

**WHO
MAKES THE
NEWS?**



Palestine

Global Media Monitoring Project 2015 National Report



GMMP
Global Media
Monitoring Project
WACC

**Done by Women Media and
Development / TAM**

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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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.

National context

This is the first time the Palestine has participated in the GMMP research.

The Palestinian case is of particular interest, because of the history of women participation in public and political life. Especially the Palestinian Declaration of Independence, confirmed the equality between women and men, in addition to the president signature and adoption of CEDAW without any reservations.

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

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

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.

The goal of the GMMP is to use these results as a tool for change – as a way to promote fair and balanced representation of women and men in Palestine.

Women Media and Development /TAM took part in this project because its cross cutting with our work for equality and gender mainstreaming in media, as a partner with WACC, and as a member in the Arab Network for monitoring and changing the image of men and women in media.

Executive Summary

In Palestine, women are significantly underrepresented in the news. Only 11% of news subjects- the People who are interviewed, or who the news is about- are female and in the Internet news stories 14% are Female.

Women are rarely heard from in dominant news topics: The highest overall percentage of women as news subjects reaches only 30% for Social and Legal, while male news subject represent the majority of news related to Crime and Violence (91%), Politics and Government (94%), Economy (96%).

Women in the news mostly function as providers of personal experience (25%) or as people providing Popular Opinion (19%), and rarely as experts (4%), spokespersons (14%), or the main subject of the story only 7%.

Women also are rarely the central focus of a news story, only 6% of stories had women as the central focus, when stories about issues that concern women were included, they were more likely to be covered by female reporters. In total, 84% of the stories with women as a central focus had women reporters while males represented 16% of this stories. 23% of the stories related to Social and Legal topics were featured women as a central focus, 9% of the stories related to Crime and Violence topics.

Overall, news stories were dramatically more likely to reinforce gender stereotypes rather than to challenge them. Only one of the news stories challenged gender stereotypes about crime and violence. News stories on gender (in) equality were almost non-existent. It did not seem to matter whether the reporter was male or female – in all cases, the overwhelming number of stories were seen to reinforce gender stereotypes.

The majority of articles in news were reported by men and all news presenters were men, female journalists produced only 16% of news stories, in television 26% and in radio 20% of the news items were presented by female reporters, no newspapers articles were written by women, no female presenters although this may have been much higher on another day. Female journalists did not produce many news items in the most popular topics of Economy and Politics/government.

A DAY IN THE NEWS IN Palestine

- **March 25 2015.** the major news event covered prominently by all the news media on the monitoring day was Prime Minister's visit to the Gaza Strip to discuss and resolve several issues resulting from the assault and siege of Gaza , the most important of them the employees' salaries, electricity, crossings, reconstruction. Other news shared by several media was news about Israeli illegal occupation: the Judaization of Jerusalem, arrests, the demolition of homes, the displacement, storm Al-Aqsa and religious places, violations against the prisoners, physical violence.....

women are relatively invisible in the news in contrast to men, or that women's voices are relatively absent in the news for example one of the stories in monitoring day was focuses on the families of the martyrs demand to pay the salaries of martyrs .The image appears rally most of them women carrying banners, and even though it is not interview any of these women or mention their opinion, but it was all interviews of men in various positions And proceeded story they determine their role to mothers and widows of martyrs so you must help them Here we were shown women within the family and weak, need to help .The story could have also show men they are widows of the female martyrs and parents of the female martyrs, but the focus was on women to include the stereotypical notion that women are weak and emotional

THE CONTEXT

- **Country background**

Particularize Palestinian media and for a long time particular interest. Imposed by of the special circumstances experienced by the Palestinian struggle history. Where the media closely linked to the political action and struggle, and influenced by the political reality of the Palestinian people

Palestinian media originated and evolved through five historical stages. The first begins the issuance of newspapers in Arabic language in Jerusalem in the Ottoman Empire in 1876, and ends at the beginning of the First World War (1914). And begin the second stage of the return to issuance of newspapers under the British Mandate (1919) and extends to the end of 1948 and the third stage was post-Nakba and establishment of the Zionist entity and the annexation of the West Bank to the Jordan (1950). And the fourth stage comes after the 1967 war. The fifth stage began after the signing of the Oslo agreement in 1993 and under which the Israeli withdrawal from the some of Palestinian cities, and the establishment of the Palestinian National Authority.

