## WHO MAKES THE NEWS?



## MALAYSIA

## Global Media Monitoring Project 2015 National Report

GMMP<br>Global Media<br>Monitoring Project<br>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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MEDIAMONITORING
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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. 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

[^0]exist a few examples of successes towards gender-just, gender-fair media.

## National context

Malaysia has a population of 31 million in 2015 (Department of Statistics Malaysia) with a 1.06:1 male to female ratio. Given the almost equal percentage of male and female population, it would have been expected that representation of male and female in all aspects of political, economic and cultural life to be equal. However, there is still unequal representation of women in these areas. Although there are policies and commitment of the Malaysian government to improve the role of women in development, in politics and economics, change towards a more equitable representation is very slow. In the area of politics there is at present less than $11 \%$ of women representatives in Parliament. The representation of women in the media is also quite unequal as shown in the past monitoring of the media in Malaysia. Malaysia has been involved in past monitoring project. In GMMP 4 conducted in 2010 showed that the presence of women as news subject was a mere $15 \%$ and of the percentage represented, women were mainly celebrities or victims. Women were hardly visible in politics, economics and development issues. Although there was a near equal number of male and female presenters/reporters of news, women presenters tend to report on soft areas like arts and entertainment while male presenters covered politics, government and economics. Although the number of female presenters and reporters were equal to that of male, women as news subjects were less visible.

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.

It is in this context of unequal representation that media monitoring has to be done regularly to keep track of the media and its portrayal of women. The results can be used as a tool to advocate change for a more equitable representation of women in media in general and women in the news in particular.

## Executive Summary

Women were under-represented in overall news of the day in Malaysia. They made up only 8\% in the traditional media and $6 \%$ on the Internet. Women also had a low representation in terms of their function as source of the news. On television it was only $10 \%$, on radio $8 \%$ and in print only $6 \%$. Men were the main news subjects particularly in politics, government, economics, science and social legal topics. Men were also the spokesperson, whereas women were sought for their popular opinion. Women were represented mostly connected with their familial role as wife, daughter or mother. There were far less visual images of women compared to men in the news. This makes men the visible newsmakers in the media.

The deliverers of news were also mainly male in the print media. However, there were more women announcers on radio and a comparable number of male/female announcers on television. Women reporters and announcers cover local and national news more than international ones compared to their male counterparts. Female announcers were much younger in appearance than male announcers. The sex of the reporters did not make a big impact in terms of reporting on gender equality, challenging stereotypes or gender bias.

## A DAY IN THE NEWS IN MALAYSIA

- March 25 2015. The major news covered on this day include the death of former Prime Minister of Singapore, jet crash of the Germanwings Airbus flight from Barcelona to France and at the local level the issue of tabling the "hudud" law in Parliament. These were featured on the front page of most newspapers on the day of monitoring. Only one newspaper reported in a tiny corner about a woman appointed as the first mayor of the Penang City Council.



## THE CONTEXT

Five television stations were selected for monitoring. Two of these are state owned television stations TV1 and TV2; the other three were commercial television stations TV3, ntv7 and 8TV. Commercial television stations are owned by one media conglomerate, Media Prima. Six radio stations were monitored and they are RTM, Fly FM, Era FM, Sinar FM, 988 and 1101.8. RTM is state owned while the other five radio stations are commercial stations. RTM and Fly FM broadcasts were in English; Era FM and Sinar FM were in Malay and 988 and 101.8 were in Chinese. Six newspapers were monitored and they were two English newspapers The Star and New Straits Times; two Malay language newspapers Berita Harian and Utusan Malaysia; and two Chinese language newspapers Nanyang Siang Pau and Sin Chew Jit Poh. Included in this monitoring project are the analysis of the Internet news portals. Six news portals were analysed and they were Bernama Online (Malay), Malaysiakini (English and Chinese), Malaysia Insider (Malay), FMT (English) and Rakyat Post (Chinese).
Television Station

| TV Station | Language | Time |
| :--- | :--- | :--- |
| TV 1 | Malay | 8.00 pm |
| TV 2 | English | 8.30 pm |
| TV 3 | Malay | 8.00 pm |
| ntv7 | Mandarin | 5.30 pm |
| ntv7 | English | 8.00 pm |
| 8TV | Mandarin | 8.00 pm |

