizations in Israel and state authorities to prevent discrimination and promote women, but they are mostly declaratory and rather ineffective.

WIPS (The Center for the Advancement of Women in the Public Sphere) Gender Index, 2014 evaluates gender inequality in Israel across a spectrum of fields over time: education, the labor market, gendered segregation of professions, poverty, power, health, violence against women, time and family status; as well as gender inequality in the periphery and gender inequality in Arab society in Israel. The most significant finding of the Gender Index is that the gender inequality situation in the last year of measurement (2013) is almost identical to that in the first year of measurement (2004). Despite slight fluctuations over the years, there has been no significant improvement in gender inequality over the measurement period. The 2015 Index shows an increase in gender inequality in four domains: in the labor market domain, in the poverty domain, in the power domain, and in the measure of gender inequality in the periphery. On the other hand, the Index shows improvement in four other domains: in Arab society, in education, in gendered segregation of the professions, and in family status. There was also a slight improvement in the domain of violence against women. The only area in which a steady improvement is evident is higher education. Comparison of the rate of educated women with that of men attests to women's aspiration toward full participation in the public sphere, since education is mainly "human capital" and an entrance ticket to relatively sought-after leadership positions in the labor market. Nevertheless, the data indicate that the gaps in the labor market and politics remain, and there is no clear evidence of a convergent trajectory. The conclusion is that women are not managing to translate their education into achievements that reduce gaps between women and men in the labor market and the power domain. The explanation for this difficulty lies in the deeply gendered structure of society: one foundation of gender inequality is the gendered distribution of responsibility for care of home and family, the tension between work and career pursuits, and caring for home and family (see: <http://www.genderindex.vanleer.org.il/?lang=en>).

I hope that the report will serve as an aspiration to activists and theorists in Israel and will serve as a basis for more research and reform to eliminate discrimination and promote women in Israeli media.

Israel took part in this project from its inception in 1995 and therefore it is tremendously contributing to continue monitoring its media and to compare the results to the rest of the world. Furthermore since the

Israeli media industry is undergoing changes it is interesting to explore whether those changes affect the portrayal of women in the media. Taking part at this global project allow shedding light and tracing the Israeli trends over the years. Beyond the scientific contribution, this research can also contribute to raise consciousness and will engender discussions of gender issues in Israeli news organizations.

Over the years the research showed that women continue to be invisible or marginal in our news coverage: they are barely represented in the faces we see, the voices we hear and the opinions we are exposed to. The news do not place women at their core and women-specific issues do not top the political-social agenda. One can say that there has not been an improvement and in fact a slight decline can be noted. The general proportion of women representation in the news stories dropped from 19% in 2005 to 17% in 2010.

## Executive Summary

- The monitoring of major news media across print, television, radio and the internet on the 25<sup>th</sup> of March 2015 reveals a number of problems with how women are represented. Here are some highlights:
- Of overall 136 news stories from print, radio and television, 51 (38%) were about politics and government. This proportion was even higher in news from the internet – 15 of 37 (41%). This derives probably because of the elections that took place 8 years before the research day.
- The overall coverage of women in the news is 24% compared with 76% of men in the traditional media and 15% compared with 85% of men in the internet. Comparing 2010 and 2015 in the traditional media we can see a substantial increase in the overall coverage of women in the news from 17% to 24%.
- The coverage of females as news subjects is the highest in local news (75%) and drops in national news (26%) and international news (19%). No females were found in national and other news.
- Female news subjects are most prominent compared to male news subjects in Celebrity, Arts and Media, Sports (47%) and Crime and Violence (41%), and least prominent as news subjects compared to male news subjects in Politics and Government (6%).
- Female reporters are represented less compared with male reporters in every topic and in all media.
- Females are covered as news subjects more than men in occupations in the 3<sup>rd</sup> sector (80%), the arts and pop-culture (69%), children (67%), home-making and parenthood (58%) and law related occupations (52%).
- The overall percentage of female reporters, announcers and presenters is 42% in print, radio and TV, and 20% in the internet. In both 2010 and 2015 there are more females in radio and TV as announcers/presenters than as reporters and the gap is more significant in TV than in radio.
- Female TV reporters and announcers are much younger than male announcers.
- Female reporters are represented less compared with male reporters in every topic and in all media.
- Out of 136 stories, 24 (18%) had females as a central focus. Compared to males, females are most prominent as central focus in crime and violence stories (71%), and least prominent in politics and government (2%) and social and legal stories (3%).

## A DAY IN THE NEWS IN ISRAEL

A few main stories were dominating the in Israeli main media in the monitoring day:

As the Israeli Election Day took place 8 days before the monitoring day, the Israeli media was dealing with the negotiation process towards forming the new government.

Another main story was the battles in Yemen and their global and regional effect on the Middle East.