Since the Israeli occupation of the West Bank and Gaza Strip in 1967, Palestinian press and signed captive to suppress the Israeli occupation of the imposition of restrictions on freedom of opinion and expression, and imposition of Israeli military control over all Palestinian newspapers that were published in Jerusalem, where the authorities Israeli occupation did not allow publication of newspapers and magazines in the West Bank and the Gaza Strip. And Israel did not stop at this point, but prevent the distribution of newspapers and magazines in the cities of the West Bank and Gaza Strip, and was arrest who had these publications. And, of course, the Israeli occupation authorities prevented the establishment of a Palestinian radio or television station within the occupied territories

After the signing of the Oslo agreement, and the establishment of the Palestinian National Authority, which has established the Ministry of Media, we can say that the media situation in Palestine has evolved a remarkable development, despite the harassment of journalists. And there is a huge number of local TVs and Radios, satellite channels, newspapers, magazine, and electronic news agency where established and start working. Also there is many of Media College established and start to receive student.

- **Media monitored:**The media selected for analysis for the GMMP in Palestine included:

three newspapers "Al quds" , "Al ayam" in west bank which Privately owend are the most widely distributed newspapers in the country and "Felestine " in Gaza strip was selected because it is controlled by one of the oldest opposition parties in Palestine .

three TV channels : 1 government-owned "Palestine Channel" 1 Privately owned "Maan Channel" and 1 opposites political parties owend "Al-aqsa Channel"

three Radio channels : 1government-owned radio stations "Palestine Voice Radio" and 1 political parties owned "Quds Voice Radio" and Privately owned "Ajyyal Radio Network" .

three internet news sites: 1 government-owned "Palestinian News & Info Agency (WAFA)", 1 Privately owned "Ma'an News Agency" and 1 opposites political parties owned "Paltimes Agency".

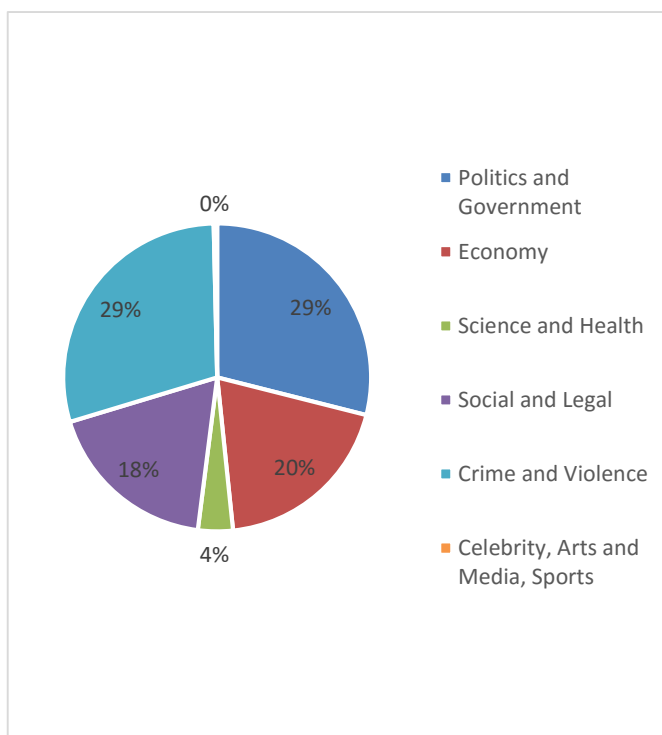
We selected this media because its reflect most widespread, represent different owners, different political parties and different geographical areas.

The monitors: A total number is 6 participants representing TAM organizations monitored -191 news stories

TOPICS IN THE NEWS

Topics in print, radio, television news stories on the monitoring day

Crime/Violence and Politics/Government topics had the highest rate of news on monitoring day in Palestine at 29%. Economy topics made the news at 20 %, followed by the Social and Legal 18 %.



Topics	
Crime and Violence	29%
Politics and Government	29%
Economy	20%
Social and Legal	18%
Science and Health	4%
Celebrity, Arts and Media, Sports	0.2%

50% of news presented by female reporters related to Crime and Violence. 33% Social and Legal . 17% of stories related to Politics and Government .No news presented by female reporters related to Science / Health or Economy.