Radio Stations

| Radio Station | Language | Time |
| :--- | :--- | :--- |
| RTM | English | 0700 |
| RTM | Malay | 0700 |
| Fly FM | English | 0700 |
| Era FM | Malay | 0700 |
| 988 | Chinese | 0730 |
| 101.8 | Chinese | 0800 |

Newspapers

| Newspaper | Language |
| :--- | :--- |
| The Star | English |
| New Straits Times | English |
| Berita Harian | Malay |
| Utusan Malaysia | Malay |
| Nanyang Siang Pau | Chinese |
| Sin Chew Jit Poh | Chinese |

Internet

| News portal | Language |
| :--- | :--- |
| Malaysiakini | English |
| FMT | English |
| Bernama Online | Malay |
| Malaysia Insider | Malay |
| Malaysiakini | Chinese |
| Rakyat Post | Chinese |

The total number of items coded for print was 92 ; radio was 45 ; television was 89 and 77 items for internet making it total of 303 items analysed.


There were 35 participants in the GMMP 5 and most of them were students from Universiti Sains Malaysia, Penang. Televsion and radio broadcasts were recorded on monitoring day and analysed later. Internet news were also collected and analysed later. Newspapers were analysed on the monitoring day itself. The total number of sources indentified in the analysis were 380 .


## TOPICS IN THE NEWS

On monitoring day, a normal news day, politics and government takes up a sizeable amount of space in the newspapers. This is followed by economic news and social/legal issues. This is primarily because the front page news were selected for coding and front page news are always dominated by politics and government. Television news like the print media also focussed on politics and government.


## THE NEWS

Overall presence of women in the news in Malaysia on monitoring day was quite low as can be seen in the following figures below. Women's presence generally did not go beyond the $15 \%$ mark in the six major topics. The Internet presence also did not increase the presence of women in the news. In fact the overall presence of women in news is even lower than the traditional media of print, radio or television. The overall presence of women in the news in the traditional media was only $8 \%$ whereas in the new media it was only $6 \%$. Compared to the GMMP 4 where the presence of women was $15 \%$, the lower percentage showed that there was no improvement in the representation of women in the news.


If women were under-represented as news subject, they were equally under-represented as news source in print, radio and television. Women made up only $10 \%$ news source on television; $8 \%$ in radio and $6 \%$ in print.


However, women gets a higher representation as news source in local issues with $22 \%$ compared to national or international issues which is $6 \%$ and $8 \%$ respectively. This means that male news subjects are far more likely to be quoted at the national and international level.


Men made up a big percentage as news subjects across most all major story topics. The percentage goes up even higher with topics on politics and government, economics, science and health, social legal and sports. Internet news showed similar results with the slight difference in the category of celebrity, arts, media and sports. Most of the women visible as news subject were below the age of 49 .

Presence of female and male news subjects by story topic
Print, Radio and Television

|  | Female | Male |  |
| :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | N |
| Politics and <br> Government | 6 | 94 | 86 |
| Economy | 12 | 88 | 57 |
| Science and Health | 0 | 100 | 11 |
| Social and Legal | 8 | 92 | 51 |
| Crime and Violence | 13 | 88 | 32 |
| Celebrity, Arts and <br> Media, Sports | 4 | 94 | 24 |
| Other | 0 | 0 | 0 |

Presence of female and male news subjects by story topic
Internet

|  | Female | Male |  |
| :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | N |
| Politics and <br> Government | 7 | 93 | 42 |
| Economy | 8 | 92 | 12 |
| Science and Health | 0 | 100 | 2 |
| Social and Legal | 4 | 96 | 27 |
| Crime and Violence | 0 | 100 | 2 |
| Celebrity, Arts and <br> Media, Sports | 0 | 0 | 0 |
| Other | 0 | 0 | 0 |



Who are the newsmakers? Looking at the results, men were newsmakers primarily in politics, government, economics, science and sports. When it comes to women as news sources their occupation was mostly not stated. Those that were stated were low labour workers, sex workers, homemakers or resident with no occupation named.