While the two issues mentioned above are quite common in the Israeli media, the third issue that took place in the headlines was dramatically unusual and referred to the plane crash incident in the Alps. Although the story was unusual, it's interesting to see who are the commentators and officials that the media choose to quote.

An item in *Yedioth Acharonot* daily (pp.18-19) tells the story of Angelina July ovary removal. Although the item uses the story to cover statistics of genetic breast cancer and the medical treatment in those cases, the article's title focuses on July's statement ("My kids won't have to say: Our mom died of cancer") contain unstated assumption regarding a woman's most prominent role as mother. Furthermore the subtitle of her glossy picture focuses on her relationship with her husband: "I have called Brad who was filming at France and he immediately boarded a plane". This sentence emphasizes her dependent characteristic and weakens her strong and brave step.

## THE CONTEXT

- Country background:** Over the last two and a half decades, the Israeli media system has changed in ways that make it far more similar to modern Western media systems. Since the beginning of the 1990s, the state's monopoly over electronic broadcasting has gradually but steadily come to an end, with the introduction of cable broadcasting (1990), two commercial broadcast television channels (Channel 2, 1993; Channel 10, 2002), local-commercial radio stations (1996) and satellite broadcasting (2000). Correspondingly, the surge in the number of commercial electronic outlets has moved Israeli media into a globalized era, in which viewers can choose among local channels that rely mostly on local programming, converted channels that provide foreign channels with a minimally local feel, foreign channels and more. Furthermore, as in other countries, Israeli media ownership is also becoming more and more concentrated, with three major private conglomerates controlling the mass media market. This process of conglomeration threatens basic democratic values since it weakens the power of individual journalists, making them more and more dependent on employers while at the same time strengthening the political power of the news organization that is part of a strong communication conglomerate.

- Media monitored**

Media		Control mechanisms	# Broadcasting
Television			
Channel 2	<i>The Israeli News Company</i> LTd. [Hebrew]	Commercial broadcasting regulated under public authority	1
Channel 10	<i>News 10</i> LTd. [Hebrew]	Commercial broadcasting regulated under public authority	1
Channel 1	<i>Israel Broadcasting Authority</i> [Hebrew]	Public authority	1
Overall			3
Radio			
<i>Reshet Bet</i>	<i>Kol Israel International</i> [The Voice of Israel] [Hebrew]	Public authority	1
<i>Galei Zahal</i>	Israel Defense Forces Radio [Hebrew]	Under military authority	1
Overall			2
Newspaper			

<i>Yedioth Acharonot</i>	“popular” newspaper [Hebrew]	Private [ <i>Yediot Acharonot</i> media group]	1
<i>Maariv</i>	“popular” newspaper [Hebrew]	Private [ <i>Maariv</i> media group]	1
<i>Haaretz</i>	“qualitative” newspaper [Hebrew]	Private [ <i>Haaretz</i> media group]	1
<i>Israel Hayom</i>	Free Daily Newspaper [Hebrew]	Private ownership. Free.	1
<b>Overall</b>			<b>4</b>
<b>Internet</b>			
<i>Walla</i>	Israeli`s most High-Rated news website	Private [ <i>Walla</i> media group]	1
<i>Ynet</i>	“popular” website	Private [ <i>Yediot Acharonot</i> media group]	1
<i>Haaretz</i>	“qualitative” website	Private [ <i>Haaretz</i> media group]	1
<b>Overall</b>			<b>3</b>

- **The monitors:** Four junior media students took part in the monitoring.  
446 news stories were monitored and 578 people were identifies as subjects of the news.

## TOPICS IN THE NEWS

- **Topics in the news:**  
A total of 173 stories were coded, 136 of them from "traditional media": newspapers, radio and television channels (32%, 20% and 27%, accordingly, a total of 79%), and 37 from the "new media" – the internet (21%). Of overall 136 news stories from print, radio and television, 51 (38%) were about politics and government; 29 (21%) were about social and legal issues; 17 (13%) were about crime and violence and 15 (11%) were about celebrity, arts and media. Other issues were economy (9%); science and health (6%) and other (3%). Of overall 37 news stories from the internet, 15 (41%) were about politics and government; 7 (27%) were about crime and violence; 4 (11%) were about social and legal issues; 3 (8%) were issues of science and health and other (each) and 2 (5%) were about celebrity, arts and media.  
Although the small number of internet stories coded suggests a care with comparison, there are great differences in this aspect between the two groups. While politics and government issues are prominent in both types of media and comprise about 40% of the topics, crime and violence issues are much more prominent in the internet than in the "traditional media". On the other hand there were no economy related stories on the internet.

