

**WHO
MAKES THE
NEWS?**



Poland

Global Media Monitoring Project 2015 National Report



GMMP
Global Media
Monitoring Project
WACC

Acknowledgements



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

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



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1. With support from



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.

This was one of the segments of a long coverage of a terrible plane crash of GERMANWINGS plane which killed 150 people, which was broadcast by the public TV channel TVP 1 Unlike the common practice among Polish TV providers, which rarely send their own reporters on the site of the event and simply borrow (or buy?) news material from foreign TV channels, this time a reporter (male) went to Germany to interview high school students in front of a school from which several students were killed in the crash. The reporter was quite tactful and the selection of speakers was well balanced: both young women and young men were interviewed in front of the camera. Thus this part of the news demonstrates a gender balance of sources and is a good example

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

of gender awareness in reporting. Unfortunately, the whole story of the crash, despite the fact that the anchor was a woman, was an example of gender-blind reporting and falls in the category of missed opportunities.

National context

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.

According to a survey of media associations in Poland, carried out in 2012 as part of the EIGE Project, codes of ethics created by media ethics experts lack statements regarding gender equality. *The Ethical Chart*, which is a document created by the *Media Ethics Council*, signed by media institutions and journalist associations in Poland, contains seven principles which journalists and media institutions should follow, such as truth, objectiveness, separation of information from commentary, trust, tolerance and respect for human dignity, the right to privacy and good name, primacy of media receivers' interests over the interests of the media institution and journalists, freedom of expression and responsibility but there is no mention of gender equality in the document. Thus, gender equality in the media remains an area which is much neglected in Poland. It therefore has to be stressed that one of the topics which is often taken up by a number of media researchers in Poland is the need for gender mainstreaming education and gender awareness building among practicing journalists and students of journalism in order to overcome stereotypical representation of women in the media and the lack of a proportionate representation of women and men in media institutions as decision makers. Furthermore, media institutions should, in the opinion of some of the authors, embark on gender oriented content in their programmes while media monitoring bodies and journalist associations should oversee the implementation of these policies. The above suggested issues can only be properly handled if media institutions and media programmes are regularly monitored and results of the monitoring are made known to media institutions and the general public.

The Women's Studies Centre at the University of Lodz, Poland took part in the GMMP 2015 Project because it is the most extensive, global project which focuses on women in the media worldwide and is methodologically, administratively, and technically sound.

Executive Summary

The GMMP 2015 in Poland involved the monitoring of several media providers which represent a wide spectrum of print and electronic media, including the new media. Among them were: *Gazeta Wyborcza*, *Dziennik Łódzki*, TVP 1, Polsat, TVN, Polskie Radio 1 and Polskie Radio 3, RMF FM, Radio Zet, Radio Maryja, Tok FM, four Internet editions and several twitters, all of which concentrated on news programmes. The monitoring was carried out by a group of 28 volunteers who were students and faculty members of the Faculty of International and Political Studies of the University of Lodz under the general supervision of prof. Elzbieta H. Oleksy, Director of Women's Studies Centre at the University of Lodz, who also acts as the national GMMP Coordinator for Poland.

The monitoring revealed a considerable disparity between the presence of women and men in Polish media both as media makers and media subjects. As media subjects, women constituted only 23% in print, radio, and television news programmes and 16% of the Internet and Twitter news. What is more, women are stereotyped in news reports to perform less prestigious roles in society: 8% of women as sources of information were presented in the roles of professionals (doctors, dentists, etc.), 12% as managers and business people, and 18% as politicians. These figures are in sharp contrast to the presentation of men as sources of information: 92% professionals, 88% managers and business people, and 82% politicians. The monitoring thus proves that people who are responsible for managing media programmes are simply out of

touch of the real world when it comes to the participation of women in the economic, professional, and political life in contemporary Poland.

A DAY IN THE NEWS IN POLAND

- **March 25 2015.** The dominant news item on the monitoring day, i.e. March 25, 2015 was the suicidal plain crash of the GERMANG WINGS plane which killed over 150 people as well as social and legal matters, which took up over 40% of news items on that day. The second most often dealt with topic in the news broadcasts was politics (37%).