Function of female and male news subjects:
Men made up a high percentage as news subject, spokesperson, expert or commentator. On the other hand women were sought after for popular opinion ( $100 \%$ ) and eye witness ( $79 \%$ ) and to a lesser degree for their personal experience ( $20 \%$ ).


Constructing 'victims' in the news:
Five stories monitored covered domestic and non-domestic violence. Women were both portrayed as victims of domestic violence, rape and murder as well as non-domestic crimes. Men were also portrayed as victims of domestic violence and murder and other victim.

News Subjects who are portrayed as victims, by sex

|  | Female |  | Male |  |
| :--- | :--- | :--- | :--- | :--- |
|  | $\%$ | N | $\%$ | N |
| Not applicable (the story identifies the person only <br> as a survivor) | $0 \%$ | 0 | $33 \%$ | 1 |
| Victim of an accident, natural disaster, poverty | $0 \%$ | 0 | $0 \%$ | 0 |
| Victim of domestic violence, rape, murder, etc. | $50 \%$ | 1 | $33 \%$ | 1 |
| Victim of non-domestic sexual violence, rape, <br> assault, etc (sexual violence only) | $50 \%$ | 1 | $0 \%$ | 0 |
| Victim of other non-domestic crime, robbery, etc. | $0 \%$ | 0 | $0 \%$ | 0 |
| Victim of violation based on religion, tradition... | $0 \%$ | 0 | $0 \%$ | 0 |
| Victim of war, terrorism, vigilantism, state <br> violence... | $0 \%$ | 0 | $0 \%$ | 0 |
| Victim of discrimination based on gender, race, <br> ethnicity, age, religion, ability, etc | $0 \%$ | 0 | $0 \%$ | 0 |
| Other victim (specify in comments) | $0 \%$ | 0 | $33 \%$ | 1 |
| Do not know, cannot decide | $0 \%$ | 0 | $0 \%$ | 0 |
|  | $100 \%$ |  | $100 \%$ |  |

Portrayal as "survivors" in the news: Men were portrayed as survivors but women were not.


## Identity and family status in the news:

Women are often defined in terms of their familial roles such as wife, daughter or mother. The result of the monitoring showed that 10 percent of the women as news subjects were identified in terms of the familial role in comparison to 3 percent for men. Interestingly, female reporters identified women news subjects almost always in terms of family status ( $100 \%$ ), whereas male news subjects identified in terms of familial status was only $18 \%$.



Images in the news: Women news subjects who appeared in photographs that accompany the news article only made up $14 \%$ compared to $45 \%$ for men. Generally, men were more visible in the news irrespective of whether they are news subjects, news source or in visual images.


## WHO DELIVERS THE NEWS?

Overall reporters and presenters: A total number of 309 reporters were coded with 93 for print, 46 for radio, 107 for television and 63 for Internet. There were more male reporters covering news in the print media with $72 \%$ for male reporters to $28 \%$ for female reporters. However, for radio announcers, they were predominantly female with $80 \%$ compared to male announcers at $20 \%$. There was an equal percentage for television female and male announcers on monitoring day.


Age of presenters and reporters: Female presenters or announcers were usually below 34 years old ( $84 \%$ ), whereas male announcers were easily 10 to 15 years older than their female counterpart. Television presenters usually assumed celebrity status and female presenters are well dressed up with accessories sponsored by companies that get attributed at the end of the news report.

Reporters, by scope: Female reporters and announcers covered mainly the local (12\%) and national ( $82 \%$ ) issues whereas news of international scope were covered more by male reporters ( $24 \%$ ). Comparatively, only $6 \%$ of women covered news with an international.



