Malta

Global Media Monitoring Project 2015
National Report

Acknowledgements

With support from

Acknowledgements

Preface

Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.[1]

- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.[2]

- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.[3] Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.

- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media.

---

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

[2] Spears, George and Kasia Seydegart, Erin Research. With additional analysis by Margaret Gallagher. *Who makes the news? Global 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

- The GMMP Global Report, with global, regional and national data and analysis, was released on 23 November 2015.
- This is the fifth, and largest, data gathering for the GMMP. The GMMP was first held in 1995 involving 71 countries. Participation has grown for each subsequent GMMPs held in 2000, 2005 and 2010. In 2015, data from at least 114 countries has been collected.
- In addition to tracking trends in traditional news media, GMMP 2015 for the first time will included data on gender portrayal and representation in new electronic media forms.
- More background information is available at http://whomakesthenews.org/gmmp-2015

- Malta participated in the GMMP in 2000, 2005, 2010 and 2015 and this data provides key information, which can be utilised to raise awareness amongst media practitioners, policy makers, educators and the public.

- Media monitoring matters because it positions the Islands' 'gendered media landscape' in a global context. It also situates the findings against other similar, and different scenarios in other countries. This enables researchers and policy makers to provide evidence of the discrimination and marginalisation that women endure, within and across the news media landscape.

- In 2015, Malta hosted the Commonwealth Heads of Government Meeting (CHOGM). The Women's Forum was partially dedicated to women and the media. Key recommendations around media and gender are documented in the Outcomes Report (Online 2015):

EXT// 21. Highlighted measures at creating and leveraging media (digital, broadcast, print) and technology to empower women and girls in the Commonwealth through increase opportunity to education and leadership training in the fields of communication, media and technology.

22. Recommended active engagement with journalists, media practitioners and media houses to address through the promotion of proactive roles of women and men in public and domestic sphere and use media as a tool to break stereotypes of women and men in the media; encourage gender-sensitive reporting by governments, international agencies, regional bodies and civil society; and support an enabling environment for women's innovation and enterprise.

23. Recommended the promotion of and access to technology tools so as to bridge the digital divide for women as an enabler for communication, education and business.
24. Recognised the need for the women of today to act as catalysts, role models, and mentors, to support the women of tomorrow in the field of ICT and beyond.

AND
30. Media and education are two pillars that can promote change for young women and girls but when we combine them into media education they can be a profound game changer. We recommend that media education and gender equity training be built into the curriculum and

syllabi across all the Commonwealth countries beginning in kinder (age 4) right up to tertiary.
//END EXT

- Malta also participated in research around women as decision makers in media organisations (as employees and on boards). The study, which was funded by the European Institute of Gender Equality (EIGE) generated a Report - *Advancing gender equality in decision-making in media organisations* (EIGE, 2013).

  It found that the overall percentage of women in decision-making positions in Malta (at all levels - Level 1 (Strategy); Levels 2-5 (Operational)) is **16 percent** which compares poorly with the European average of 32 percent. While women comprise a mere 32 percent of all top level decision-making positions in the EU-28 there are Member States where women still find it difficult to reach decision-making positions in media organisations, including Malta.

  There were **no women** in CEO positions in the media companies surveyed, although **38 percent** of Board positions were taken up by women, a higher proportion than the EU average. However, this only applies to the public service media since no women appear in Level 1 in the private companies. A total of **30 percent** of all Level 1 (strategic) positions are held by women, a figure with diminishes as we move through Levels 2-5 (operational).

- 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.