THE CONTEXT

- **Country background**

Despite the democratic transformation which affected Polish media industry after 1989 and which resulted in institutional and ideological plurality, gender representation, both at the managerial level and content-wise, remains biased: women are very poorly represented in the governing bodies of media institutions and they are underrepresented in media programmes. Shortly, public and private (commercial) media institutions co-exist in Poland in all media types: the press, television, radio and the new media, the latter being almost exclusively private. There is a need for gender mainstreaming education and gender awareness building among practicing journalists and students of journalism in order to overcome stereotypical representation of women in the media and the lack of a proportionate representation of women and men in media institutions as decision makers. Furthermore, media institutions should, in the opinion of some of the authors, embark on gender oriented content in their programmes while media monitoring bodies and journalist associations should oversee the implementation of these policies.

- **Media monitored:**

1. Newspapers:

Gazeta Wyborcza- (widest circulation and readership in Poland)

Dziennik Łódzki- (widest circulation and readership in Lodz and the region)

2. Television:

TVP 1- (most popular public TV channel)

Polsat- (one of the most popular private TV channels)

TVN- (one of the most popular private TV channels)

3. Radio:

Polskie Radio 1- (has the widest outreach in Poland among public radio channels)

Polskie Radio 3- (very popular public radio channel)

RMF FM- (a very popular private radio channel)

Radio Zet- (a very popular private radio channel)

Radio Mary ja- (a popular radio channel among conservative Cathoi1c listeners)

Tok FM- (a popular liberal private radio channel)

4. Internet:

Wyborcza.pl- (internet edition of the most popular newspaper in Poland)

Dziennik.pl- (internet edition of the popular newspaper in Lodz region)

Polskatimes.pl- (internet edition of a popular newspaper)

Onet.pl- (the most popular internet portal in Poland)

5. Twitter:

@gazeta_wyborcza

@tvpj.nfo

@Wiadomosci_PR

@RMF24pl

@tvn24

@Radio_TOK_FM

@Interia_Fakty

@rzeczpospolita

@DziennikPL

@WiadomosciTVP

The above were the only feeds that fulfilled the criteria.

- **The monitors:**

Number of monitors: 28 people (24 students and 4 supervising academic instructors)

Number of news stories monitored: 359 news stories were covered from all types of media

Number of subjects identified: 767

TOPICS IN THE NEWS

- **Topics in the news:**

The breakdown of the most popular topics on the monitoring day is as follows:

Politics/government- 52%,

Economy- 16%,

Science/health- 8%,

Crime/violence- 8%.

The remaining major topic areas of news stories as recognized by the GMMP methodology constituted 16%.

Percentage of stories by female and male reporters by topic.

Female reporters covered mostly “Social and Legal” topics – 42%. Apart from dominance of “Social and Legal” topics, the rest of the covered material by female reporters was quite evenly distributed. Male reporters focused on two subject areas: Politics and Government (31%) and “Social and Legal” (26%), while reporting the least on “Science and Health” (7%).

Percentages:

Politics/government: F-52%, M-31%

Economy: F-14%, M-14%

Science/health: F-8%, M-7%

Crime/violence: F-8%, M-12%

Celebrity/Arts/Sports: F- 6%, M- 10%

THE NEWS

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

Women are in the minority both in mass media (Radio, Television, Newspaper) and new media (Internet News, Twitter), with the latter having even worse overall presence of women with mere 16%, while in the former there is 23% female presence.

Overall presence of women and men as news subjects

Print/Radio/Television		Internet/Twitter	
Women- 23%	Men- 77%	Women- 16%	Men- 84%

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

Women have a minor presence in Print, Radio, and Television:

Print: W- 24%, M- 76%; **Radio:** W- 13%, M- 87%, **Television:** W- 27%, M- 73%

- **News Sources:**

With regard to local, national, regional and international news stories, women are poorly represented as news sources: respectively, 31%, 25%, and 26% in the case of regional and international affairs. It follows then, that men as news sources dominated the scene here. In general, only 6% of women were found to be central to news stories as opposed to 94% of men. When it comes to the presence of women and men in the press media, radio, and television, women scored better in television (27%), and slightly worse in the press media (24%) while their presence in radio programmes was very poor and amounted to only 13%. The respective figures for men's presence in the three media show a decisive domination of men, respectively 73%, 76%, and 87% in television, the press, and radio. Women as source of information are usually presented in secondary professional and social roles, such as parents (67%), health and social workers (75%) while they seldom perform the more prestigious roles, e.g., those of highly educated professionals such as doctors and dentists (8%), business persons and managers (12%), and government officials and politicians (18%).