### Topics in the news by medium

	<b>Print, Radio &amp; TV</b>	<b>Internet</b>	<b>Overall</b>
Politics and Government	38% (51)	41% (15)	38% (66)
Economy	9% (12)	0% (0)	7% (12)
Science and Health	6% (8)	8% (3)	6% (11)
Social and Legal	21% (29)	11% (4)	19% (33)
Crime and Violence	13% (17)	27% (10)	16% (27)
Celebrity, Arts and Media, Sports	11% (15)	5% (2)	10% (17)
Other	3% (4)	8% (3)	4% (7)



	100% (136)	100% (37)	100% (173)
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A comparison between the 2010 and the 2015 findings show minor differences in Politics and Government, Economy, and "other" topics. In the 2015 stories there were more news on Social and Legal issues and Celebrity, Arts and Media, Sports issues and less news on Science and Health issues and Crime and Violence issues than in 2010.

**Topics in the news by medium, traditional media (Print, Radio & TV), 2010 and 2015**

	<b>2010 N=285</b>	<b>2015 N=136</b>
Politics and Government	41% (118)	38% (51)
Economy	10% (28)	9% (12)
Science and Health	10% (29)	6% (8)
Social and Legal	14% (41)	21% (29)
Crime and Violence	19% (53)	13% (17)
Celebrity, Arts and Media, Sports	7% (21)	11% (15)
Other	5% (14)	3% (4)
	100% (285)	100% (136)

- Female reporters are represented less compared with male reporters in every topic and in all media, except for the (surprising but perhaps not very useful) finding of 67% of female reporters in internet media in the "other" topic. In the traditional media they are more prominent in the topics of economy, science and health and pop-culture, arts and media, sports, comprising almost half of the reporters. In the internet, and with great difference from the 67% of female reporters in the "other" topic, female reports were under-represented (25% and less) in social and legal issues, crime and violence and political and government issues. No female reporters were found in economy stories, science and health and pop-culture, arts and media, sports. A comparison between the two media groups yields almost a mirror picture in most topics.

While the total average of stories by female reporters is the same in Print, Radio & TV, 30%-33%, a look at the distribution of female reporters by topic reveals a totally different pattern in each media.

**Stories by female reporters – percentage of female reporters by topic, and by media N=49**

	<b>Print N=20</b>	<b>Radio N=7</b>	<b>TV N=15</b>	<b>Print, Radio &amp; TV N=42</b>	<b>Internet N=7</b>
Politics and Government	29%	40%	10%	26%	13%
Economy	0%	33%	75%	45%	0%
Science and Health	0%	100%	25%	43%	0%
Social and Legal	22%	0%	58%	34%	25%
Crime and Violence	67%	0%	9%	17%	18%



Celebrity, Arts and Media, Sports	60%	33%	40%	46%	0%
Other	NA	NA	NA	0%	67%
<b>Total Average</b>	<b>30%</b>	<b>33%</b>	<b>31%</b>	<b>31%</b>	<b>20%</b>

A comparison between traditional media (print, radio and television) and the new media (Internet) reveals a significant difference.

**Stories by female reporters – percentage of female reporters by topic, and by media N=49**

	<b>Print, Radio &amp; TV N=42</b>	<b>Internet N=7</b>
Politics and Government	26%	13%
Economy	45%	0%
Science and Health	43%	0%
Social and Legal	34%	25%
Crime and Violence	17%	18%
Celebrity, Arts and Media, Sports	46%	0%
Other	0%	67%
<b>Total Average</b>	<b>31%</b>	<b>20%</b>

Comparing 2010 to 2015 we can notice many differences. While in economy, science and health, social and legal there are more female reporters in 2015 compared to 2010, in crime and violence and other there are less female reporters.

**Stories by female reporters: % of female reporters by topic, 2010 (N=133) and 2015 (N=42)**

	<b>2010 N=133</b>	<b>2015 N=42</b>
Politics and Government	37%	26%
Economy	29%	45%
Science and Health	38%	43%
Social and Legal	23%	34%
Crime and Violence	32%	17%
Celebrity, Arts and Media, Sports	45%	46%
Other	35%	0%
<b>Total Average</b>	<b>34%</b>	<b>31%</b>

As we can see the distribution of stories by female reporters in the traditional media is more similar in both periods: 2010 and 2015.

**Stories by female reporters: percentage of female reporters by topic, 2010 (N=133); 2015 (N=49)**

	<b>2010 Print, Radio &amp; TV N=133</b>	<b>2015 Print, Radio &amp; TV N=42</b>	<b>2015 Internet N=7</b>	<b>2015 All Media N=49</b>
Politics and Government	37%	26%	13%	24%
Economy	29%	45%	0%	45%
Science and Health	38%	43%	0%	38%
Social and Legal	23%	34%	25%	33%
Crime and Violence	32%	17%	18%	17%
Celebrity, Arts and Media, Sports	45%	46%	0%	43%
Other	35%	0%	67%	67%
<b>Total Average</b>	<b>34%</b>	<b>31%</b>	<b>20%</b>	<b>29%</b>

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

The overall coverage of women in the news is 24% compared with 76% of men in the traditional media and 15% compared with 85% of men in the internet.