Executive Summary

- This is the 4th time Malta has taken part in the Global Media Monitoring Project.
- We captured and coded the news on seven (7) different media - two (2) newspapers, three (3) TV stations news programmes, and two (2) radio stations news programmes.
- The overall presence of women in the news was **16% - no change since previous GMMP data was gathered in 2010.**
- The number of female news subjects quoted as sources of information in stories about local, national, and international affairs in newspapers increased slightly in total, when compared to GMMP 2010.
- There is a substantial gender gap in news personnel. Radio presented the broadest gap with women delivering the news 19% of the time, followed by print where women deliver the news as reporters or presenters 39% of the time. TV was the most equitable, with an almost equal proportion of women and men as reporters and presenters.
- Gender division is also evidenced when we take a closer look at the *topics* female and male reporters cover.
- Everyday sexism and accompanying variables around age and marital status were identified.
  - Age of presenters and reporters - when women appear - as anchor, announcer or presenter, they are mostly located in the 19-34 age category. Male presenters retain visibility beyond 50 years of age.
  - Women who appear *as subjects* in the news are often identified by their age and/or marital status.
  - Alongside age as an identifier, women, as news subjects, are more than twice as likely to be identified by their *family status* so the women in the story is 'someone's wife, and someone's mother' rather than a spokesperson, or expert or subject, in her own right.
  - Male reporters are *more likely* to identify the female news subject by her family status.
- Female reporters are *slightly more likely* to use female sources when they are researching a story or seeking sources for comment. Female reporters sourced females 56% and males 44%. Male reporters used male sources almost twice as often as they used female sources.
- On the rare occasion when women were central focus in the story, the reporters were *as likely* to be female or male. And when women were central focus in the story, it was most likely to be in the category of *Celebrity, Arts and Media and Sports.*
- Women's centrality in the news is absent. Likewise, stories that highlight gender equality or inequality issues were absent. 6% of all news items / stories coded made reference to issues of gender equality/inequality, legislation, and/or policy.
- Women have an equal right to participate in public debate and in public life, and much of this life is played out in the media. Men and women deserve to live free from the burden of harmful gender stereotypes, and enjoy real representation in both arenas – political life and media life – as they both significantly shape our world. Women are powerful agents of change in all areas of society but **the media does not currently reflect this reality**.

Country background[4]: The Maltese media landscape is diverse and historically complex. Pluralism was introduced in 1991, which allowed private broadcasting stations to engage in and develop the local media. And while the private sector flourished, it competed with two (2) political parties and their media, and the Catholic church and its media. By the mid 90s dialup internet was available, followed by broadband internet and a subsequent rise in social media usage for news and information. Traditional news institutions have adapted and also use internet as a platform.

Malta's entry to European Union further reshaped the media landscape. EU membership introduced new realities and challenges for media organisations and EU membership saw the rise of an assertive civil society that tackled a variety of issues including gender, LGBT rights and the rights of immigrants. The hegemony of the parties and the church have also being challenged - e.g. the referendum that introduced divorce in 2011 and the civil society initiative which led to the referendum on spring hunting in April 2015.

Non-party newspapers and some television producers now exist, and when Facebook was invented in 2004, and Twitter in 2006, the Maltese became avid users. However, while the Maltese population has ample access to broadband, there still is a significant digital divide where a third of the population has never used the internet and almost half have low or no digital skills at all (European Commission, 2012). Research revealed that 27 per cent of Maltese households did not own a computer (National Statistics Office, 2015).

Media Monitored: GMMP and WACC determined the media sample sizes for each country that took part in the data collection. In Malta we sampled:

TV:	Radio:	Newspapers:
TVM	ONE	Independent
ONE	BAY	Times (Malta)
Net		

The monitors: The Malta Broadcasting Authority captured data on behalf of the team, and seven (7) students reading for their Masters in Gender Studies with the Department of Gender Studies, carried out the monitoring and coding.

---

[4] Murphy, B. and Sammut, C. 2016. 'Media Stories - histories, methods and practices'. In Briguglio, M. & Brown, M. (Eds.) *Sociology of the Maltese Islands*. Malta: Agenda (in press)

Overall presence of women and men in the news in Malta as news subjects
The overall presence of women in the news was **16%** - this varied to a greater or lesser degree depending on the news topic. *Social and Legal news* afforded the highest presence at 23%, news about the *economy* featured least 3%.

	Print, Radio, Television		
	Female	Male	
	%	%	N
Politics and Government	21%	79%	127
Economy	3%	97%	35
Science and Health	14%	86%	21
Social and Legal	23%	77%	95
Crime and Violence	7%	93%	82
Celebrity, Arts and Media, Sports	18%	82%	51
Other	11%	89%	9
Overall F	16%		

(Presence of female and male news subjects by medium – radio, TV and newspapers)

The 2015 data shows women present 16.6%, across all formats. The overall average in 2010 was also 16.6%. The only differences can be found in format type – where, during the 5 year period, female presence increased by 6% in radio, and 1% in TV, with diminished presence in Print news -5%.

