

**WHO
MAKES THE
NEWS?**



SERBIA

Global Media Monitoring Project 2015 National Report

Authors:

**dr Snježana Milivojević (national coordinator), Danka Ninković
Slavnić and Marijana Matović**

Acknowledgements



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Professor Snježana Milivojević, PhD
National Coordinator for Serbia

Preface

Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in 114 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 Media Monitoring Project*. 2000

³ Macharia, Sarah, Dermot O'Connor and Lilian Ndamang, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

National context

- Regarding gender equality issues in Serbia, the changes are taking place very slowly. Despite improved legal and institutional framework, women are still unequal in economic, political and public life in general disproportionate representation of women in political decision-making and unequal access to social resources is still visible. Problems of gender based discrimination in all areas persist, as well as discriminatory treatment, stereotyped and disrespectful representation of women in the media.
- *Constitution of the Republic of Serbia*, adopted in 2006, in the Article 15 establishes gender equality as a fundamental constitutional principle and thus provides the legal basis for the regulation of gender equality. With the adoption of the *National strategy for improving position of women and empowering gender equality (2009-2015)* in 2009, the state has taken another step forward in addressing this issue and showed commitment in reducing gender inequalities on all levels and in all areas, inter alia in politics, economics, public as well as private life and the media.
- *National Strategy* recognized media as one of the six priority areas in achieving gender just society, listing objectives and large number of activities which will lead to the expected outcomes. They include affirmation of gender sensitive actions in the media, actions in removing gender based stereotypes and misogyny, inclusion of women who are discriminated on multiple grounds, increase in women participation in decision making in the media as well as systematization of relevant research, documentation and statistical data. The Strategy highlighted trend of undesirable representations of women, particularly in commercial media. They often objectify women and depict them in a highly sensational manner. It also highlighted deeply rooted tendency to represent women in ways that reinforce traditional roles and by spreading stereotypes about them. Violent and degrading media products are seen as those that have highly harmful impact on women's participation in society. Many women, such as older women, members of minority, national and religious groups, women with different sexual orientation, disabled women, rural women, etc. are often invisible in the media.
- In the same year, 2009, the *Law on Gender Equality* was also adopted in the Republic of Serbia. The new *Strategy* and *The Law on Gender Equality* should be adopted by the end of the year. According to the *Statistical Office of the Republic of Serbia (RZS)*, women make 51.3% of the total population. "The Women and Men in Republic of Serbia, 2014" report shows that, when it comes to income, women mostly fall in the category of "dependent" (57.6%), followed by women whose main source of income is their pension (57%), grants (56.5%) and social support (55.5 %). For the largest proportion of man the main source of income is their salary (58%), followed by financial compensation for the unemployed (60%), property income (63.8%), as well as a loan or savings (64 %).
- Serbian media scene is going through a long, delayed and complicated transition. Three new media laws adopted in 2014 stipulate withdrawal of the state from media ownership, i.e. the privatization of all media founded by the state, province or local governments. There is one national public service broadcaster (RTS) and one regional public service (RTV) as well as four national commercial television channels (TV Pink, TV B92, TV Prva and TV Happy), five national commercial radio stations and over 1000 other media outlets.
- The media scene is characterized by strong political parallelism, which is followed with the tabloidization of politics and the public sphere in general, insufficiently strong journalistic community as well as the commercialization of the media that brought flood of reality shows and other light entertainment programs with low requirements in terms of public interest content. Daily newspapers and the printed press in general, have strong political agenda.

- Women are generally underrepresented in the news media. They usually attract coverage either as political officials or entertainers. Broadcast media, as well as newspapers, usually have intense coverage of domestic politics which is still predominantly man's field. At the same time journalism is highly feminised professional field. There is no official list of registered and active journalists in the country and it remains difficult to identify gender differences in the newsrooms but women are vast majority in the media workforce. According to Serbian Business Registers Agency (APR) and other sources of information about the structure of ownership, media owners in Serbia are mostly men. They are also commonly found in the positions of top media managers or editors-in-chief. Women, however, are large majority among journalist and reporters. Questions concerning the status of women in the industry, such as the economic status of women journalists, or media ownership structure, calls for further researches.
- 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. In the case of Serbia news media contribute to the deepening of gender inequality or to the maintaining of the status quo in a more subtle way by not pursuing gender sensitive policies within the newsrooms or the news making process. The lack of long-term positive practices indicates deeper problems in society when it comes to gender equality.
- GMMP in Serbia was conducted for the first time in 2005. National research and reports for the GMMP 2005 and GMMP 2010 were prepared by the CSO Women Information-Documentation Centre (Žindok Center). GMMP 2015 was carried out by the research team of the University of Belgrade- Faculty of Political Sciences. The monitoring was carried out by MA and PhD students in Communication and Journalism as part of their academic and research education.