**Overall presence of women and men in the news by media N=576**

<b>Print, Radio &amp; TV</b>			<b>Internet</b>		
<b>Female</b>	<b>Male</b>	<b>Overall</b>	<b>Female</b>	<b>Male</b>	<b>Overall</b>
N=108	N=338	N=446	N=19	N=111	N=130
24%	76%	100%	15%	85%	100%

In a comparison between 2010 and 2015 in the traditional media you can see a substantial increase in the overall coverage of women in the news from 17% to 24%.

**Overall presence of women and men in the news by year  
traditional media 2010 (N=656) and 2015 (N=446)**

	<b>Female</b>		<b>Male</b>		<b>Overall</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
2010	17%	108	83%	548	100%	656
2015	24%	108	76%	338	100%	446

- **Presence of female and male news subjects in your country by medium – radio, TV and newspapers, and Internet and Twitter where applicable:**

The coverage of females as news subjects in television is the highest (29%) compared with print (22%), Radio (16%) and internet (15%).

**Presence of female and male news subjects by medium. N=576**

	<b>Print</b>	<b>Radio</b>	<b>TV</b>	<b>Internet</b>	<b>Overall</b>
<b>Female</b>	22%	16%	29%	15%	22%
<b>Male</b>	78%	84%	71%	85%	78%

	100%	100%	100%	100%	100%
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- **News Sources:** The coverage of females as news subjects is the highest in local news (75%) and drops in national news (26%) and international news (19%). No females were found in national and other news.

**Female/male news subjects as sources by local, national, and international affairs N=446**

Scope	Female N=108	Male N=338
Local	75%	25%
National	26%	74%
National and Other	0%	100%
International	19%	81%

- There is no pattern in the presence of females as news subject in 2010 in comparison to 2015. While the presence of females as news subject rose by 7% in national news from 2010 to 2015 (19% and 26%, accordingly), it dropped by 7% from 2010 to 2015 in national and other news and in international news (7%, 0%, 26% and 19% accordingly). The biggest change was in local news, where the presence of females as news subject increased from 18% to 75% from 2010 to 2015. This finding might be a result of the coverage of the Israeli elections.

**Female news subjects as sources by scope of affairs in 2010 (N=108) and 2015 (N=108)**

Scope	2010 N=108	2015 N=108
Local	18%	75%
National	19%	26%
National and Other	7%	0%
International	26%	19%

- Female news subjects are most prominent compare to male news subjects in Celebrity, Arts and Media, Sports (47%) and Crime and Violence (41%), and least prominent as news subjects compare to male news subjects in Politics and Government (6%).

**Presence of female and male news subjects by story topic N=446**

	Female	Male	
Politics and Government	6%	94%	100%
Economy	38%	62%	100%
Science and Health	19%	81%	100%
Social and Legal	26%	74%	100%
Crime and Violence	41%	59%	100%
Celebrity, Arts and Media, Sports	47%	53%	100%
Other	0%	0%	100%

Female news subjects are most prominent in Crime and Violence stories (30%), and Social and Legal stories (28%). Male news subjects are most prominent in Politics and Government stories (43%), and Social and Legal stories (25%).

**Presence of female and male news subjects by story topic N=446**

	<b>Female N=108</b>	<b>Male N=338</b>
Politics and Government	9%	43%
Economy	14%	7%
Science and Health	4%	5%
Social and Legal	28%	25%
Crime and Violence	30%	14%
Celebrity, Arts and Media, Sports	16%	6%
Other	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

- **Who are the newsmakers?** Since there were 28 categories comprising more than 80 different specific positions/occupations, we focused only on those categories with more than 1% of the news subjects (in our case a position/occupation category with more than 4 news subjects out of 446 subjects total). 418 news subjects from 15 position/occupation categories were selected.  
Females are covered as news subjects more than men in occupations in the 3<sup>rd</sup> sector (80%), the arts and pop-culture (69%), children (67%), home-making and parenthood (58%) and law related occupations (52%). Females are covered less than men in academic, business, government/policy and military related occupations (20%, 14%, 11% and 6%, accordingly). There are no females as news subjects in sports related occupations or as government employee, public servants or criminals.

**position/occupation of female news subjects N=418**

<b>position/occupation</b>	<b>Female</b>	<b>Male</b>
Sportsperson, athlete, player, coach, referee	0%	100%
Criminal, suspect no other occupation given	0%	100%
Government employee, public servant, etc.	0%	100%
Police, military, para-military, militia, fire officer	6%	94%
Government, politician, minister, spokesperson...	11%	89%
Business person, exec, manager, stock broker...	14%	86%
Academic expert, lecturer, teacher	20%	80%
Villager or resident no other occupation given	29%	71%
Not stated	49%	51%
Lawyer, judge, magistrate, legal advocate, etc.	52%	48%
Homemaker, parent (male or female) only if no other occupation is given e.g. doctor/mother=code 6	58%	42%
Child, young person no other occupation given	67%	33%

Celebrity, artist, actor, writer, singer, TV personality	69%	31%
Other only as last resort & explain	73%	27%
Activist or worker in civil society org., NGO, trade union	80%	20%

- **Function of female and male news subjects:** In all categories females' representation is less than their share in the population, with popular opinion being the category where their representation is most prominent (40% compared to 60% among males).