2015	Print	Radio	Television	2010	Print	Radio	Television
	%	%	%				
Female	18%	16%	16%	**Female**	23%	10%	17%
Male	82%	84%	84%	**Male**	77%	90%	83%
	100%	100%	100%		100%	100%	100%

(Women in the news (sources) by medium – breakdown by sex – of all mediums)

Females as News Sources
The number of **female** news subjects quoted as **sources of information** in stories about local, national, and international affairs in newspapers increased slightly in total, when compared to GMMP 2010.

	2015	2010
	Female	Female
	%	%
Local	17%	3%
National	12%	13%
Sub-Regional (national and other)	19%	35%
Foreign/International	29%	14%
Total	19.25%	16.25%

(Sex of news subjects (sources) in local, national, sub-regional/regional, foreign/international news. Breakdown by sex, national, sub-regional, international news – 2015:2010)

And the presence of **female** news subjects by **major story topic** was varied, and when compared with space allocated in newspapers it is possible to see where <mark>most</mark> and <mark>least</mark> visibility occurs.

	2015				
	Full page	Half page	One third page	Quarter page	Less than quarter page
	%	%	%	%	%
Politics and Government	0%	20%	22%	32%	13%
Economy	0%	13%	11%	14%	27%
Science and Health	0%	13%	22%	18%	10%
Social and Legal	60%	13%	22%	32%	20%
Crime and Violence	20%	40%	22%	5%	13%
Celebrity, Arts and Media, Sports	0%	0%	0%	0%	13%
Other	20%	0%	0%	0%	3%
	100%	100%	100%	100%	100%

(Space allocated to major topics in Newspapers - breakdown by major topic by space)

WHO DELIVERS THE NEWS?

Overall reporters and presenters: There is a substantial gender gap in news personnel. Radio presented the broadest gap with women delivering the news 19% of the time, followed by print where women deliver the news as reporters or presenters 39% of the time. TV was the most equitable, with an almost equal proportion of women and men as reporters and presenters.

– in Radio the female:male ratio is 19%:81%
– in Print the female:male ratio is 39%:61%
– in TV the female:male ratio is 46%:54%

2015											
Print				Radio				Television			
Female		Male		Female		Male		Female		Male	
%	N	%	N	%	N	%	N	%	N	%	N
39%	14	61%	22	19%	24	81%	100	46%	99	54%	117

(Breakdown of total female reporters & presenters by medium)

Gender division is also evidenced when we take a closer look at the *topics* female and male reporters cover. There has, for the longest time, been a global recognition of the fact that women are more likely to assigned to 'soft news' while male colleagues are more likely to be

assigned to cover 'hard news' stories. The trend prevails to a degree in Malta but with some interesting skew's in the findings.

Hard news: *Politics and Government* and *Crime and Violence* would be considered as 'hard news' however female reporters were more likely to cover these topics in Malta. For topics such as the *Economy*, there was a slight difference in f:m coverage with male reporters covering slightly more.

Soft news: female reporters were more likely to cover topics in *Social and Legal*, in keeping with 'traditional demarcation expectations'. Male reporters were more likely to report on *Celebrity, Arts, Media and Sport.*

	2015			
	Malta			
	Female		Male	
	%	N	%	N
Politics and Government	44%	27	34%	38
Economy	8%	5	10%	11
Science and Health	5%	3	8%	9
Social and Legal	23%	14	16%	18
Crime and Violence	18%	11	12%	14
Celebrity, Arts and Media, Sports	3%	2	19%	22
Other	0%	0	1%	1
	100%		100%	

(Breakdown of female reporters, by major topic)

Everyday sexism and its accompanying variables – age and marital status

Age of presenters and reporters: Everyday sexism is often difficult to see and name. However 'age' is a variable that is repeatedly seen as significant, and when traced alongside 'women', the intersection reveals prevailing sexism. Age-based invisibility has been identified in media research for decades, demonstrating that as women age they become less present in the media. For example, twenty years ago, five public broadcasting companies - YLE/Finland, SVT/Sweden, NOS/the Netherlands, DR/Denmark and NRK/Norway (later joined by ZDF/Germany) decided to pool resources to encourage greater diversity in their programming. The co-operation of the network resulted in the project Screening Gender which was launched in July 1997. In this study they found that 'younger women appear more often than older women':

Age	Women Appeared
Up to 19 years	51%
20-34 years	43%
35-49 years	32%
50 years +	20%

Source: Screening Gender 1997 http://www.yle.fi/gender/

Little has changed since the 90s. The GMMP 2015 data confirms that when women appear, as anchor, announcer or presenter, they are mostly located in the 19-34 age category. Male presenters retain visibility beyond 50 years of age.

