

**WHO
MAKES THE
NEWS?**



Lebanon

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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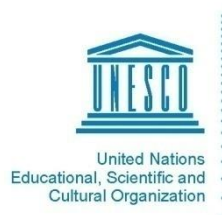
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Global Context

- 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.'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. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in) equality were almost non-existent.

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

- While Lebanon's constitution guarantees equality to all citizens, domestic legislations tend to discriminate against women in law and practice. General patriarchal attitudes in Lebanese society also make it difficult for women to obtain upper-level positions in the public and private sectors and challenge women's efforts to advance their overall status. Nevertheless, Women's associations and nongovernmental organizations (NGOs) are sparing no effort to influence positively the decision-makers to adopt alternative policies and guarantee equal protection and opportunities for men and women. Despite its achievements by lobbying the government, the road to full gender equality in Lebanon is still long. Lebanese women still encounter many challenges, especially in certain issues such as the right of woman to grant citizenship to her family members and the legislation relating to personal status such as marriage, divorce, custody. Protecting women from different type of violence encountered obstacles linked to adopted religious marriage and privileges granted to man and protection under the guise of the privacy of the marital relationship.

Thus, media role is essential to raise women's and gender issues at various levels and to contribute to enhance the role of women to address the public opinion and to make its voice heard on various public issues on equal basis with men.

Therefore, media monitoring will help in assessing deficiency in media coverage regarding women's issues and afterward the dissemination of media monitoring result by highlighting the weak representation of women in the media, particularly in news programs and coverage, It would give rise to public debate and an incentive for journalists to re-publish the results through special investigations or work to bridge the gender gaps in news reports.

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.

- As a national civil organization aiming to achieve a freer journalism and to defend and promote free expression in order to build a much more democratic society, Maharat foundation has been conducting diverse monitoring programs on different themes related to media coverage including studies aiming to analyze the reality of the Lebanese media scene in terms of women's participation in media content production and participation in the news industry. For Maharat, taking part of the GMMP for the second time is really important to stress the urgent need to ensure the fair and just representation of women in the media.

Executive Summary

- The GMMP monitoring Day in Lebanon on 25th of March was a normal day with no unusual events. The aim of this study is to assess women's representation in the Lebanese media as newsmakers and to discuss findings with media professionals and make the report public for wider research and action in order to promote fair gender portrayal and balanced representation of women in news.
- We reviewed 16 different media including 6 newspapers, 6 TVs and 4 radios. We coded a total of 143 stories, 228 sources and 56 reporters.
- Women and men were identified as journalists, subjects and sources of the news with regard to their presence in different type of media and story topics that were linked with them. The role of male and female in news were identified by their occupation, function and family status in the story. Stories that raise gender stereotypes in news reporting and stories that focused on gender issues and (in) equality would be spotted and examined.
- GMMP one day news finding represent a small size of research sample which represent a snapshot of the Lebanese media coverage at a given moment and further research is necessary to confirm our findings.
- On the monitoring day 2015 about 19% of the news subjects, reporters in the traditional media observed were female. As with regards to radio outlets a gender gap showed in the lack of representation of women as source of news.
- As with regards to traditional media outlets a gender gap showed in the representation of women Expert or commentator (7%), Spokesperson (16%), Personal Experience (18%) and Subject (9%) as compared to Popular Opinion (75%). Women were less likely than men to report on Politics and Government, Economy and Science and Health while they were more likely than male to report Social and Legal Crime and Violence Celebrity, Arts and Media, Sports stories.

A DAY IN THE NEWS IN LEBANON

March 25 2015.

- The Lebanese media outlets vary, their editorial and political agendas differ, and the majority of these outlets are politically affiliated. A considerable space is allocated to the coverage of regional and international news which reflects the Lebanese situation on the political, economic and security levels that are significantly affected by the local, regional and international events. The 25th of March did not witness any exceptional event that dominated the news, but a series of security and political events emerged, like the testimony of the former Prime Minister Fouad Al Sanioura at the Lahai International Court of justice in the case of Rafik Hariri assassination, and what it implied about the involvement of Hezbollah; in addition to covering the battles in Yemen and Syria, and the deliberations about potential Arab military intervention led by Saudi Arabia against Huthis and Yemeni army. The coverage also highlighted the crash of the German plane at the French Alps. As for the internal affairs, terrorism issues were covered through reports on dismantling terrorist networks and readiness of Lebanese army to face Al-Nusra front and ISIS on the eastern borders with Syria; in addition to the killing of one of the Lebanese citizens who was fighting with ISIS in Iraq. Despite the acceleration of political