Male covered more topics than female as 31% of news presented by male reporters related to Politics and Government. 31% Economy. 28% of stories related to Crime and Violence.6% Social and Legal , 3% Science and Health

Major news topics	Female	Male
Politics and Government	17%	31%
Economy	0%	31%
Science and Health	0%	3%
Social and Legal	33%	6%
Crime and Violence	50%	28%
Celebrity, Arts and Media, Sports	0%	0%

THE NEWS

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

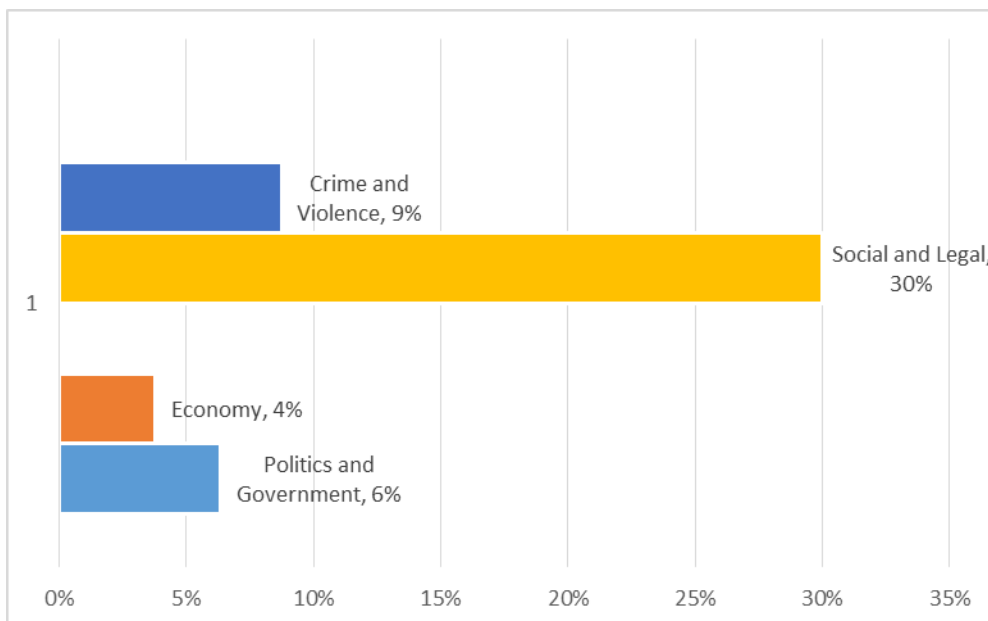
Of all people quoted or featured in the print, radio, television news stories on the monitoring day, 11% were female, 89% male. , and in the Internet news stories 14% Female, 86% male.

The majority of people in the news are male. This percentage is not identical with the reality in which females make up half the country population at least.

Female presence in the news that related to Social and Legal at 30% , 9% related to Crime and Violence compares to 91% male , 6% of news related to Politics and Government were presence female while 94% presence male , 4% of news related to Economy were presence female while 96% presence male. No news related to Science and Health were presence female.

Overall Presence of women in the print, radio, television news

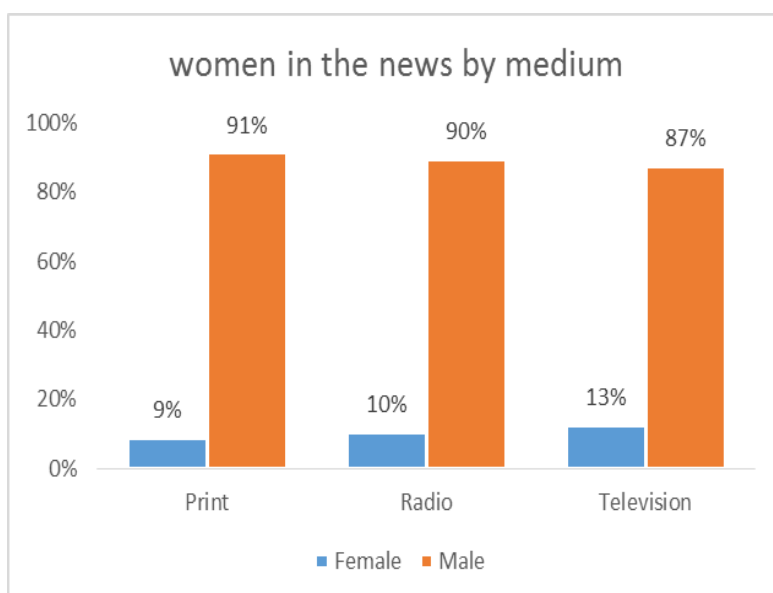
	Print, Radio, Television	
	Female	Male
Politics and Government	6%	94%
Economy	4%	96%
Science and Health	0%	100%
Social and Legal	30%	70%
Crime and Violence	9%	91%
Celebrity, Arts and Media, Sports	0%	100%