	2015							
	Anchor, announcer or presenter: Usually in the television studio				Reporter: Usually outside the studio. Include reporters who do not appear on screen, but whose voice is heard (e.g. as voice-over).			
	Female		Male		Female		Male	
	%	N	%	N	%	N	%	N
Do not know	52%	34	74%	26	97%	33	85%	70
12 and under	0%	0	0%	0	3%	1	6%	5
13-18	0%	0	0%	0	0%	0	1%	1
19-34	48%	31	9%	3	0%	0	0%	0
35-49	0%	0	0%	0	0%	0	0%	0
50-64	0%	0	17%	6	0%	0	7%	6
65 years or more	0%	0	0%	0	0%	0	0%	0
	100%		100%		100%		100%	

(Breakdown of television Announcers & Reporters, by age, by sex)

Age and/or marital status of news subjects: Women appear less, as presenters and reporters, as they age. And age persists as a variable which impacts in other ways. Women who appear *as subjects* in the news are often identified **by** their age and/or marital status. By stating her age, this functions to disempower the female subject, as it subtly taps into social stereotypes and cultural myths around women. In keeping with cultural valuations, as women age, their cultural capital and power is diminished (in media portrayal and in society), whereas when men's age is identified, especially as they mature, it is more likely to carry a positive connotation (in the West).

	2015		
	Female	Male	
	%	%	N
Do not know	20%	80%	112
12 and under	0%	100%	1
13-18	0%	0%	0
19-34	33%	67%	3
35-49	7%	93%	14
50-64	0%	100%	5
65 years or more	0%	0%	0

(Age of news subjects by print, by sex)

Alongside age as an identifier, women, as news subjects, are more than twice as likely to be identified by their *family status* so the women in the story is 'someone's wife, and someone's mother' rather than a spokesperson, or expert or subject, in her own right. These mechanisms function to reinforce rather than challenge gender stereotypes.

	2015	
	Female	Male
	%	%
Yes	16%	6%
No	84%	94%
	100%	100%

(News subjects who are identified by family status, by sex)

And male reporters are *more likely* to identify the female news subject by her family status.

2015				
Sex of reporter	Female		Male	
Sex of news subject	Female	Male	Female	Male
	%	%	%	%
Yes	29%	5%	42%	7%
No	71%	95%	58%	93%
	100%	100%	100%	100%

(News subjects who are identified by family status, by sex of news subject, by sex of reporter)

Female reporters are *slightly more likely* to use female sources when they are researching a story or seeking sources for comment. Female reporters sourced females 56% and males 44%. Male reporters used male sources almost twice as often as they used female sources.

2015			
Sex of reporter	Female	Male	
	%	%	N
Female	56%	44%	43
Male	37%	63%	228
Other (transgender, etc.)	0%	0%	0
Do not know	47%	53%	30
	Female reporters	Male reporters	
Selection of female sources	22%	12%	

(Breakdown of News Subject (sex of source [in rows])
selection by female & male reporters [in columns])

On the rare occasion when women were central focus in the story, the reporters were *as likely* to be female or male.

	2015	
	Female	Male
	%	%
Yes	6%	5%
No	94%	95%
	100%	100%

(Breakdown of Stories with Women as central focus
(i.e. where the story about a particular woman or women)
by sex of reporter.)

And when women were central focus in the story, it was most likely to be in the category of *Celebrity, Arts and Media and Sports*.

	2015		
	Yes	No	
	%	%	N
Politics and Government	4%	96%	130
Economy	0%	100%	39
Science and Health	0%	100%	24
Social and Legal	4%	96%	94
Crime and Violence	4%	96%	57
Celebrity, Arts and Media, Sports	9%	91%	43
Other	0%	100%	6
OVERALL	4%		

(Breakdown of Stories with Women as a central Focus by major topic)

GENDER AND THE NEWS

Women's centrality in the news is clearly absent. Likewise, stories that highlight gender equality or inequality issues were absent. **6% of all news items / stories coded** made reference to issues of gender equality/inequality, legislation, and/or policy. This is broken down below, across 'major topics'.