and security events in the region, Lebanese media outlets, especially TV stations allocated a section for social investigations related to everyday life of citizens like pollution of irrigation water, the challenges of industrial sector, waste problem, and construction fill. In addition, two gender based reports were covered about a disabled girl who couldn't attend the media faculty of the Lebanese university because the building is not equipped for people with special needs. Another report was covered about security day to raise awareness and apply the traffic law that shows male and female members of internal security forces issuing tickets against violators, and citizens were asked about their opinion concerning the feasibility of these procedures.

COUNTRY BACKGROUND

Lebanon has long been recognized as having one of the most open and diverse media environments in the Middle East. Lebanon was the first Arab country to permit private radio and television and there are now seven privately-owned television stations and nearly two-dozen privately-owned radio stations operating under government licences and are allowed to broadcast news bulletins and political talk show programs. Dozens of newspapers and hundreds of periodicals are published and all daily newspapers are privately-owned. Political interests have a strong influence though, as most media owners are affiliated with either a political party or a religious sect and content reflects their respective ideologies.⁴

Media monitored:

A sample of TV and radio stations and newspapers was chosen based on the following criteria:

- Media outlet adoption of Arabic language;
- Media outlet diffusion all over the Lebanese territories;
- Media outlet adopting diversity in programs including news and addressing many public issues that concern the Lebanese citizens.

Noting that social networking websites and electronic news website were excluded from this study, the monitoring consisted on the following media in terms of political, religious and professional diversity:

- Newspaper: Al Joumhouriya, Al mustaqbal, Al Akhbar, Al Nahar, L'Orient le Jour and The Daily Star.
- TV channels: Al Jadeed, Al Manar, LBCI, Future TV, MTV
- Radio Stations: Sawt Lebnan, Sawt El Mada, Radio liban, Sawt El chaab

The monitors: The total number of people who took part in the monitoring in Lebanon is three.

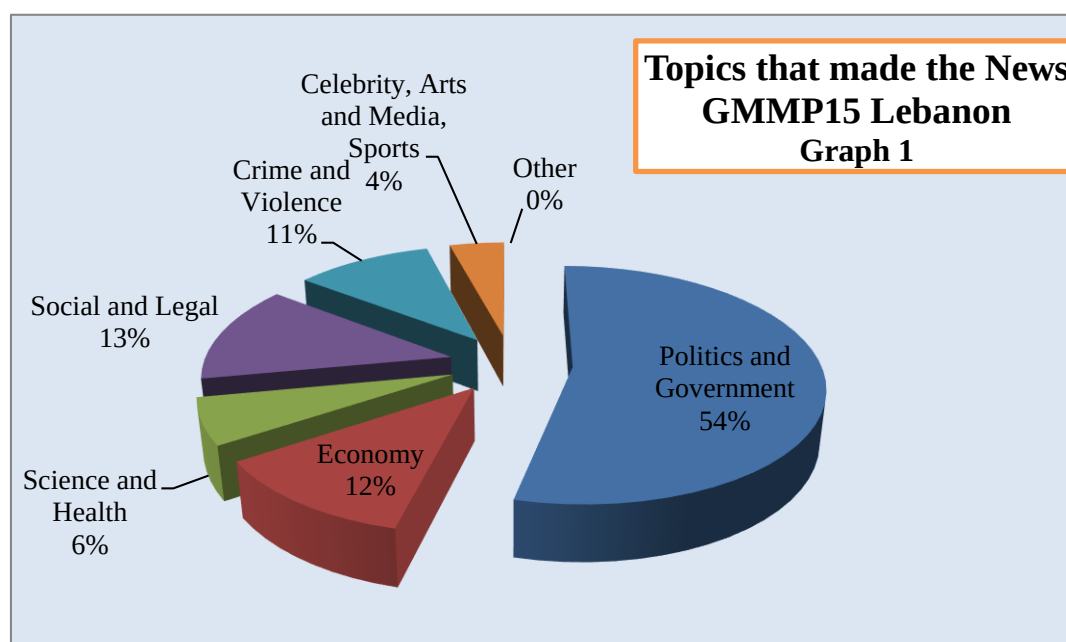
⁴ - Report on IPI's Fact Finding Mission to Lebanon <http://goo.gl/mh7dIx>