Reporters, by major topic: There were fewer women reporters covering the 6 major topics. Although it seemed that there was a $76 \%$ of female reporters covering politics and government, it is nonetheless covered by fewer women reporters. From the result, there were only 17 female reporters reporting major topics in the news compared to 55 male reporters on one news day. There were also fewer women reporters covering the other five major topics. The results indicated that female reporters tend to choose female subjects more than male reporters.

|  | Female |  | Male |  |
| :--- | :---: | :---: | :---: | :---: |
|  | $\%$ | N | $\%$ | N |
|  | 76 | 13 | 31 | 14 |
| Politics and <br> Government | 12 | 2 | 31 | 24 |
| Economy | 0 | 0 | 7 | 3 |
| Science and Health | 6 | 1 | 20 | 9 |
| Social and Legal | 6 | 1 | 7 | 3 |
| Crime and Violence | 0 | 0 | 4 | 2 |
| Celebrity, Arts and <br> Media, Sports |  |  |  |  |


| Other | 0 | 0 | 0 | 0 |
| :--- | :---: | :---: | :---: | :---: |
|  | $100 \%$ | 17 | $100 \%$ | 55 |
|  |  |  |  |  |



## GENDER AND THE NEWS

Women's centrality in the news:
In total, there was only $4 \%$ of the news that had women as central focus. Out of the monitored news, $12 \%$ were reported by women reporters. None of the male reporters covered women as central focus in the sample. However, of this 12 percent, women were central in focus with the highest score in crime and violence ( $14 \%$ ) followed by social and legal (5\%), celebrity, arts media sports ( $4 \%$ ) and politics and government (3\%).



Stories that highlight issues of gender equality or inequality issues: Women reporters covered 17 stories while male reporters covered 45 news that touched on gender equality. The topic of social and legal had the highest percentage that raised the question of gender equality ( $17 \%$ ) and this was raised mainly by male reporters (50\%). Male reporters have also raised issues of gender equality or inequality in other topics like rural economy ( $17 \%$ ) and domestic politics ( $33 \%$ ) while women reporters focussed on other domestic government or political issue. This would most likely refer to the appointment of Penang's first mayor as mentioned earlier.



- Challenging or reinforcing stereotypes? There are many stereotypes in the media but less than $5 \%$ of the stories challenge stereotypes.


Does the sex of the reporter make a difference for the gender dimensions of a story?
Because there is only a small number of stories that challenge stereotypes, the gender of the reporter may not make a great impact on the news nor make it more gender sensitive.

## GENDER TRENDS IN INTERNET AND TWITTER NEWS

## Overview: The digital news world

Similar to the traditional media, the digital news focussed mostly on politics ( $43 \%$ ), economics ( $18 \%$ ), social and legal topics ( $32 \%$ ). More than $50 \%$ of political news was shared on Twitter and Facebook; and $30 \%$ of social and legal news were likewise shared.


News subjects in the digital world
Overall presence of women
The total presence of women in the Internet as subjects was a mere $6 \%$. Women were only in news $7 \%$ in politics and government and $3 \%$ in social and legal topics. News subjects functions as spokesperson mainly which means that female news subjects as spokesperson are equally small. This is congruent to the traditional media which was only (2\%).


- Out of 91 sources monitored on the Internet, one female source was identified by family status while the other 90 both male and female were not identified by family status.
- News subjects in multimedia web components with female representation of $4 \%$ and male representation of $96 \%$.
- Out of the 91 news subject identified in the study on the Internet, 35 of them were not identified with their age. However of the remainder of 56 subjects, one was in the age group between 13-18 years old; four were in the age group of 19-34; 29 were in the age group between $35-49 ; 19$ were in the age group of 50-64 and three in the age group 65 years and above. Most of these were male. Male subjects in the news were predominantly in 35-64 years old bracket.
There were 76 news articles that were directly quoted and out of that $87 \%$ male were directly quoted and only $7 \%$ women were directly quoted. Male news subjects were directly quoted more than women.


## Delivering the news in digital spaces

There were 35 reporters covering politics and government but only $9 \%$ were female reporters. In the area of social and legal there were 20 reporters covering the topic but only $5 \%$ were female reporters.

Presence of female reporters in main stories

| in Internet |  |
| :---: | :---: | :---: |
|  $\%$ N <br> Politics and <br> Government 9 35 <br> Economy 0 3 <br> Science and Health 0 2 <br> Social and Legal 5 20 <br> Crime and Violence 0 2 <br> Celebrity, Arts and <br> Media, Sports 0 1 <br> Other 0 0 |  |



- Because of the small number of female reporters covering the major topics, the question of whether the selection of news subjects is affected by sex of the reporters may not be significant.