**Function of female and male news subjects N=443**

	Female	Male	
Eye Witness	17%	83%	100%
Personal Experience	18%	82%	100%
Spokesperson	18%	82%	100%
Subject	26%	74%	100%
Expert or commentator	27%	73%	100%
Popular Opinion	40%	60%	100%

Both female and male news subjects are covered most as subjects (72% and 66%, accordingly), or as spokespersons (14% of female news subjects and 21% of male news subjects).

**Function of female and male news subjects N=443**

	Female	Male
Other	0%	0%
Eye Witness	1%	1%
Personal Experience	3%	4%
Spokesperson	14%	21%
Subject	72%	66%
Expert or commentator	7%	6%
Popular Opinion	4%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>

- **Constructing ‘victims’ in the news:** Females who were covered as victims are mostly the victims of non-domestic violence (33%) or victims of an accident, natural disaster, poverty (25%). No females were covered as victims of violation based on gender, race, ethnicity, age, religion, ability, etc. Males who were covered as victims are mostly the victims of an accident, natural disaster, poverty (68%). No males were covered as victims of domestic or non-domestic violence. Neither females nor males were covered as victims of discrimination based on gender, race, ethnicity, age, religion, ability, etc.

**Female and male news subjects who are portrayed as victims N=29**

	<b>Female</b>	<b>Male</b>
Victim of an accident, natural disaster, poverty	25%	68%
Victim of domestic violence, rape, murder, etc.	8%	0%
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	33%	0%
Victim of other non-domestic crime, robbery, etc.	17%	7%
Victim of violation based on religion, tradition...	0%	7%
Victim of war, terrorism, vigilantism, state violence...	8%	7%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc	0%	0%
Other victim (specify in comments)	8%	12%
	100%	100%

All victims of domestic violence and non-domestic sexual violence are females. Females are covered as victims less than males in stories of accident, natural disaster and poverty (20% compared to 80% accordingly) and in stories of "other" victims (33% compared to 67% accordingly)

**Female and male news subjects who are portrayed as victims (N=29)**

	<b>Female</b>	<b>Male</b>	<b>Total</b>
Victim of an accident, natural disaster, poverty	20%	80%	100%
Victim of domestic violence, rape, murder, etc.	100%	0%	100%
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	100%	0%	100%
Victim of other non-domestic crime, robbery, etc.	67%	33%	100%
Victim of violation based on religion, tradition...	0%	100%	100%
Victim of war, terrorism, vigilantism, state violence...	50%	50%	100%
Other victim (specify in comments)	33%	67%	100%

In 2010 there were more than twice the number of news subjects who were portrayed as of victims than in 2015 (61 news subjects in 2010 compared with 29 in 2015). But the number of female news subjects who were portrayed as of victims is almost the same - 13 in 2010 and 12 in 2015, making a difference in the percentage of female victims; 21% females in 2010 in comparison with 41% in 2015.

**Female and male news subjects who are portrayed as victims, 2010 (N=61) and 2015 (N=29)**

	Female	Male	Total
2010	21%	79%	100%
2015	41%	59%	100%

- **Portrayal as “survivors” in the news:** In most cases of relevant news stories, subjects - both female and male - are identified only as a victim. There were two female subjects who were portrayed as survivors, one in the category of a survivor of an accident, natural disaster, poverty, and one in the category of a survivor of war, terrorism, vigilantism, state violence. Among males there were 3 cases of news subjects who are portrayed as survivors: in the category of a survivor of an accident, natural disaster, poverty; in the category of a survivor of other non-domestic crime; and one in the category of a survivor of violation based on religion, tradition etc.
- **Identity and family status in the news:** In all media types, females tend to be identified by their family status more than males (33% compared to 10% accordingly in Print, Radio & TV, and 26% compared to 8% accordingly in the internet). Both female and male reporters tend to report female subjects' family status more than male subjects' family status (among female reporters 34% to 11% accordingly, and among male reporters 32% to 15% accordingly).
- These results are quite similar to 2010 where 26% females tend to be identified by their family status compared to 8% of the male.

**Identity by family status in the news N=576**

	Print, Radio & TV N=446		Internet N=130	
Identity by family status	Female	Male	Female	Male
Yes	33%	10%	26%	8%
No	67%	90%	74%	92%
	100%	100%	100%	100%

- **Images in the news:** Female news subjects are presented more than male news subjects in newspaper photographs (33% of the female compared to 26% of the male).