In print news, 91% of the news subjects were male, 87% of news subjects on television were male, 90% of the news subjects on radio were male. This confirms the dominance of image of the man in the news in all media

Women in the news (sources) by medium

	Print	Radio	Television
Female	9%	10%	13%
Male	91%	90%	87%



- News Sources:** In local affairs, only 14% of the news was quoted as coming from a female source. At the national level, 10% of the news sources were female. also 10% of the news sources were female at Foreign/International. No Sub-Regional affairs were recorded.

Female subjects by scope of news stories

	Female
Local	14%
National	10%
Sub-Regional	0%
Foreign/International	10%

- Who are the newsmakers?**

Out of 25 occupational categories, the most 3 occupation news subjects presented female: news subjects presented as Activist or worker in civil society (29%) and those presented as Villager /resident (25%). And 25% those presented as Child, young person .The picture seen through the news becomes one where women are virtually invisible as active participants in work outside the home.

Position or Occupation of Female News Subjects

Occupation	Female
Government, politician, minister, spokesperson...	10%
Government employee, public servant, etc.	4%
Lawyer, judge, magistrate, legal advocate, etc.	13%
Business person, exec, manager, stock broker...	13%
Activist or worker in civil society org., NGO, trade union	29%
Child, young person no other occupation given	25%
Villager or resident no other occupation given	25%

- Function of female and male news subjects:**

While women may show up in the news as subjects overall 11% of the time in Palestine, this does not mean that their function in the news story is the same as men. As persons interviewed or heard in the news, women appear in the 'ordinary' people categories, in contrast to men who appear in the 'expert' categories. Women are quarter as people providing Personal Experience in the news, at 25% of persons interviewed in the news and 19% as people providing Popular Opinion. only 14% of spokespersons and 4% of experts are Female. In contrast, 86% of spokespersons and 96% of experts in the news are male

Function of news subjects in story, by sex

Function in news story	Female	Male
Subject	7%	93%
Spokesperson	14%	86%
Expert or commentator	4%	96%
Personal Experience	25%	75%
Eye Witness	0%	100%
Popular Opinion	19%	81%

- Constructing 'victims' in the news:** women represented 14% of all victims in the news, 60% of female victims was portrayed as a Victim of the Israeli illegal occupation, 40% of female victims was portrayed as a Victim of war, terrorism, vigilantism, state violence. While 71% of male victims was portrayed as a Victim of the Israeli illegal occupation, 29% of male victims was portrayed as a Victim of war, terrorism, vigilantism, state violence.

- **Identity and family status in the news:** 14% of the female news subjects were identified by family status (wives, mothers, etc.), with only 2% male news subjects identified by family status.
- **Images in the news:** 10% of female news subjects appeared in newspaper photographs. 7% of male news subjects were photographed.

WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:** it is important that readers of this report recognize that we are not providing information about the overall percentage of female reporters in the news, or in newsrooms – that is beyond the scope of this project. Rather, we provide the percentage of stories by female reporters or percentage of stories introduced by female presenters/announcers. Since we do not study newsrooms, the research tells us what percentage of stories are reported by women. With this explanation in mind, we can identify the following.

The percentage of news stories (across all media) presented by women was 16%, versus the percentage of news stories presented by men which was 84%. This means that majority of articles were reported by men.

In newspapers no articles were written by women. In television only 26% of the news items were presented by female reporters, no female presenters. In Radio only 20% of the news items were presented by female reporters, no female presenters.