- Overview of monitored stories, and people identified as subjects of the news:

GMMP 2015	Print	Radio	Television	Total
Total news stories	93	25	25	143
Total news subjects	157	38	33	228

TOPICS IN THE NEWS

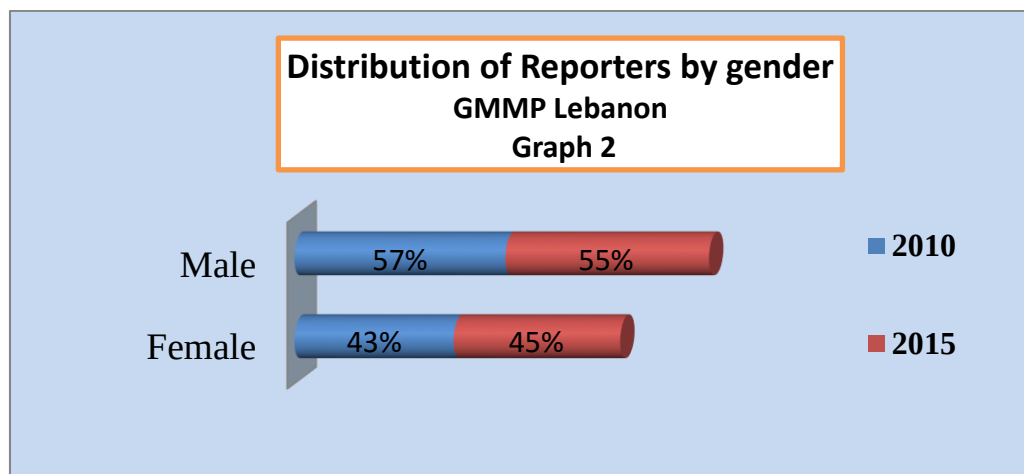
- Topics that made the news on the monitoring day in Lebanon shown in the following graph number one:



Methodology classifies news stories under six major topic areas: Politics/government, Economy, Science/health, Social and Legal, Crime/violence, and Celebrity/Arts/Media/Sports. The national result shows in graph1 above that majority of news (54%) were on politics and government and that crimes and violence topics prevail on science and health ones.