Executive Summary

News agenda

Three most prominent topics on the monitoring day were politics and government (34%), social and legal issues (22%), and economy (20%). They make three quarters of all news stories, and are among the top three in all traditional media (newspapers, radio and television).

Stories about women are rare in all thematic areas of reporting, making only 8% of all the news. The question of gender equality is completely marginal and it is directly raised in only 3% of the stories. Reporting is not gender sensitive and less than 1% of the news directly challenges gender stereotypes.

People in the news

In 2015 women made 22% of the persons heard, read about or seen in the newspaper, television and radio news.

This result is slightly below world (24%) and European (25%) average.

Women's visibility stays in opposite with prominence and importance of topics. In politics, which is the dominant topic, women are only 14% of all people in the news. While they are significantly

underrepresented in politics/government, they are frequently visible in news about ‘celebrity, arts & media and sports’ where 44% of all news subjects are female.

Women are visible in those occupational groups with lower status in society and those mostly perceived as feminine such as: homemaker/parent, sex worker, health, social or childcare worker, child or young person and celebrity/artist/actor. In all those categories women outnumber men. At the same time female academic experts/teachers and business persons are (with 8% and 4% respectively) almost invisible.

Women are least likely to be present in the news as experts (only 7%) while the European average is 18% and North America is the leading region in this respect (32%).

Women are still more likely to be defined by family status than men. Although the percentage of news where people are identified by family status is low, when this is the case, women are three times more likely to be identified by family role.

Reporters and presenters

Among the news staff on the monitoring day, women amounted to 71%. However there is difference between their roles – while 58% of reporters and journalists are female they make 80% of news presenters.

Although these results are high above world average (which is 49% for presenters and 37% for reporters) the gender structure in the newsrooms indicate unequal distribution of power and professional roles.

Women outnumber male colleagues as presenters/announcers both on radio and television. Male TV presenters are all middle aged (35-49), while 28% of female presenters are young (19-35 years). When we talk about TV reporters, the job is evenly distributed between professionals of both genders.

Women are the vast majority among radio reporters (64%) and announcers (83%), but this fact does not influence the representation of women significantly.

Newspapers do not sign their stories to a very large extent and close to 80% of analysed articles were not running by lines. Therefore identity of journalists cannot be established, and gender structure of newsmakers cannot be fully identified.

Digital news

Women’s relative invisibility in traditional news media has crossed over into digital news delivery platforms: women are only 20% of the people in Internet news stories and news tweets.

The world and European average is significantly higher at 26%.

Women are visible in stories about celebrities, media and sport (50% of all people in these stories are women), and underrepresented in politics where they are only 13%. All persons identified in online news by family role were women.

In digital news 13% of stories were focused on women, but the question of gender equality is not raised at all and gender stereotypes were not challenged even once.

A DAY IN THE NEWS IN SERBIA

March 25 2015

The Germanwings plane crash in the French Alps a day before monitoring day was the main topic across Serbian media. However, there was a significant difference between TV and radio news and the newspaper coverage.

Newspapers were heavily influenced by the anniversary and commemoration for the victims of NATO bombardment which happened 16 years ago on March 24th. It was the topic of the day and got intense coverage, while the topic was as yesterday's news, absent from TV, radio and internet sites.

Their reporting was shaped by the Germanwings plane crash as the story was unfolding. The information about possibility that the co-pilot intentionally crashed the plane appeared in public and it became international news that strongly influenced domestic reporting also.

The rest of the media content was dominated by politics as dominant thematic area.

In 2015 digital media were included for analysis for the first time. The sample of online news sites and Twitter feeds was small but the similarity between reporting of traditional and new media is striking.

Media sample included 18 outlets (15 traditional and 3 digital) with total 258 stories selected for analysis. Table 1 presents numbers of stories by media type.

Table 1: Number of news stories

Total amount of news stories in all media:				
Print	Radio	Television	Internet	Twitter
98	39	72	29	20
209			49	
Total 258				

There are newspaper articles and radio and TV items related to women, their position in society and their actions, but these stories have not reached the front pages.

Women are visible in newspapers through photographs even when they are not included in the story, in any way. Those photos often illustrate the story or are just included to provoke emotions. For example, stories about Germanwings plane crash often featured women as personification of pain over the loss of family members. In some other stories (such as quality control of cooked foods in supermarkets) pictures of unknown and unsigned women served as a mere illustration.

Gender-balanced reporting is not a common practice in Serbian newsrooms. It is most obvious in the reports based on numerous sources. For example, the lead story about commemoration event in newspaper "Dnevnik" had 11 sources and all of them were men. In the daily newspaper "Danas" from 14 news subjects depicted in that report two were women. Another example is the radio story about income differences in the countries of ex-Yugoslavia (broadcast in central news program "Novosti" ("News") at Radio 1 RTV) which included opinion of seven men, but not a single female official or expert.