- **Who are the newsmakers?**

Polish female news subjects predominantly held positions in health and social categories. They work as childcare workers as well as academic experts, lecturers and teachers. Male news subjects are usually described as representatives of the government, politicians, ministers, spokespersons or lawyers, judges, magistrates and legal advocates

- **Function of female and male news subjects:**

The majority of female and male news subjects belong to the category "government, politician, minister or spokesperson" (24% of female news subjects and 36% of male news subjects).

- **Constructing 'victims' in the news:**

In the majority of cases, news subjects are portrayed as victims of accidents, natural disasters or poverty (43% of female news subjects and 67% of male news subjects). The second largest group of male news subjects are victims of war, terrorism, vigilantism or state violence (22%), while the second largest group of female news subjects were placed in the story that identifies the person only as a survivor (29%).

- **Portrayal as "survivors" in the news:**

50% of female news subjects were portrayed as survivors of an accident, natural disaster or poverty. Men were not portrayed as survivors in any of the stories monitored; they were only considered a victim or neither a victim nor a survivor.

- **Identity and family status in the news:**

On the monitoring day the vast majority of news subjects were not identified by family status. Family status was clearly stated only for 10% of women and 2% of men.

- **Images in the news:**

Only 19% of female news subjects and 24% of male news subjects appeared in newspaper photographs on the indicated day, thus making it more likely to be in a photo for male news subjects (by 5% margin).

WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:**

Television and radio news were presented by female and male reporters, announcers and presenters almost equally (**Television:** female- 48%, male- 52%; **Radio:** female- 57%, male- 43%). However, men outnumbered women considerably in the press releases (males -72%, females- 28%).

- **Age of presenters and reporters:**

100% of female and male presenters are in the age group of 35-49 as well as the majority of reporters (38% of females, 55% of males) are in the age group of 35-49.

- **Reporters, by scope:**

Male reporters outnumbered female ones in the case of local news (females- 8%, males- 16%). However, national and foreign news was mostly presented by female reporters. National news: females- 53%, males 46%, and Foreign news: females- 39%, males- 35%).

- **Reporters, by major topic.**

On the monitoring day, the majority of news stories could be ascribed to the category of 'Social and Legal'; the reports were presented mostly by female reporters (42 percent of female reporters vs 26 percent male reporters). The second most popular topic was 'Politics and Government', which was presented predominantly by male reporters (31 percent of male reporters vs 14 percent of female reporters).

GENDER AND THE NEWS

- **Women's centrality in the news:**

In Poland, women are depicted as a central focus by topic merely 7% of the time. They are least represented in major topics such as Politics and Government or Social and Legal (3% each). They are the most represented as the central focus of the news in the category of Science and Health , and Celebrity, Arts and Media, Sports – in both major topics achieving 20% of presence.

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

Top stories where gender equality or inequality issues are highlighted:

1. Other domestic politics, government, etc.
2. National defense, military spending, internal security, etc.
3. Other stories on politics (specify in comments)
4. Education, childcare, nursery, university, literacy
5. Global partnerships
6. Economic policies, strategies, modules, indicators, stock markets, etc
7. Womens participation in economic processes
8. Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)
9. Birth control, fertility, sterilization, termination...
10. Religion, culture, tradition, controversies...
11. Migration, refugees, xenophobia, ethnic conflict...
12. Other development issues, sustainability, etc.
13. Disaster, accident, famine, flood, plane crash, etc.
14. Gender violence based on culture, family, inter-personal relations, feminicide, harassment, rape, sexual assault, trafficking, FGM...
15. Child abuse, sexual violence against children, neglect

Hardly any story was considered to be highlighting afore mentioned issues: topics from “global partnerships” to “child abuse, sexual violence against children, neglect” got one story (4%) each.

Top stories where gender equality or inequality issues are not highlighted:

1. Disaster, accident, famine, flood, plane crash, etc.
2. Non-violent crime, bribery, theft, drugs, corruption
3. Other domestic politics, government, etc.
4. Medicine, health, hygiene, safety, (not EBOLA or HIV/AIDS)
5. National defense, military spending, internal security, etc.
6. Economic policies, strategies, modules, indicators, stock markets, etc
7. Child abuse, sexual violence against children, neglect
8. Celebrity news, births, marriages, royalty, etc.
9. Sports, events, players, facilities, training, funding
10. Other stories on politics (specify in comments)
11. War, civil war, terrorism, other state-based violence
12. Global partnerships

Enumerated above are top stories where gender equality or inequality issues are not highlighted, with the topic about the GERMANWINGS plane crash leading the chart with 20%, in comparison to second most popular topic being “Non-violent crime, bribery, theft, drugs, corruption.” (6%).