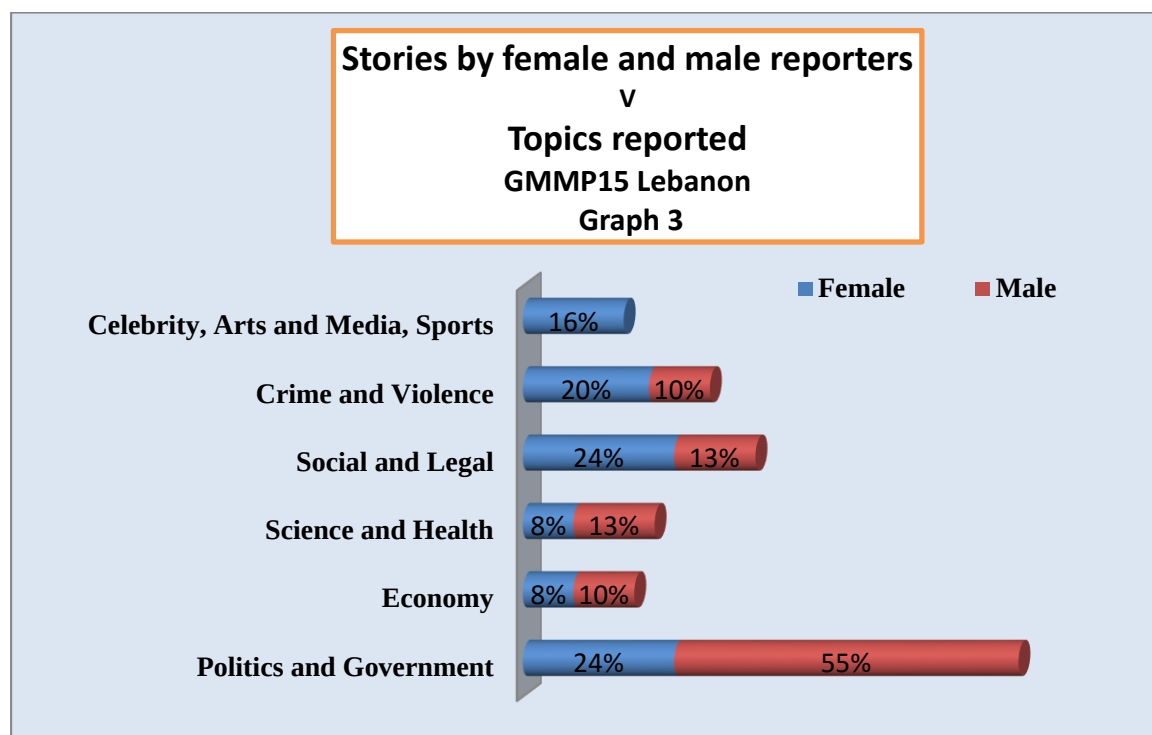
REPORTING THE NEWS

- Reporters, by gender

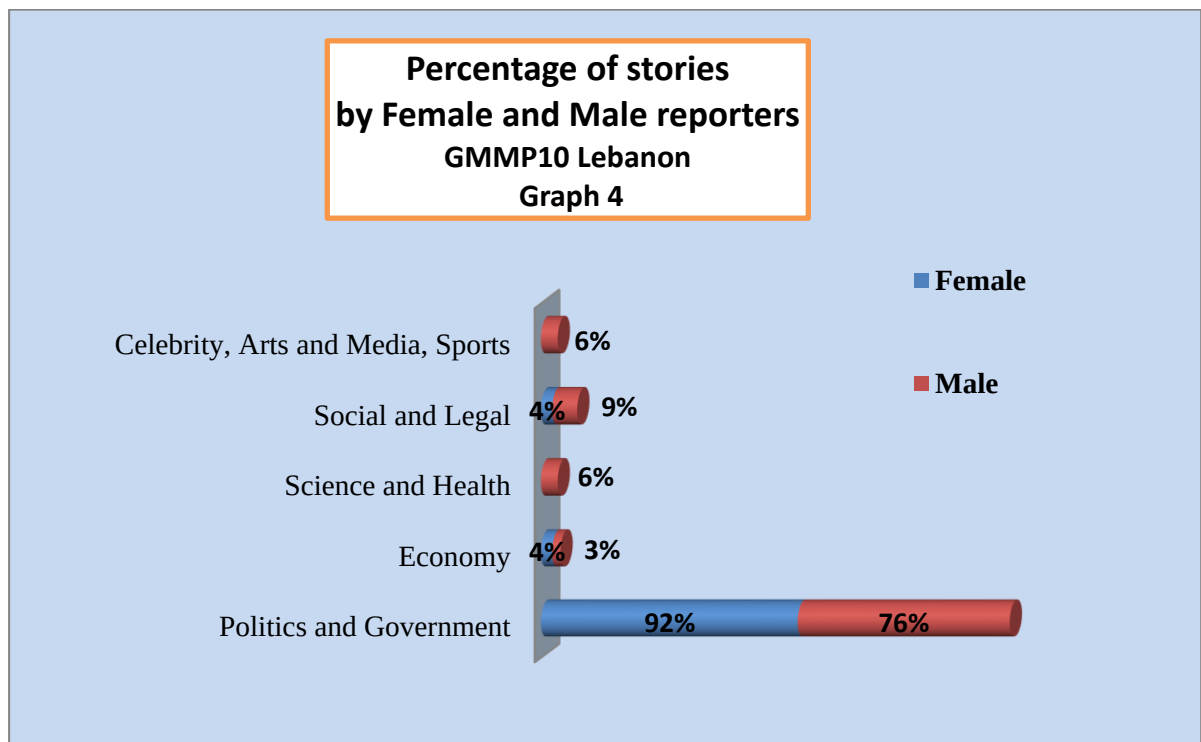


Comparative national results percentage between GMMP 2010-2015 by female and male reporters shows slight progress in favour of females who report the news.