THE CONTEXT

Country background

Serbian media system is very diverse and saturated with over 1000 media outlets. It is therefore difficult to select 'representative media' and for this purpose the selection followed several criteria including diversity of media types, ownership status, editorial policy, territorial reach/circulation and influence.

The following 18 outlets were included for analysis

Media outlets monitored

Newspapers (7):	Politika, Danas, Blic, Večernje novosti, Kurir, Informer, Dnevnik
Television channels (5):	RTS1, RTV1, TV B92, TV Prva, TV Pink
Radio channels (3):	Radio Beograd, Radio 1 RTV, Radio B92
Internet news sites (2):	Blic.rs, Kurir.rs
Media house Twitter feeds (1):	B92

Selection of newspapers, TV and radio channels was meant to include all the relevant national media but it also included the most influential broadcast media (public service radio and television) and the largest daily from the Autonomous province of Vojvodina. Apart from being a distinct region it is also the most diverse part of the country in terms of number of nationalities. Vojvodina is generally perceived as the most tolerant and socially diverse area and therefore it was interesting to see if media from Vojvodina differed significantly from the rest of country.

Internet news sites were selected according to the number of visitors – two most popular at the time were (*Blic.rs* and *Kurir.rs*, both are online issues of daily newspapers). Although Twitter is not widely used (according to GMMP's criteria we can omit it), it has reputation of channel chosen by young, urban population and this research was opportunity to see if gender issues are treated in any way different than in mainstream media.

The monitors: National research project coordinator was Prof Dr. Snježana Milivojević. Research team included four doctoral students tasked with coordination and data processing and 15 master students in Communication and Journalism programs at the University of Belgrade- Faculty of Political Sciences, monitoring one media outlet each (newspaper, TV programme, radio programme, Internet or Tweeter).

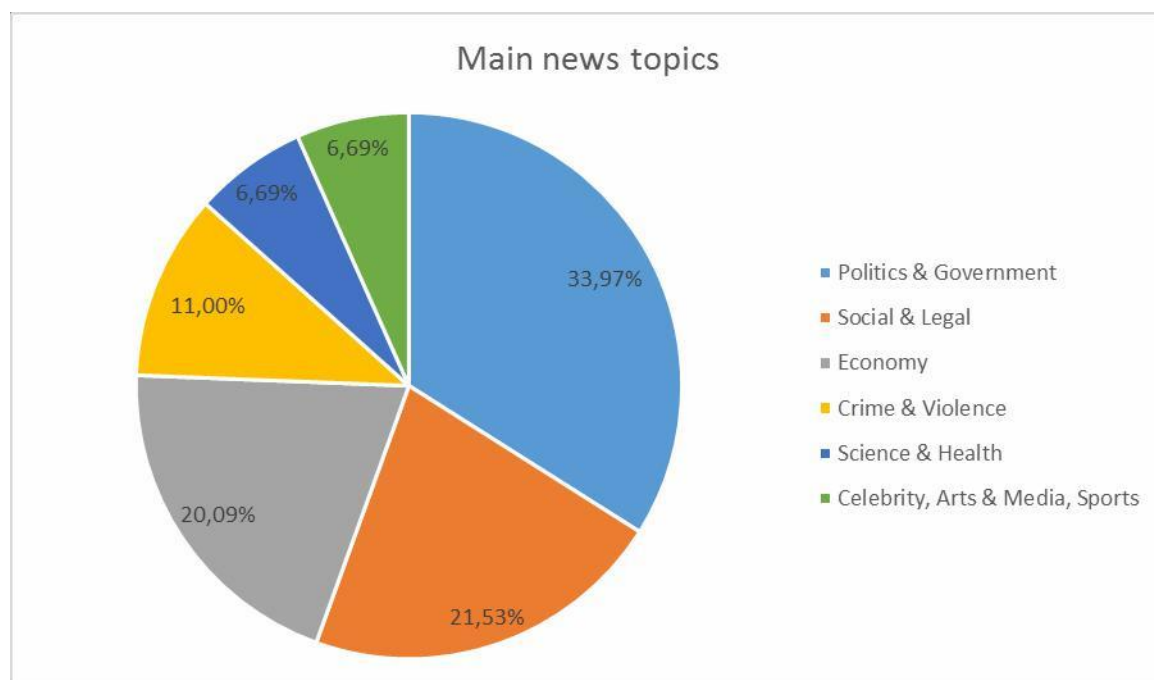
The monitoring included total of 258 news stories. The traditional media reports heavily outweighed the new media reports (four to one) which is a result of the percentage of Internet usage in the country and GMMP methodology. According to the latest available data 61,8% of people are using Internet and 45,34% are using it for reading news online.⁴ Therefore, traditional media still have wider reach and more influence in the general population, although the situation is changing.