	2015		
	Yes	No	
	%	%	N
Politics and Government	11%	89%	130
Economy	0%	100%	39
Science and Health	4%	96%	24
Social and Legal	4%	96%	94
Crime and Violence	0%	100%	57
Celebrity, Arts and Media, Sports	5%	95%	43
Other	33%	67%	6
OVERALL	6%		

(Stories making reference to issues of gender equality/inequality, legislation, policy by major topic.
Breakdown by major topic by reference to gender equality/human rights/policy)

The sex of the reporter reflects a difference in gender focus. Female reporters are more likely to make reference to gender equality, human rights or policy, when reporting on *Politics and Government*, and *Science and Health*. However this is not a significant difference as both results are extremely low. While all results are low, male reporters are more likely to place a gender focus on a news article if it is not 'hard news'.

On the day data capture occurred – there were 70 occurrences of news in *Politics and Government* – female reporters were slightly more likely to give a gender equality/human rights/policy reference than male reporters.

	2015					
	Female Reporter			**Male Reporter**		
	Yes	No		Yes	No	
	%	%	N	%	%	N
Politics and Government	14%	86%	70	9%	91%	70
Economy	0%	100%	7	0%	100%	29
Science and Health	17%	83%	6	0%	100%	11
Social and Legal	4%	96%	28	0%	100%	58
Crime and Violence	0%	100%	21	0%	100%	30
Celebrity, Arts and Media, Sports	0%	100%	4	5%	95%	38
Other	0%	100%	1	67%	33%	3
OVERALL	9%			4%		

(Break down by major topic by sex of reporter by reference to gender equality/human rights/policy)

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

Data was not collected around internet news, and raw data for news online and on Twitter was not coded. In 2015, 81.9 per cent of households in Malta and Gozo had access to the internet, while regular internet users reached 251,395 or 76.2 per cent of the total population aged between 16 and 74.

https://nso.gov.mt/en/News_Releases/View_by_Unit/Unit_C4/Education_and_Information_Society_Statistics/Documents/2016/News2016_030.pdf

SUMMARY AND CONCLUSIONS

A snapshot of 'the process of news production', and 'gender portrayal and content in the news' serves as a measure of just how healthy or not, the democratic mechanisms are in a country or state.

Additionally, a snapshot of women's representation in public life is an indicative measure of equality and democracy. "Member States' own parliaments and politics progress on women's representation has been varied: rapid in some States and incremental in others (Kantola, 2008)". In Malta (in 2012) 9% of the parliament were women – 91% were men.

Women in decision-making: The role of the new media for increased political participation 2013
http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/493010/IPOL-FEMM_ET%282013%29493010_EN.pdf

Despite the fact that more women are graduating and entering the media world, the industry and its practice do not seem to consider women as equal stakeholders, either in news content or in the professional structures that produce it.

The media are not reflecting women and men's lives in the real world. On the contrary, they are reflecting a patriarchal perspective that filters and frames news in a particular manner. This is evidenced in the GMMP data (2005, 2010, 2015) and additional references above (EIGE 2013; Women in decision-making 2013; CHOGM 2015).

If the slow rate of progress towards gender inclusivity in news prevails – and there is no reason to think anything will change until real strategies are put into place - the media industry (its structures and output) will continue to reflect inauthentic and synthetic versions of the lived experiences and realities of people (citizens; voters; residents).

Locating real motivations to bring about change can be a complex process since there needs to be a *real* desire for change, but mechanisms *can* be put into place to bring about change The implications for women's freedom of expression, advancing gender equality and gender-aware media professional ethics demand nothing less.