**Images of female and male in the news**

Images in the news	Female	Male
Yes	33%	26%
No	67%	74%
	100%	100%

In comparison with 2010, there is an overall increase in 2015 in images in the news, and the gap between female and males grew - from 1% in 2010 (20% of female news subjects compared to 19% of male) to 7% in 2015 (33% of the female news subjects compared to 26% of male).



### Images of female and male in the news

Images in the news	2010		2015	
	Female	Male	Female	Male
Yes	20%	19%	33%	26%
No	80%	81%	67%	74%
	100%	100%	100%	100%

### **WHO DELIVERS THE NEWS?**

- Overall reporters and presenters:** The overall percentage of female reporters, announcers and presenters is 42% in print, radio and TV, and 20% in the internet. Female Reporters, announcers and presenters are most prominent in the radio (52%) and least prominent in the internet (20%). We can notice that while in print there are only 31% reporters in overall old media there are 42% influenced by the high percentage of female presenters in radio and TV (which is higher than 45%).

#### Reporters, announcers and presenters (combined) N=255

	Print	Radio	TV	Overall old media N=220	Internet N=35
<b>Female</b>	30%	52%	44%	42%	20%
<b>Male</b>	70%	48%	56%	58%	80%
	100%	100%	100%	100%	100%

In comparison between media we can notice that the ratio between women and men reporters is quite similar: 1:2 (30%-33% are women compare to 67%-70% men). Comparing the ratio between women and men announcers we can notice the opposite picture: 68% and 60% of the announcers in the radio and television are women. Therefore we can say that the relatively low percentage of women in print (30%) derives from the absence of announcers in print, while in radio and television there significantly more women based on the large share of women announcers.

#### Reporters, announcers and presenters N=220

	Print N=66		Radio N=54		TV N=100	
	Reporters	announcers and presenters	Reporters	announcers and presenters	Reporters	announcers and presenters
<b>Female</b>	30%	-	32%	68%	33%	60%
<b>Male</b>	70%	-	68%	32%	67%	40%
	100%	-	100%	100%	100%	100%

In comparison with 2010, the proportion of female and male reporters, announcers and presenters in 2015 is similar in print (36% in 2010 and 30% in 2015) and television (39% in 2010 and 44% in 2015). There is a rise in the percentage of females in radio, from 30% in 2010 to 52% in 2015.

#### Reporters, announcers and presenters, 2010 (N=395) and 2015 (N=220)

	<b>2010</b>			
	<b>Print N=61</b>	<b>Radio N=225</b>	<b>TV N=109</b>	<b>Overall N=395</b>
<b>Female</b>	36%	30%	39%	34%
<b>Male</b>	64%	70%	61%	66%
	100%	100%	100%	100%
	<b>2015</b>			
	<b>Print N=66</b>	<b>Radio N=54</b>	<b>TV N=100</b>	<b>Overall N=220</b>
<b>Female</b>	30%	52%	44%	42%
<b>Male</b>	70%	48%	56%	58%
	100%	100%	100%	100%

In both 2010 and 2015 there are more females in radio and TV as announcers/presenters than as reporters and the gap is more significant in TV than in radio.

**Reporters, announcers and presenters, 2010 (N=395) and 2015 (N=220)**

		<b>Print</b>		<b>Radio</b>		<b>TV</b>	
		<b>Reporters</b>	<b>announcers and presenters</b>	<b>Reporters</b>	<b>announcers and presenters</b>	<b>Reporters</b>	<b>announcers and presenters</b>
<b>2010</b>	<b>Female</b>	36%	-	25%	34%	21%	86%
	<b>Male</b>	64%	-	75%	66%	79%	14%
		100%	-	100%	100%	100%	100%
<b>2015</b>	<b>Female</b>	30%	-	32%	68%	33%	60%
	<b>Male</b>	70%	-	68%	32%	67%	40%
		100%	-	100%	100%	100%	100%

- Age of presenters and reporters:**

Among announcers, all males are between the ages 50-64, while 50% of females are in this age group and the others are 35-49 years of age. There are no announcers under the age of 35. Among reporters there is greater diversity in age distribution, but most reporters are under the age of 50 (91% of female reporters and 87% of male reporters).

**Age of female and male television announcers and reporters N=93**

	<b>Announcers</b>		<b>Reporters</b>	
	<b>Female N=28</b>	<b>Male N=19</b>	<b>Female N=15</b>	<b>Male N=31</b>
19-34	0%	0%	62%	42%
35-49	50%	0%	29%	45%
50-64	50%	100%	9%	8%
65 years or more	0%	0%	0%	5%
	100%	100%	100%	100%

- **Reporters, by scope:**  
Most reporters, both female and male, cover national news/stories (67% and 64%, accordingly).