⁴Data from annual report for 2014 of Statistical Office of the Republic of Serbia

TOPICS IN THE NEWS

Topics in the news: The dominant topic on the monitoring day was related to “politics and government”. The hierarchy of the media interest is obvious from the pie chart below. The prominence of “social and legal” topic is the consequence of the topics classification system and the particularity of the chosen day. Since disasters, accidents, plane crash etc. were classified under the “social and legal” issues and the plane crash that happened in France few days before was top news, it contributed to the amount of coverage in this category.

Fig.1 Main news topics (TV, print, radio)



Closer look reveals that the news about plane crash has dominated the news agenda. Stories about foreign and domestic politics are very prominent also. Top five topics encompassed 45% of all news, while the rest of all media space was occupied by another 29 topics, each of them having less than 5% share in the overall coverage.

Table 2: The five most important topics on the monitoring day

Six most important topics on monitoring day	N	%
Disaster, accident, famine, flood, plane crash, etc.	26	13%
Foreign/international politics, UN, peacekeeping	25	12%
Other domestic politics, government, etc.	20	10%
National defence, military spending, internal security, etc.	10	5%
Legal system, judiciary, legislation apart from family	10	5%

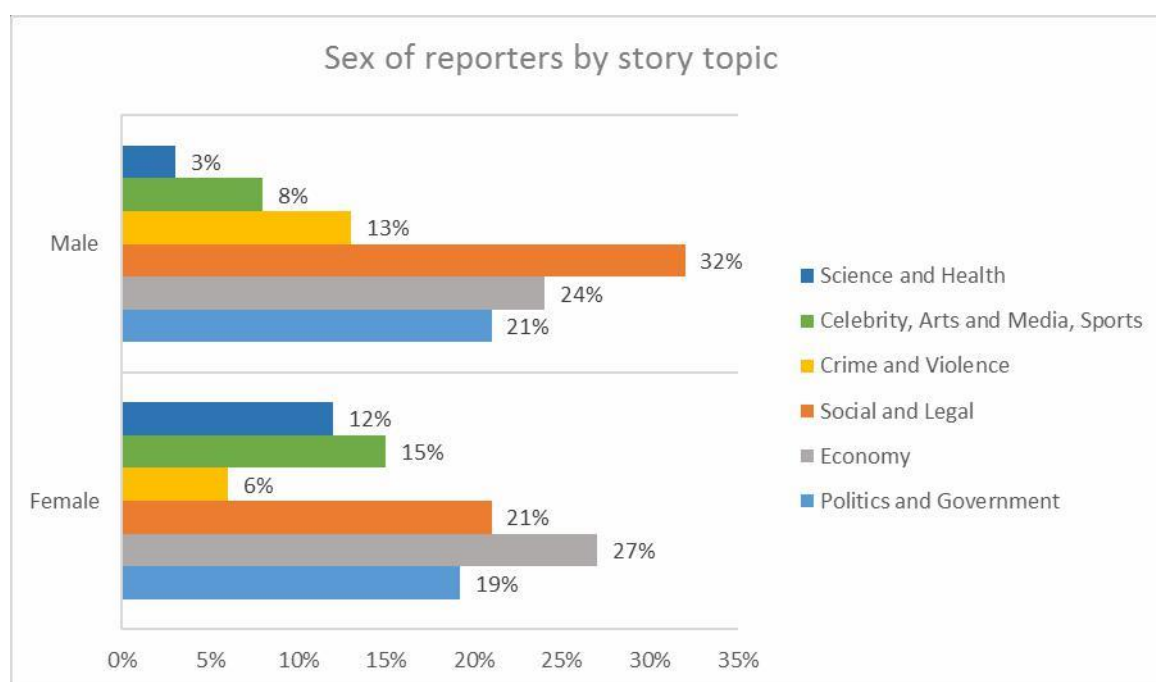
However, there is a difference between different types of media. Newspapers devoted majority of reporting to politics and government activities, while television dedicated the same number of news to social and legal issues as they did to politics. Radio deviated from the statistical average since the topics related to politics and government have taken the forth place (counting the number of reports), after the topics related to social and legal issues, economy and crime.

Table 3: Main news topics by medium

TOPICS	PRINT		RADIO		TV	
	N	%	N	%	N	%
Politics and Government	48	49%	6	15%	17	24%
Economy	16	16%	11	28%	15	21%
Science and Health	6	6%	0	0%	8	11%
Social and Legal	17	17%	11	28%	17	24%
Crime and Violence	8	8%	8	21%	7	10%
Celebrity, Arts and Media, Sports	3	3%	3	8%	8	11%
Total	98	100%	39	100%	72	100%

When discussing about topics preferences based on sex of the reporter, we should keep on mind that for majority of newspaper news it was not possible to establish the sex of reporter, because only in 18% of all printed news the authors were signed by full name. However, it can be noticed that two categories (celebrity, arts and media, sport and science and health) are more frequently present among female than male journalists.