- Topics V Reporters by sex



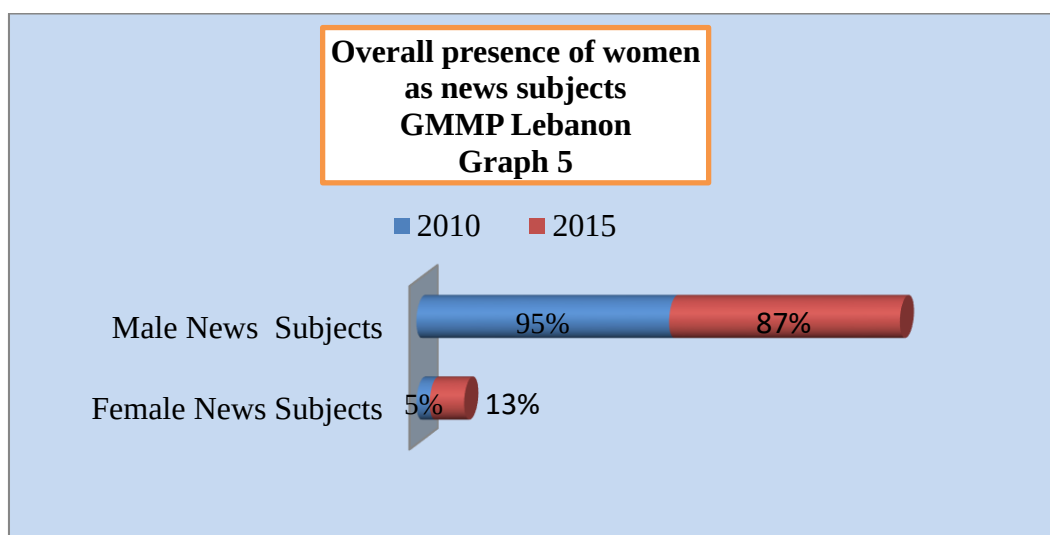
Notional results concerning Percentage of stories by female and male reporters linked to topics reported shows in the above graph number three that female reporters outnumber male in covering topics related to social and legal, crime and violence and celebrity, arts and media, sports, however male reporters still dominate reporting on politics and government and in smaller extent on economy, science and legal issues.



By revising national results of GMMP 2010, we conclude from the above results shown in graph four, that ratio of female reporters dropped in politics and government news and Increased significantly in the other sections of news.