**Female and male reporters in domestic and foreign stories. N=134**

	Female N=42	Male N=92
Local	0%	1%
National	67%	64%
Sub-Regional	2%	0%
Foreign/International	31%	35%
	100%	100%

- **Reporters, by major topic.**  
Most females (33%) and most males (42%) cover stories of politics and government. Female reporters are more prominent than men in all other topics except crime and violence.

**Stories by female and male reporters N=136**

	Female N=42	Male N=94
Politics and Government	33%	42%
Economy	12%	7%
Science and Health	7%	4%
Social and Legal	26%	23%
Crime and Violence	7%	16%
Celebrity, Arts and Media, Sports	14%	8%
Other	0%	0%
	100%	100%

## GENDER AND THE NEWS

- **Women's centrality in the news:**  
Out of 136 stories, 24 (18%) had females as a central focus. Compare to males, females are most prominent as central focus in crime and violence stories (71%), and least prominent in politics and government (2%) and social and legal stories (3%).

**Stories with women as a central focus, by topic N=136**

	Yes N=24	No N=112
Politics and Government	2%	98%
Economy	8%	92%

Science and Health	13%	88%
Social and Legal	3%	97%
Crime and Violence	71%	29%
Celebrity, Arts and Media, Sports	53%	47%
Other	0%	100%

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

Only 7 stories were found that highlight gender equality or inequality issues. 5 of them (71%) were stories about other domestic politics, government, etc. One story covered Non-violent crime and one story covered gender violence (based on culture, family, inter-personal relations, femicide, harassment etc.). From the 129 stories that were found that do not highlight gender equality or inequality issues, most covered other domestic politics (22%), Disaster, accident, famine, flood, plane crash, etc (18%), National defence, military spending, internal security, etc. (7%), arts and pop-culture (6%) and Foreign/international politics (6%) (all the rest topics being less than 5% each).

- **Challenging or reinforcing stereotypes?**

From a total of 136 stories, there was only one story that challenged stereotypes (1%). This one story was an economical story, and was covered by a male presenter. Most stories (95%) reinforced stereotypes. In the topic of celebrity, arts and media, sports 20% of the stories neither challenged nor reinforced stereotypes.

**Stories where stereotypes are challenged/ reinforced by topic N=136**

	challenged N=1	reinforced N=129	Neither N=6
Politics and Government	0%	100%	0%
Economy	8%	92%	0%
Science and Health	0%	100%	0%
Social and Legal	0%	93%	7%
Crime and Violence	0%	94%	6%
Celebrity, Arts and Media, Sports	0%	80%	20%
Other	0%	100%	0%

- **Does the sex of the reporter make a difference for the gender dimensions of a story?** 42 female reporters; 92 male reporters. total=134 reporters

In print, radio and TV 30% of female reporters select female sources compare to 24% of male reporters who select female sources. This difference is statistically significant ( $p < 0.05$ ). In the internet 26% of female reporters select female sources compare to 14% of male reporters who select female sources.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.810(b)	1	.028		
Continuity Correction(a)	4.496	1	.034		
Likelihood Ratio	4.810	1	.028		
Fisher's Exact Test				.029	.017
N of Valid Cases	962				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 124.92.

- 24% of female reporters cover stories with women as central focus compare to 17% of male reporters who cover stories with women as central focus.
- Out of 42 female reporters, only one covered a story where issues of gender equality/inequality were raised (2%), compared to 5 out of 92 male reporters who covered stories where issues of gender equality/inequality were raised (5%).
- While the proportion of stories that reinforced stereotypes is the same among female and male reporters (93%), the only story that challenged stereotypes was covered by a male reporter.

### Stories where stereotypes are challenged/reinforced by sex of reporter N=134

sex of reporter	<u>challenged</u>	<u>reinforced</u>	<u>Neither</u>
Female N=42	0%	93%	7%
Male N=92	1%	93%	4%

## GENDER TRENDS IN INTERNET AND TWITTER NEWS

### Overview: The digital news world

- Internet - Main topics

A total of 37 stories were coded; most of them were about politics and government (41%); and crime and violence (27%). There were no economy related stories on the internet.

#### Topics in the news by medium N=37

	Internet
Politics and Government	41% (15)
Economy	0% (0)
Science and Health	8% (3)
Social and Legal	11% (4)
Crime and Violence	27% (10)
Celebrity, Arts and Media, Sports	5% (2)
Other	8% (3)
	100% (37)

- Internet – Proportion of stories shared on Twitter and on Facebook

From the 37 internet stories coded, 8 (29%) were shared on Twitter and 5 (19%) were shared on Facebook. Politics and Government issues were the topic shared most (38% on Twitter and 60% on Facebook) and Celebrity, Arts and Media, Sports issues were not shared at all on neither Twitter nor Facebook.