Fig. 2 Sex of reporters by story topic (TV, print, radio)



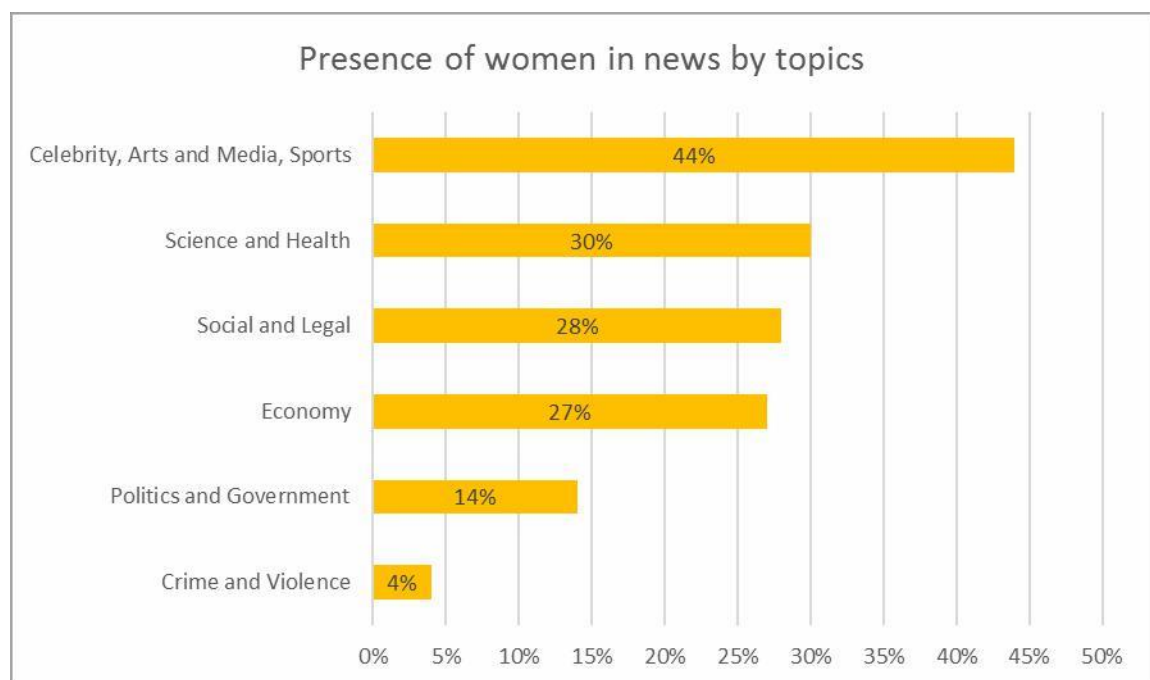
THE NEWS

Overall presence of women and men in the news in Serbia as news subjects:

The overall presence of women in print, television and radio news is small. Although they are making more than 50% of overall population in the country, only **22%** (precisely 21,58%) of all people represented in the news are women. The presence of women is evenly distributed among media – **21% in print, 22% in radio and 21% on television.**

Women are mostly present in stories related to “celebrity culture, arts, media and sports”. It is the only area where they are coming close to be equally visible as men. They are significantly less present than men in the stories of “social and health, social and legal issues and economy” (less than a third according to overall presence of women and men together). The chart below shows, when it comes to the “politics and government” issues, one-seventh of all stories includes women. In stories about “crime and violence” issues, they are almost absent.

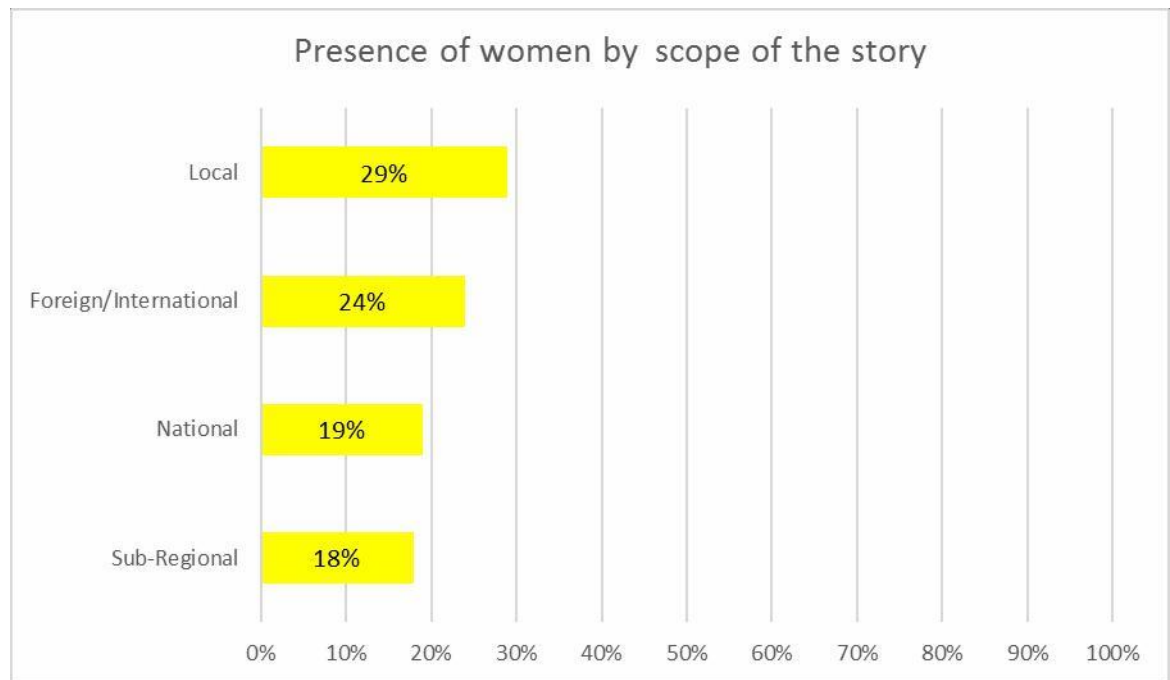
Fig.3 Presence of women in the news by topics (print, radio, TV)