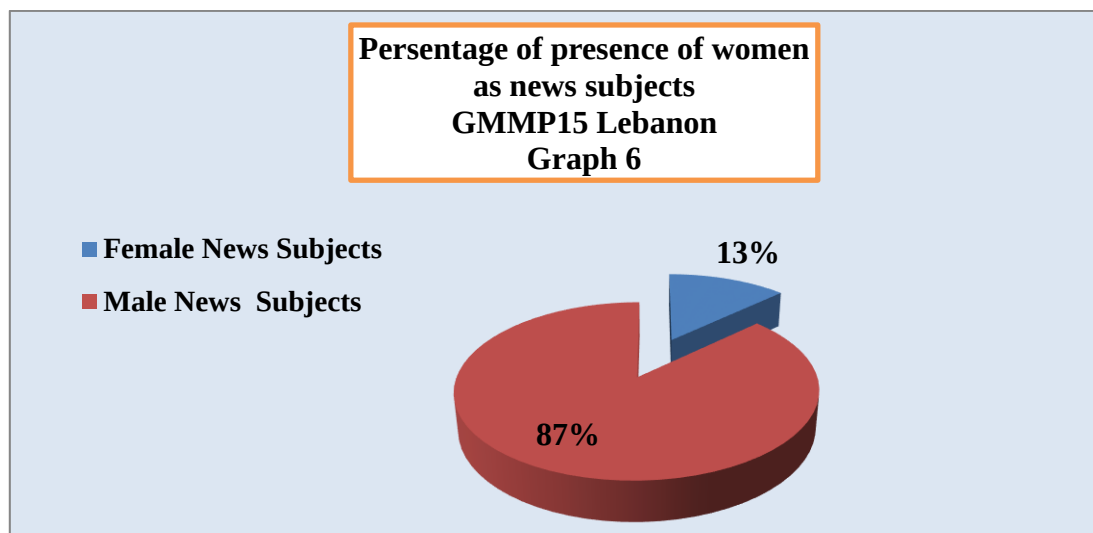
THE NEWS SOURCES

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

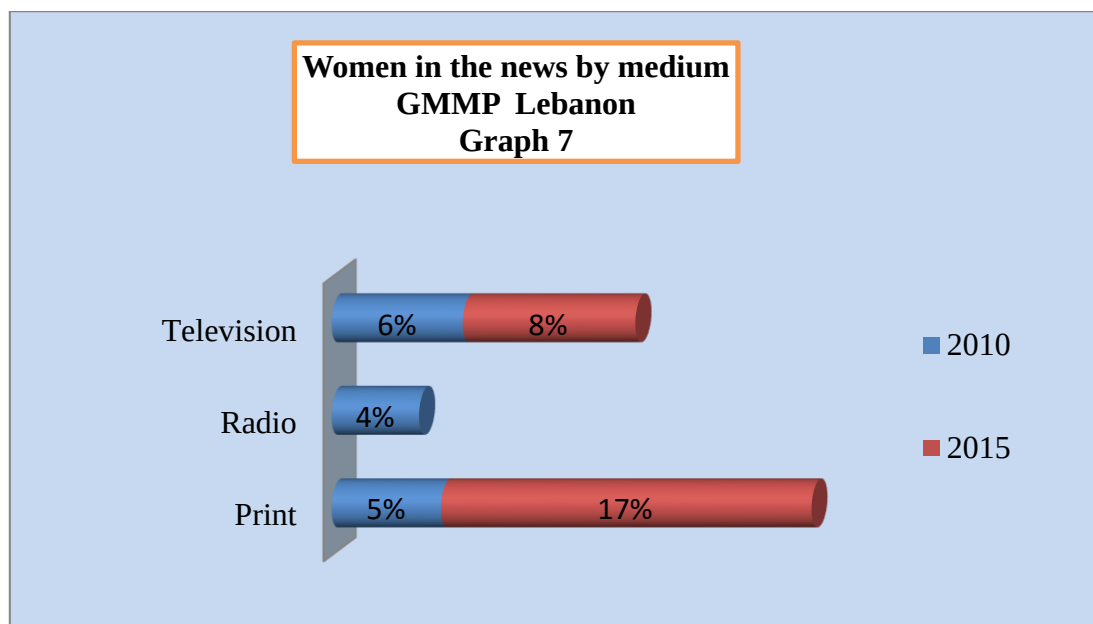


- Voices in Lebanese news media are largely male. GMMP 2015 national results shows that 87% of the people heard or read about in the news are male. Only 13% are female but more represented compared to 5% five years ago. (graph5)