#### Proportion of stories shared on Twitter and on Facebook N=13

	Shared on Twitter N=8	Shared on Facebook N=5
Politics and Government	38%	60%
Economy	0%	0%
Science and Health	25%	0%
Social and Legal	0%	20%
Crime and Violence	25%	0%
Celebrity, Arts and Media, Sports	0%	0%
Other	13%	20%
	100%	100%

- Twitter - Proportion of stories that are original tweet, proportion of stories that are retweets

## News subjects in the digital world

- Internet - Overall presence of women

The overall presence of women was 19 out of 130 news subjects (15%)

- Twitter - Overall presence of women
- Internet - Occupation of Female news subjects
- Internet - Functions of news subjects

57% of news subjects functioned as subjects, 24% as spokesperson and 12% as an expert or commentator. All other functions - Personal Experience, Eye Witness or "other" were less than 5% each. No subjects were in the category of Popular Opinion.

- Internet - News subjects who are identified by family status

26% of female news subjects were identified by family status compared with 8% of male news subjects.

- Internet - News subjects in multimedia web components

There was no difference between female and male news subjects in multimedia web components.

### News subjects in multimedia web components

	Female	Male
Yes	14%	86%
No	15%	84%

- Internet - Age of news subjects

All news subjects 12 years and under are females and all news subjects 19-34 years are males. in the group age of 13-18 years the proportion of females and male news subjects is almost equal (43% female and 57% male). From age 35 there are more male than female.

### Age of news subjects

	Female	Male
Do not know	13%	86%
12 and under	100%	0%
13-18	43%	57%
19-34	0%	100%
35-49	23%	77%
50-64	8%	92%
65 years or more	5%	95%

- Internet - News subjects who are directly quoted

Female news subjects are quoted less than male news subjects (37% of the females compared to 54% of the males).



### **Delivering the news in digital spaces**

- Internet - Female reporters in main stories

Female reporters in main stories were 7 out of a total of 35 reporters (20%)

- Twitter - Female reporters & journalists
- Internet - Selection of News Subjects

Female reporters select female news subjects more than male reporters (26% compare to 14%).

### **Gender in digital news content**

- Internet - Reference to gender equality/HR policies

There was one reference to gender equality/HR policies (3%). The reference was in the topic of social and legal issues.

- Internet - Stories where issues of gender equality/inequality are raised by topic

Out of 37 stories, there was only one story where issues of gender equality/inequality were raised (3%). The story covered the issue of human/women rights.

- Internet -Stories where stereotypes are clearly challenged

Out of 37 stories, there was only one story where stereotypes were clearly challenged (3%). The story covered the issue of violence/crime.

- Internet -Stories with Women as a central Focus

Out of 37 stories, there were two stories with women as a central focus (5%). One story covered the issue of violence/crime and the other the issue of war/terrorism.

### **Summary of findings**

#### **A GOOD PRACTICE CASE**

[http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/493010/IPOL-FEMM\\_ET%282013%29493010\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/493010/IPOL-FEMM_ET%282013%29493010_EN.pdf)



## SUMMARY AND CONCLUSIONS

Women in Israel continue to be under-represented as subjects and sources within news media, as well as among media professionals. They remain confined to the sphere of the private, while men still dominate the sphere of the public.

**Women in the news:** In the last 10 years, there was a slow but steady improvement in the visibility of women as subjects of news in Israel. Still women make up only 24% of the persons heard, read about or seen in newspaper, television and radio news. This is significant more than five and ten years ago when women were present in 17% and 19% in accordance of the news items based on the GMMP reports.

We should take into account that the results might be attributed to the special news situation on that day: The news dealt with the crash of a GermanWings airplane in the Alps the day before. In addition, a comparatively high number of news stories focussed on politics because the Israeli elections took place eight days before the research day.

**Women in news production:** Women are under-represented as reports in all media and they are overrepresented as announcers in radio and television. The gap is more significant in TV than in radio.

The overall percentage of female reporters, announcers and presenters is 42% in print, radio and TV, and 20% in the internet. We can assume that the presence of female reports in online news is lower than in the traditional news platforms because 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. Women reporters are represented less compared with male reporters in every topic and in all media.

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

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

1. Media houses: training for journalists, editors and other actors in media houses to ensure women's issues are covered equitably, gender bias is avoided, and inequality is actively reported on. Produce gender equality plans.
2. Civil society: groups like WOMEN MEDIA CENTER ISRAEL (WMCI) must be encouraged and funded to continue their work on gender and the media and given the opportunity to be actively involved in the formation of media policy.
3. Researchers: undertake longer periods of media monitoring using GMMP methodology

## **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**

Please provide the names of the participating monitors from your country

Miri Zimkind (Training of monitors).

Michal Strashnov (Monitoring television newscasts).

Shira Magariso (Monitoring radio newscasts).

Neta Shachar (Monitoring newspapers).

Omri Lander (Monitoring Internet).

Einat Lachover, Dr. (Coordinator of the project and national report)

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