Among people who are represented in the news (“news subjects”), men are slightly more quoted – 62% of all men and 58% of all women are directly quoted.

Women were news sources more in local stories than in foreign, while their presence in sub-regional and national stories is equally distributed. The significant place international politics have in our media sphere lead to increased visibility of influential women, above all in European politics.

Fig.4 Presence of women by scope of the story



Who are the newsmakers?

When we look at the indicator related to position or occupation of news sources and their roles, it is striking that in only five of them women are more often presented than man, and those are: homemaker/parent, sex worker (all women), health, social or childcare worker (80% women), child or young person (60%) and celebrity, artist, actor etc. (56%). If we look from another perspective and ask about area where women are almost or completely absent, these are tradesperson, artisan, labourer, truck driver ; criminal; science/technology professional; religious figure and agriculture, miner. Besides those areas where all included sources were men, less than 10% of women are among the groups of business persons and police, military, paramilitary etc.

Those extremes, as well as the analysis of other data presented in the table, reveal that traditional gender roles, when it comes to professional life, are still very much alive. Media hardly ever attempt to challenge them. The most visible female occupation is 'government, politician, minister, and spokesperson' (43,5% of all news subjects). Women politicians are consequently the most frequently represented women, although there are still four male politicians for every women politician in the media.

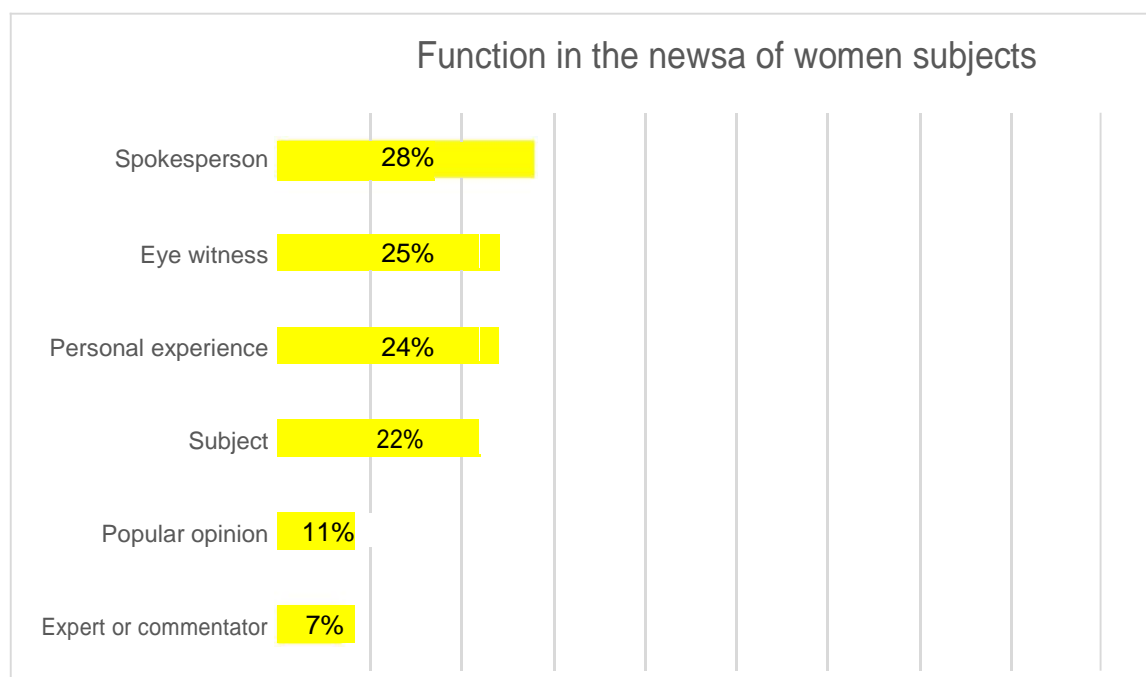
Table 4: Position or occupation of women as news subjects (TV, radio and print)