- **Challenging or reinforcing stereotypes?**

Monitors were more hesitant to decide whether stories challenged or reinforced stereotypes when the reporter was male; but the differences are minimal (18 to 17%). However, it is almost twice less likely for the story to challenge stereotypes if the reporter is male (6% for female reporters, 4% for men). Importantly, stories rarely challenge gender stereotypes in general. Usually in Science and Health (7%), Economy (6%), and Celebrity, Arts and Media, Sports (5%).

- **Does the sex of the reporter make a difference for the gender dimensions of a story?**

- More female news sources are found in stories reported by women in Poland, although they are still in minority and the distinction is small: 29% female news sources when reporter is also female and 23% when the reporter is male.
- There is hardly any difference between the proportion of stories reported by women that have women as a central focus and those reported by men: 6% of central focus on women when the reporter is also female and 10% when the reporter is male.
- There is less than 1% difference between the proportion of stories reported by women that raise issues of gender equality or inequality and those reported by men?
- Gender stereotypes are rarely challenged, regardless of the sex of the reporter (2 out of 36 when there is a female reporter and 3 out of 81, when the reporter is male).

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

Describe and discuss findings on:

- **Internet** - Main topics

On the monitoring day, Politics and Government represented 37% of all news with the least popular subjects being both Economy and Science and Health (4% each).

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

Almost 31% of all stories were shared on Twitter, while 27% were shared on Facebook.

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

Half of the stories in Economy, Science and Health, and Social and Legal were retweets, while majority of Politics and Government (67%), Celebrity, Arts and Media, Sports (75%) were original tweets. 100% original stories were in Other topics, as well as Crime and Violence.

News subjects in the digital world

Describe and discuss findings on:

- **Internet** - Overall presence of women

Women are in the minority of every topic of the monitoring. Even though there were no women in Celebrity, Arts and Media, Sports, and Other topics, given the small sample (4 and 5 stories, respectively) this is not as striking example of underrepresentation of women as the virtual lack of women in Politics and Government topics: only 2% presence of women in a comparatively significant sample of 47 stories.

- **Twitter** - Overall presence of women

There is little overall presence of women on Twitter: no more than 25% of stories have female presence (4 out of 7 topics, while 3 out of 7 have no female presence).

- **Internet** - Occupation of Female news subjects

Not calculated.

- **Internet** - Functions of news subjects

News subjects are in Poland usually experts and commentators (43%) rather than subjects (32%), spokespeople (13%) or speaking from personal experience (9%). There is hardly any eye witnesses (1%), and monitors were unable to identify the function of news subjects in 2% of cases. The dominance of experts and commentators might suggest blurring the line between simply delivering the news and creating commentary for it.

- **Internet** - News subjects who are identified by family status

When news subjects are identified by their family status, half the time they are male, while 33% of the time they are female (17% of a time monitors were unable to identify the gender of a news subject). However, when news subjects are associated with their family status, 88% of them are male while only 10% are female.

- **Internet** - News subjects in multimedia web components

When there is a multimedia web component provided, only 8% of the news subjects are women (92% men), but when there is no web component, that number increases to 12% for women (88%). Therefore, it is more likely that the news subject is male when there is any multimedia web component provided in the story.

- **Internet** - Age of news subjects

When the age of the news subject is unclear for the monitor, he usually is male (86% of a time). News subjects are mostly male in the age between 35-49 (92% of the group) and 50-65 (93%). It is crucial to note that 91 out of 122 times monitors were unable to tell the age of the news subject.

- **Internet** - News subjects who are directly quoted

12% of news subjects that are directly quoted are female, while 11% of the group not quoted directly is female. Men represent 85% and 88% of those two groups. Since women are underrepresented as the news subjects in general, they also represent smaller amounts of direct quotes.

Delivering the news in digital spaces

Describe and discuss findings on:

- **Internet** - Female reporters in main stories

Only in Celebrity, Arts and Media, Sports topics female reporters comprised of 50% of all reporters. Close to equality were also Crime and Violence topics, in which women reported 40% of a time. There were no female reporters in Economy and Science and Health, whilst in topics such as Politics and Government women were strikingly underrepresented (16%).