## Gender in digital news content

- In topics of politics and government (67\%) as well as social and legal references (33\%) were made to gender equality and human rights policies but there were only three such articles.


# Internet - Reference to Gender Equality/HR Policies 



- Specifically stories covered were on domestic politics and government (67\%) as well as religion, culture and tradition (33\%).
- The stories also clearly did not challenge stereotypes.
- Overall stories did not have women as the central.


## SUMMARY AND CONCLUSIONS

The results of the monitoring reveals that out of the 303 items of news analysed from different media had shown that there was a dismally low percentage of women in the news. There has not been an improvement, and indeed has seen a regression from 15\% in GMMP 4 to $8 \%$ in GMMP 5. The news presented on the Internet also reflects similar results in the low representation of women with only $6 \%$. Women as source of the news was also very low with only $10 \%$ on television, $8 \%$ on radio and $6 \%$ on print. Women were source in news mainly in local issues only. More men were news subjects as compared to women. This makes men the newsmakers more than women. Men were sought after as spokesperson while women were functions mainly as giver of popular opinion. Both men and women were presented as victims. News presenting women as central focus was a mere $4 \%$ and most of these stories were on social, legal and crime issues. While many stereotypes prevail in the media, news stories monitored rarely challenge stereotypes or gender bias. In fact they reinforced those stereotypes by reporting women more in their familial roles as wife, daughters and mothers more than when reporting about men. Women's low visibility in the news is further augmented in the small percentage of representation in visual images and photographs.

There were more male reporters delivering the news than women reporters in print media and the reverse is true of the medium of radio. However, there was an equal number of male/female presenters on television. Female presenters were usually younger than male presenters. Stories making reference to issues of gender equality/inequality, legislation, policy made up only $10 \%$ of the news and they were covered by $13 \%$ female reporters mainly in the area of social, legal politics, economics and crime.

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

Women are under-represented in the media. The GMMP 4 and 5 have provided the empirical evidence of this under-representation. Quite often the invisibility of women in the news is not apparent to the untrained eyes. But the systematic monitoring of women in the news, as news subject and source showed how marginalized are the views of women in the major topics in the news. It is apparent that the news rarely have women as the central focus neither do they advocate gender equality nor challenge gender stereotypes. Hence there is a need to raise awareness among men and women of this under-representation and inequality.
The empirical data can be a very useful tool to educate and change perceptions about who and what gets represented in both the old and new media. This method of monitoring and the collection data can be used to teach students how to assess what and who gets reported in the media. Professionals in the media could also be made aware through gender sensitization programmes about the lack of visibility of women in their reporting and how that can be improved. Women's groups, consumer movements can network to continuously monitor the media and pressure for change.

## 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

1. Wang Lay Kim
2. Mahyuddin Ahmad
3. Ngo Sheau Shi
4. Adrian Lim
5. Lam Yat Kuan
6. Liew Kai Wei
7. Nursyahidah Abu Bakri
8. Kelvin Tan Kian
9. Tan Sue Han
10.Sangkara
11.Siow Jing En
12.Mazrina Liana
13.Katie Kavi
14.Peh Hui Meng
15.Lee Sy Yi
16.Elaine Lim
17.Muhammad Muadzam
10. Chwee Sher Yen
11. Yong Chee Yan
20.Lee Hung Ling
21.Lim Tse Shaun
22.Illaiya Barathi
12. Khairul Annuar
24.Teh Rou Ning
25.Elween Loke
26.Michelle Ng
27.Teoh Diane
13. Yoganeswari Vellusamy
29.Tan Soo Chin
30.Tan Yi Lin
31.Julia
32.Mohamed Haris Abdul Karim

School of Communication Universiti Sains Malaysia

11800 Penang
Malaysia

WACC
308 Main Street
Toronto
ON M4C 4X7
Canada
Tel: +1 4166911999
Fax: +1 4166911997
gmmp@waccglobal.org
www.waccglobal.org
www.whomakesthenews.org

Ms Wang Lay Kim
School of Communication
Universiti Sains Malaysia
11800 Penang
Malaysia
Tel: +604 6533888 ext 3316
Email: lkwang@usm.my


[^0]:    ${ }^{1}$ 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