OCCUPATION	FEMALE	Total
	%	N
Homemaker, parent - only if no other occupation is given	100%	3
Sex worker	100%	1
Health worker, social worker, childcare worker	80%	5
Child, young person no other occupation given	60%	5
Celebrity, artist, actor, writer, singer, TV personality	56%	16
Lawyer, judge, magistrate, legal advocate, etc.	43%	7
Media professional, journalist, film-maker, etc.	35%	17

Student, pupil, schoolchild	33%	12
Not stated	26%	68
Office or service worker, non-management worker	25%	4
Activist or worker in civil society org., NGO, trade union	23%	26
Doctor, dentist, health specialist	22%	9
Government, politician, minister, spokesperson...	20%	242
Government employee, public servant, etc.	18%	44
Villager or resident no other occupation given	14%	7
Academic expert, lecturer, teacher	8%	13
Police, military, para-military, militia, fire officer	5%	21
Business person, exec, manager, stock broker...	4%	24
Tradesperson, artisan, laborer, truck driver, etc.	0%	10
Criminal, suspect no other occupation given	0%	10
Science/ technology professional, engineer, etc.	0%	9
Religious figure, priest, monk, rabbi, mullah, nun	0%	2
Agriculture, mining, fishing, forestry	0%	1
Total		556

The next table shows differences related to the function of subjects in a news story. Female experts or commentators have microscopic space in Serbian media – only 7% of experts and commentators who participate in public life though media were women. The lack of balance in representation is also very strong when it comes to popular opinion -only two women from 18 persons were included in media narrative using this form.

Fig. 5 Function in the news of women as subjects



Women are mostly visible as spokesperson and as powerful political figure (government, politician, minister). When they are talking as eye-witness, or someone who is expressing personal experience or opinion, their profession is not stated.

Constructing ‘victims’ in the news: As already mentioned, the airplane crash strongly influenced media agenda on monitoring day which is also reflected in number of news subjects reported as victims. The majority of victims were people who lost their lives in that accident. Consequently, the 70% of victims could not be discussed as survivors. Reports of domestic violence and discrimination were not present in the monitoring day.

Table 5: News subjects portrayed as victims

News subjects portrayed as victims, by sex:	Female		Male	
	N	%	N	%
Victim of an accident, natural disaster, poverty	8	62%	13	54%
Victim of other non-domestic crime, robbery, etc.	2	15%	4	17%
Not applicable (the story identifies the person only as a survivor)	1	8%	3	13%
Victim of war, terrorism, vigilantism, state violence...	2	15%	2	8%
Victim of domestic violence, rape, murder, etc.	0	0%	1	4%
Other victim (specify in comments)	0	0%	1	4%
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	0	0%	0	0%
Victim of violation based on religion, tradition...	0	0%	0	0%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc	0	0%	0	0%
Total	13	100%	24	100%

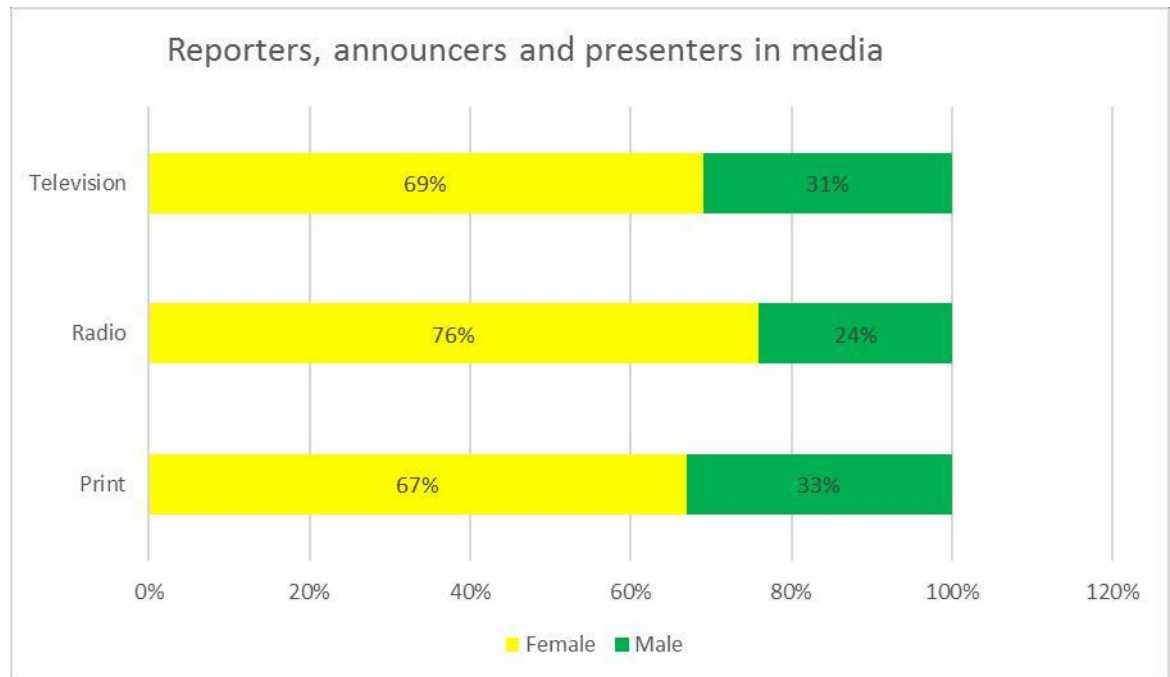
Identity and family status in the news: The family status is not given much prominence in the news stories. However, women are in 12% identified on the basis of family status, while men are three times less frequently identified in this way (only 4%).