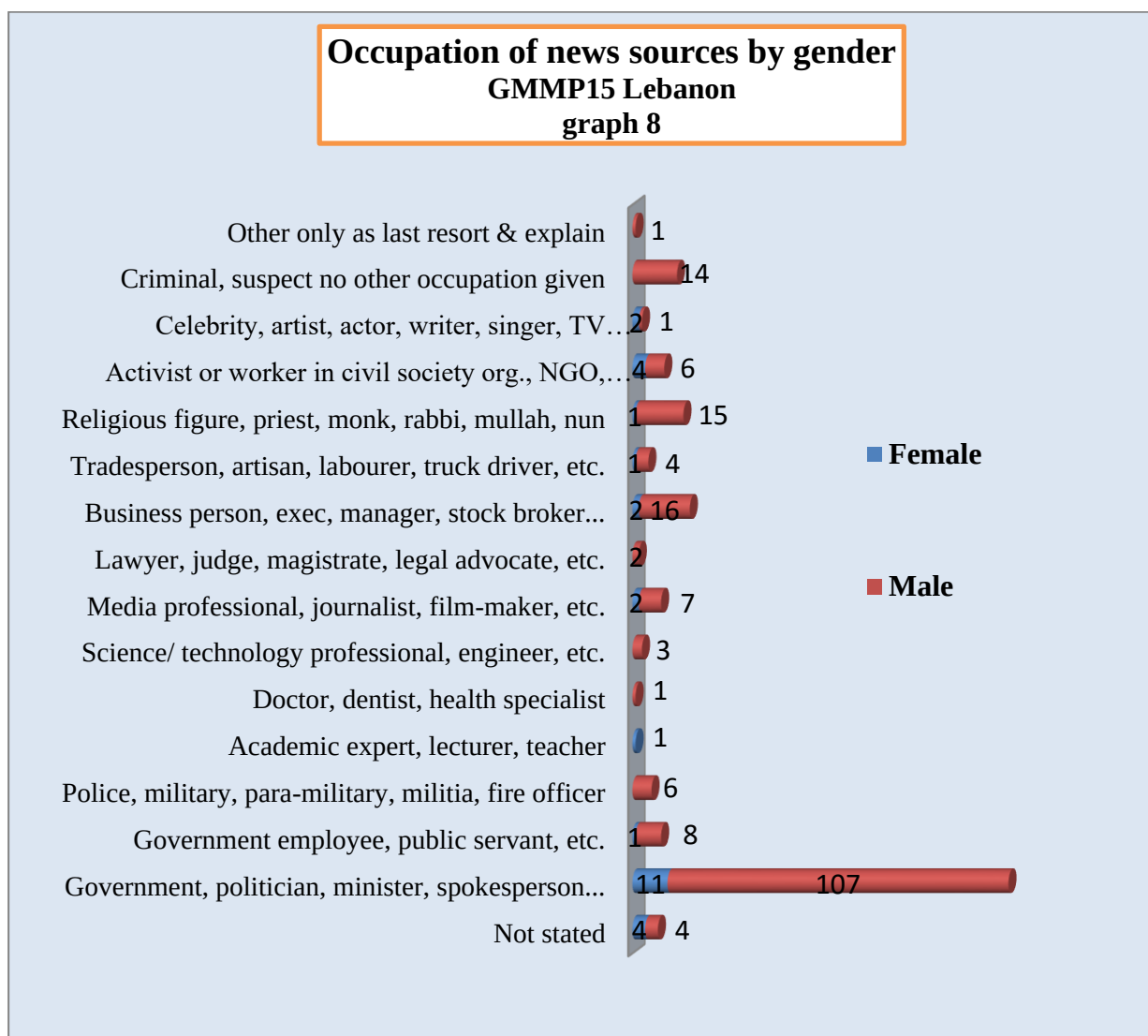
- Presence of female and male news subjects in GMMP 2015 results by medium (radio, TV and newspapers)



GMMP 2015 national results shows that 13% of news subject are female (Graph6). A comparative review of national results between 2010 and 2015 shows that women presence in news as subject made a progress in television and newspaper's coverage and dropped to 0% in radio outlets.(Graph 7)