- **Twitter** - Female reporters & journalists

The most female reporters were in Social and Legal topics (29%), while there were no females reporting on Crime and Violence. Five remaining main topics each had 14% of female reporters.

- **Internet** - Selection of News Subjects

Female reporters were slightly more inclined to select female news subjects (15% in comparison to 9% when the reporter was male). Still, most of the news subjects were men (85% and 82%, respectively) and women were underrepresented in this area, regardless of the gender of the news reporter.

Gender in digital news content

Describe and discuss findings on:

- **Internet** - Reference to gender equality/HR policies

Gender equality and HR policies were hardly any referenced – only twice in total; once in Social and Legal topic and once in Crime and Violence.

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

In this category the following types of stories were most often recorded: Politics/government- 14%, International politics- 14%, Labour issues- 4%, War/terrorism, etc- 4%.

- **Internet** -Stories where stereotypes are clearly challenged

There were no stories during monitoring day, in which stereotypes were clearly challenged. Monitors were more inclined to disagree with that statement (17% of cases in Foreign/international politics, UN, peacekeeping topic; 11% of Other domestic politics, government, etc.; 9% of Child abuse, sexual violence against children, neglect topics – 35 times in total out of 52).

- **Internet** -Stories with Women as a central Focus

Women were not central focus of news stories on the Internet (50 negative answers out of 52 stories).

- **Twitter** - Women's centrality

Women were central 60% of a time in Social and Legal related topics, 50% of Science and Health, and 33% both in Politics and Government an Crime and Violence. Interestingly women were not central to each story in Economics topic.

- **Twitter** - Challenging Stereotypes

Monitors agreed that 3 out of 23 times stories challenge stereotypes; one story for Politics and Government, Crime and Violence, and Celebrity, Arts and Media, Sports. They disagreed with this statement the strongest in Crime and Violence topics (47%).

- **Twitter**- Images

Not provided.

SUMMARY AND CONCLUSIONS

The findings clearly show that there exists a serious bias in Polish media which is dominated by men both in their roles of media subjects and media executioners. This situation has existed for a long time and the progress towards the increase of women's presence in both of these functions (as media subjects and media makers) has been minimal.

The findings reinforce the idea that media representation of women has consequential effects on women's representation in political and governmental bodies, and also results in a limited access of women to present their standpoint and perspective on matters of social and political importance.

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

Proposed Actions.

- 1. Media companies should be made aware of the monitoring results and should be made responsible for the implementation of procedures which will improve the presence of women in their institutions as media subjects and media makers.**
- 2. Negative stereotyping of women should be avoided in media programmes and especially in commercial advertising.**
- 3. Financial resources should be provided to train women journalists and journalism students in order to make them aware of gender stereotyping in the media.**
- 4. Journalistic Codes of Ethics should be reformulated to include gender equality and equal representation of women and men in the media.**
- 5. Monitoring projects, such as GMMP, should be undertaken more frequently on the national and regional level and their results should be published and distributed among media institutions and policy-makers. To this end, funding should be provided by the United Nations, the European Commission, and other institutions interested in promoting gender equality in the media and society.**

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. Adamkiewicz Natalia 001NADPL
2. Biegańska Dorota 002DBIPL
3. Błasiak Patrycja 004PBLPL
4. Błęcka Natalia 005NBLPL
5. Cyrulski Krzysztof 006KCYPL
6. Dębowska Joanna 007JDEPL
7. Filipińska Ewa 008EFIPL
8. Kacprzak Oliwia 009OKAPL
9. Kapitułka Michalina 010MKAPL
10. Kierbiedź Joanna 011JKIPL
11. Kołek Sylwia 012SKOPL
12. Kosior Patrycja 013PKOPL
13. Kupis Aleksandra 014AKUPL
14. Lesiakowska Kinga 015KLEPL
15. Lewandowska Patrycja 016PLEPL
16. Linde Paula 017PLIPL
17. Mierzwa Karolina 019KMIPL
18. Nowacka Paulina 020PNOPL
19. Pawlikowska Zuzanna 022ZPAPL
20. Samulak Agnieszka 026ASAPL
21. Soroczyńska Sara 029SSOPL
22. Świąć Magdalena 030MSWPL
23. ZakrzewskaMagdalena 031MZAPL
24. Zdzienicka Dominika 032DZDPL

25. Oleksy Wiesław 021WOLPL
26. Różycka Anna 025AROPL
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