- **Age of presenters and reporters:** The age of female television news presenters are all listed under “18-39 years”, age is an important factor for women to determine the extent in which they appear in the news or not. Usually television female presenter stop appearing on the screen as soon as they are being old.
- **Reporters, by scope:** 17% of the local and national news represented by female while 83% of the local and national news represented by the male, and no regional and international news represented by female reporters.

Reporters in domestic & foreign stories, by sex

Media Type	Female	Male
Local	17%	83%
National	17%	83%
Sub-Regional	0%	100%
Foreign/International	0%	100%

- **Reporters, by major topic:** The half of news female reporters presented related to Crime /Violence (50%), and 33% of news female reporters presented related to Social/legal, and 17% related to Politics/government. No news female reporters presented related to Economy or Science and Health. While 31% of news male reporters presented related to Politics/government and 31% related to Economy 28% related to Crime /Violence, 6% related to Social/Legal, 3% related to Science and Health.

Reporters, by sex on major topics

Major news topic	Female	Male
Politics and Government	17%	31%
Economy	0%	31%
Science and Health	0%	3%
Social and Legal	33%	6%
Crime and Violence	50%	28%
Celebrity, Arts and Media, Sports	0%	0%

GENDER AND THE NEWS

- **Women's centrality in the news:** Of all news stories examined by this research, only 6% of stories had women as the central focus. 23% of the stories related to Social and Legal topics were featured women as a central focus, and 9% of the stories related to Crime and Violence topics. 84% of the stories with women as a central focus had women reporters while 16% had males reporters.
- **Stories that highlight issues of gender equality or inequality issues:** On this day there only three stories that raised the topic of gender equality or inequality and all of them reported by men.
- **Challenging or reinforcing stereotypes?**
While perceptions of stereotypes differ widely across global regions, monitors were asked to identify items in the news that „clearly“ reinforced or „clearly“ challenged stereotypes about women or men. An example of a story that reinforced stereotypes might be one where women are shown as emotional and men as rational – or where a story about a woman in a powerful position emphasizes her role as a mother and/or wife. A story that challenges stereotypes, although there are few of them, may show men as homemakers and nurturing children, or where female strength in sports is given a high profile.

Only 1 story actually challenged stereotypes about gender which related to crime and violence topics reported by woman, nearly 98% of all doesn't challenged stereotypes, nearly 2% of all stories neither reinforced nor challenged stereotypes.

	2015		
	Agree %	Disagree %	Neither agree nor disagree %
Politics and Government	0%	100%	0%
Economy	0%	97%	3%
Science and Health	0%	100%	0%
Social and Legal	0%	95%	5%
Crime and Violence	2%	93%	4%
Celebrity, Arts and Media, Sports	0%	100%	0%

GENDER TRENDS IN INTERNET NEWS

Overview: The digital news world

Politics/government topics had the highest rate of news in internet on monitoring day in Palestine at 31%. Crime /Violence and Social/legal topics made the news at 26%, followed by the Economy 18 %,

Main topics	Politics and Government %	Economy %	Science and Health %	Social and Legal %	Crime and Violence %	Celebrity, Arts and Media, Sports %
	31%	18%	0%	26%	26%	0%

News subjects in the digital world

Of all people quoted or featured in the Internet news stories on the monitoring day 14% were Female, 86% male. That means the majority of people in the internet news are male

female presence in the internet news that related to Social and Legal at 24% while 71% presence male , 21% related to Crime and Violence while 79% presence male.

Gender in digital news content

On this day there only one story that raised the topic of gender equality or inequality .There were no stories that clearly challenged stereotypes. Only 1 story actually challenged stereotypes about gender. Of 36 internet news stories examined by this research, only one story had women as the central focus.

GENDER AND JOURNALISTIC PRACTICE

A qualitative analysis of the media in Palestine on the monitoring day showed that there were no local stories that would be considered blatantly stereotypes. There were, however, three stories that conveys more subtle stereotypes. One of them was about families of the martyrs are demanding President to end their suffering. The story focuses on the families of the martyrs demand to pay the salaries of martyrs The image appears rally most of them women carrying banners, and even though it is not interview any of these women or mention their opinion, but it was all interviews of men in various positions And proceeded story they determine their role to mothers and widows of martyrs so you must help them Here we were shown women within the family and weak, need to help. The story could have also show men they are widows of the Female martyrs and parents of the female martyrs, but the focus was on women to include the stereotypical notion that women are weak and emotional.