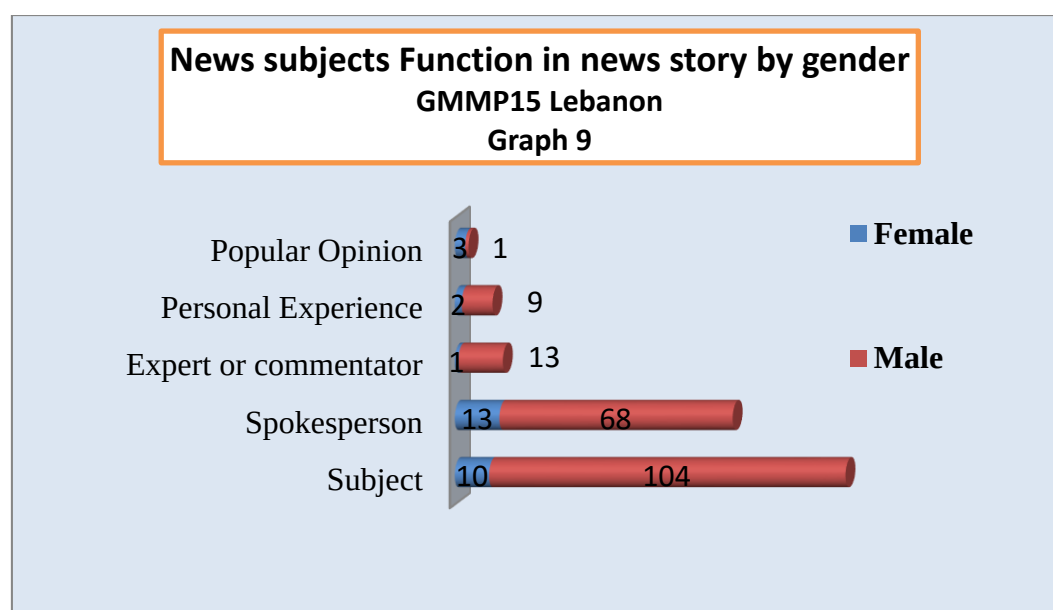


- Occupation of female and male news subjects in national results:



National results in graph eight shows that Female's presence in news as (9%), public servant (11%) and business person (11%) is weak compared to men's rate. However, Female news subjects are more likely to be represented as teacher (100%) and social activists (40%).

- Function of female and male news subjects in national results:



National results shows in graph nine above that 22% of persons providing personal experience and 16% of spokespersons in news stories are female compared to 0% five years ago. However national results shows non positive indicator and a gender gap as regarding the representation of women Expert or commentator (7%)

GENDER AND THE NEWS

- Women's centrality in the news: the following table shows Stories with women as a central focus in national results, by topic. Only 3% of news stories focus centrally on women.

GMMP 2015	TOTAL STORIES	WOMEN CENTRAL	%
Politics and Government	77		0%
Economy	17		0%
Science and Health	9		0%
Social and Legal	19	1	5%
Crime and Violence	15		0%
Celebrity, Arts and Media, Sports	6	3	50%
Other	0		0%
TOTAL	143	4	3%

GENDER AND JOURNALISTIC PRACTICE

- Appearance of women as security force member contributing in law enforcement:

On the 25th of March, Al Manar TV broadcasted a news report about security day to apply the traffic law at Tripoly North of Lebanon, where more than 100 tickets were issued against citizens violating the law. The report included a balanced opinion of men and women who were given tickets. The report shows a focus on female security personnel giving tickets to female citizens and next to them male security personnel from police station traffic department giving them oral guidelines to fill the tickets like the type of violation and other technical assistance, in addition to having the signature of women. As for other male security personnel, they were issuing tickets for male citizens. The report also shows a high rank officer with another officer and male security personnel supervising the security checkpoint.

This report holds a hidden stereotypical image that women in the security forces field are completing its job under men leadership, and they deal with issues related to citizens' women concerns without any justification for discrimination as long as long as there is no direct physical contact with the citizens, as such contact may raise religious based objections.

What increases the stereotypical structure of the media scene is showing all officers and leaders are men. Despite the balance in giving women a voice in the report, but it showed unintentionally women in the security forces in a discriminating and unequal position without referring to this issue in the report through the major role of media in filling the gender gaps and avoiding promotion of wrong concepts about the women's' role and capacities.



SUMMARY AND CONCLUSIONS

- Voices in Lebanese news media are largely male. 87% of the people heard or read about in the news are male. Only 13% are female but more represented compared to 5% five years ago.
- Only 3% of news stories focus centrally on women.
- Expert commentary is overwhelmingly male, with only one female over thirteen experts interviewed in the news.
- Men significantly outnumber women as providers of information based on personal experience or function in the story as spokesperson and subject.
- The percentage of news reported by women is slightly increasing. Today female reporters are responsible for 45% of stories compared to 43% five years ago.
- Females are now 10% of persons in stories on politics and government compared to 5% five years ago.
- Female's presence in news as politician (9%), public servant (11%) and business person (11%) is weak compared to men's rate. However, Female news subjects are more likely to be represented as teacher (100%) and social activists (40%).
- 22% of persons providing personal experience and 16% of spokespersons in news stories are female compared to 0% five years ago.
- The male news subjects are less quoted (42%) than Female news subjects (62%)
- There are no stories what make references to issues of gender equality/ inequality or stories that directly challenge or blatantly reinforce stereotypes.
- News can more accurately mirror the world if it represents women and men in a more balanced manner.

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*.

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