ACTIONS IN THE POST-2015 ERA: strategies for change

GMMP 2015 and CHOGM 2015 took place within months of each other. Within and as a result of both of those spaces, the following recommendations for change emerged. Recommendations for change are varied and numerous. All stakeholders are urged to re-acquaint themselves with four sets of recommendations originating from several contemporary sources (Murphy 2015):

- European Institute for Gender Equality (EIGE) 2013;
  EIGE advancing gender equality in decision-making in media organisations: main findings (2013), made recommendations to increase women's participation in decision-making in organisations at EU and National level and around research.
- European Federation of Journalists/International Federation of Journalists (EFJ/IFJ);
- The UK's House of Lords Select Committee Report on Communications (2015);
- UN Beijing Platform for Action - Women and the Media 1995 (*an historical underpinning of media and gender focused research since 1995)*

Mass media and advertising organisations have been tasked to develop professional guidelines and codes of conduct and other forms of self-regulation to promote the presentation of non-stereotyped images of women; to establish professional guidelines and codes of conduct that address violent, degrading or pornographic materials concerning women in the media, including advertising; to develop a gender perspective on all issues of concern to communities, consumers and civil society; and increase women's participation in decision-making at all levels of the media.

Finally, in a joint call - the media, non-governmental organizations and the private sector, in collaboration with national machinery for the advancement of women were tasked to promote the equal sharing of family responsibilities through media campaigns; to produce and/or disseminate media materials on women leaders including but not limited to their experiences in balancing work and family responsibilities, as mothers, as professionals, as managers and as entrepreneurs, to provide role models, particularly to young women; to promote extensive campaigns; to disseminate information about and increase awareness of the human rights of women; to support the development of and finance alternative media and the use of all means of communication to disseminate information to and about women and their concerns; and to develop approaches and train experts to apply gender analysis with regard to media programmes.

http://www.un.org/womenwatch/daw/beijing/platform/media.htm

The intervention of strategies needs to engage in two directions.
There is a need for a 'top down approach' – policy, legislation & enforcement, regulation, monitoring and training and a 'bottom up approach' – media literacy and gender equality training, activism, and advocacy.

Women have an equal right to participate in public debate and in public life, and much of this life is played out in the media. Men and women deserve to live free from the burden of harmful gender stereotypes, and enjoy real representation in both arenas – political life and media life – as they both significantly shape our world. Women are powerful agents of change in all areas of society but **the media does not currently reflect this reality**.

Murphy B. 2015 Critical Challenges Facing Women and Girls in the Media: Commonwealth Stories, Global Solutions - *Malta and Beyond* Women's Forum, Commonwealth Heads of Government Meeting 2015
https://www.um.edu.mt/library/oar/handle/123456789/20567?show=full

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

Diana Bondin

Elizabeth Ebejer

Stephen Farrugia

Kris Grima

Helena Holland

Iona Vella Ali

Bruno Zahra

References

Advancing gender equality in decision-making in media organisations - EIGE, 2013.
http://eige.europa.eu/sites/default/files/documents/Women-and-Media-Fact-sheet.PDF

CHOGM 2015 Outcomes Report Online
http://thecommonwealth.org/sites/default/files/news-items/documents/CHOGM%20Women%27s%20Forum%20Outcome_1.pdf

Murphy, B. and Sammut, C. 2016. 'Media Stories - histories, methods and practices'. In Briguglio, M. & Brown, M. (Eds.) *Sociology of the Maltese Islands*. Malta: Agenda (in press)

Murphy B. 2015 Critical Challenges Facing Women and Girls in the Media: Commonwealth Stories, Global Solutions - *Malta and Beyond* Women's Forum, Commonwealth Heads of Government Meeting 2015
https://www.um.edu.mt/library/oar/handle/123456789/20567?show=full

Screening Gender, 1997. http://www.yle.fi/gender/

Women in decision-making: The role of the new media for increased political participation DIRECTORATE GENERAL FOR INTERNAL POLICIES , POLICY DEPARTMENT C: CITIZENS' RIGHTS AND CONSTITUTIONAL AFFAIRS, GENDER EQUALITY 2013
http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/493010/IPOL-FEMM_ET%282013%29493010_EN.pdf

WACC
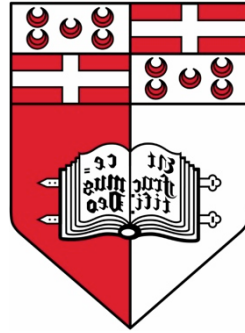
WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

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

Department of Gender Studies

University of Malta,

Msida.

Malta, MSD2080

Tel: +356 23402420

https://www.um.edu.mt/socialwellbeing/genderstudies