There were, two a stories that is a missed opportunity or gender-blind were about Swiss delegation presented document to the parties to resolve the problem of integrating employees.

The story for the Swiss document discuss the rights of the employees and integrate them, and did not say if the women took part in the discussion or not, where interviews were conducted with some male representatives of political parties. This paper also talks about equality between the government employees in the West Bank and the Gaza Strip, but doesn't know if covered equality between men and women

The second example was about President's popularity is improving, the public unsatisfied with the performance of the Government of reconciliation .President's popularity is improving, the public unsatisfied with the performance of the Government of reconciliation. The story about the results of the opinion poll includes issues of the Israeli elections, the Palestinian elections, the situation of the Gaza Strip, the issue of salaries, reconciliation, the peace process, the Criminal Court, security coordination and a boycott of Israeli goods campaign. The story reported that the poll of a random sample of people participated in it's 1262 person

It was not to determine whether women participated on this poll or not, how many women participated, and no reference to women or to their opinion in any of the issues covered by the poll, was better to those who hold the poll included the opinion of women in it but being political issues has been the marginalization of their opinion in the story.

On the other hand, there was one articles that challenging stereotypes was about Presidential honor 45 women for Jerusalem to perform Umra .The story about a group of women of Jerusalem residents in the Al-Aqsa Mosque present women as strong and courage and that challenge occupation and which bears all the discomforts arrest and attacks by the Israeli occupation On the other hand, the TV story included the views of these women and also included the opinion of a woman in political parties This story be defying the stereotyped images of women as weak and not involved in politics issues .

SUMMARY AND CONCLUSIONS

Overall women newsmakers were not very visible in the Palestinian media on the monitoring day. Of all people quoted or featured in the print, radio, television news stories on the monitoring day, 11% were female, and in the Internet news stories 14% were female.

Women also are rarely the central focus of a news story, only 6% of stories had women as the central focus.

The highest overall percentage of women as news subjects reaches only 30% for Social and Legal, while male news subject represent the majority of news related to Crime and Violence (91%), Politics and Government (94%), Economy (96%).

News subjects presented women as activist or worker in civil, villager /resident, and Child, young person.

Women in the news mostly function as providers of personal experience (25%) or as people providing Popular Opinion (19%), and rarely as experts. Women were quoted as experts only 4%, spokespersons 14%, or the main subject of the story only 7%.

Overall, news stories were dramatically more likely to reinforce gender stereotypes rather than to challenge them. Only one of the news stories challenged gender stereotypes. News stories on gender (in) equality were almost non-existent.

Female journalists produced only 16% of news stories, in television 26% and in radio 20% of the news items were presented by female reporters, no newspapers articles were written by women, no female presenters although this may have been much higher on another day. Female journalists, however, did not produce many news items in the most popular topics of Economy and Politics/government.

In total, 84% of the stories with women as a central focus had women reporters while males represented 16% of this stories.

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

Over the next five years these results will be used by countless organizations to begin dialogues, lobby media organizations and governments, and increase the accountability of news to the community they represent. Some of the actions that may help increase the relative invisibility of women as newsmakers include:

1. Advocacy and Lobbying – This report, along with the regional and global results, can be used to promote advocacy and lobbying activities, to promote change through dialogue and raise our expectations for how our news should be. Too often women and media activists become resigned to unequal representations in the news, and media professionals become immune to reports that critique their work. Yet, we need to continue to expect more from the news media, and make these expectations clear to those who run news organizations.. The evidence is clear and the conclusions irrefutable. There is a habitual pattern of coverage that under-represents, misrepresents and stereotypes women in Palestine, and this needs to change.
2. Fill the knowledge gap of male and female journalists regarding women's issues, women's rights and the mechanisms related, as well as providing the persons responsible for communication with information sources on women's rights..
3. Skill development – Using these and other tools, groups can increase media analysis skills in the community by holding workshops for youth, women and other marginalized groups on media monitoring and advocacy.
4. Produce alternative media
5. -----

Annex 1. Methodology

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

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

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

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

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

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

Annex 2. List of Monitors

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