Men are more photographed than women. Among people who were represented in newspapers men got more visual coverage – 39% of all male and 30% of all female were photographed.

WHO DELIVERS THE NEWS?

Overall reporters and presenters: At the first glance, it may appear that Serbian media are run by women. More than 70% of the total number of reporters, announcer and presenters in traditional media, are women.

Fig. 6 Reporters, announcers and presenters (print, radio, TV)

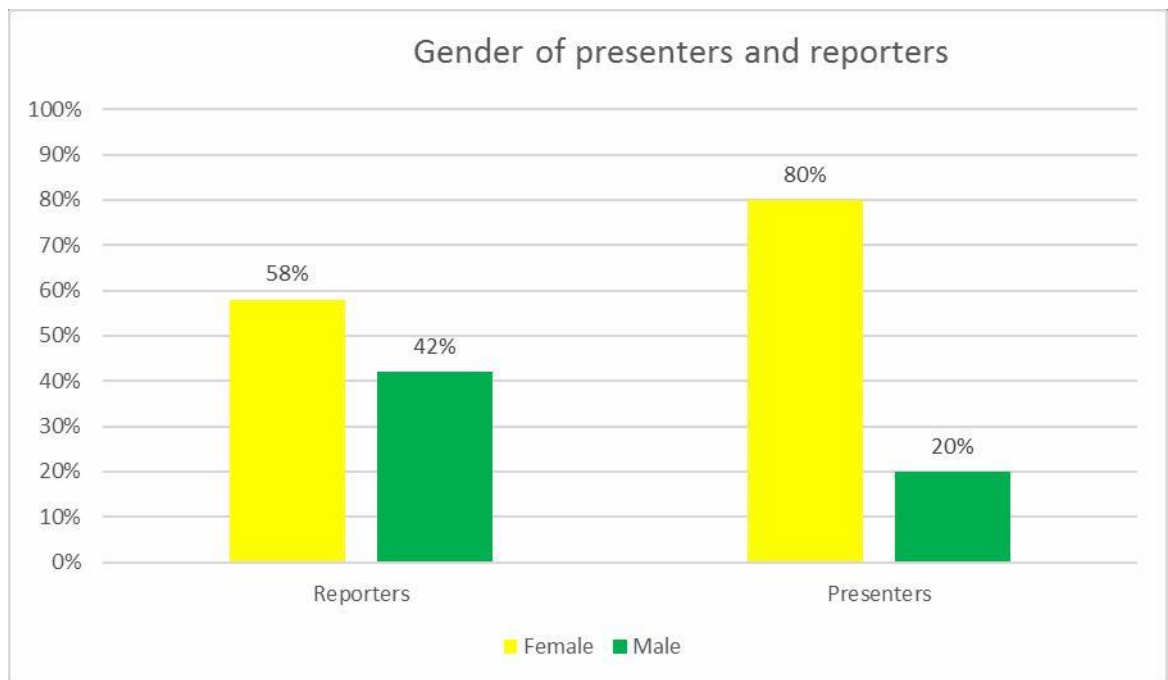


When we analyze two mayor groups of professionals that participate in news making, the data shows significant difference between presenters and reporters. Women made close to 60% of news items (journalists and reporters) and they are even more frequently in the roles of anchors, announcers/presenters (80%). This is well above world average and very typical for southern journalistic cultures when it comes to Europe (Bulgaria, Romania, Spain).

This reflects a vast feminization of the media work force and division of professional power: women are in the majority among younger professionals (as well as students) but rapidly decreasing in numbers with higher professional, and especially, managerial and propriety roles. This is still a form of a very resistant glass ceiling.

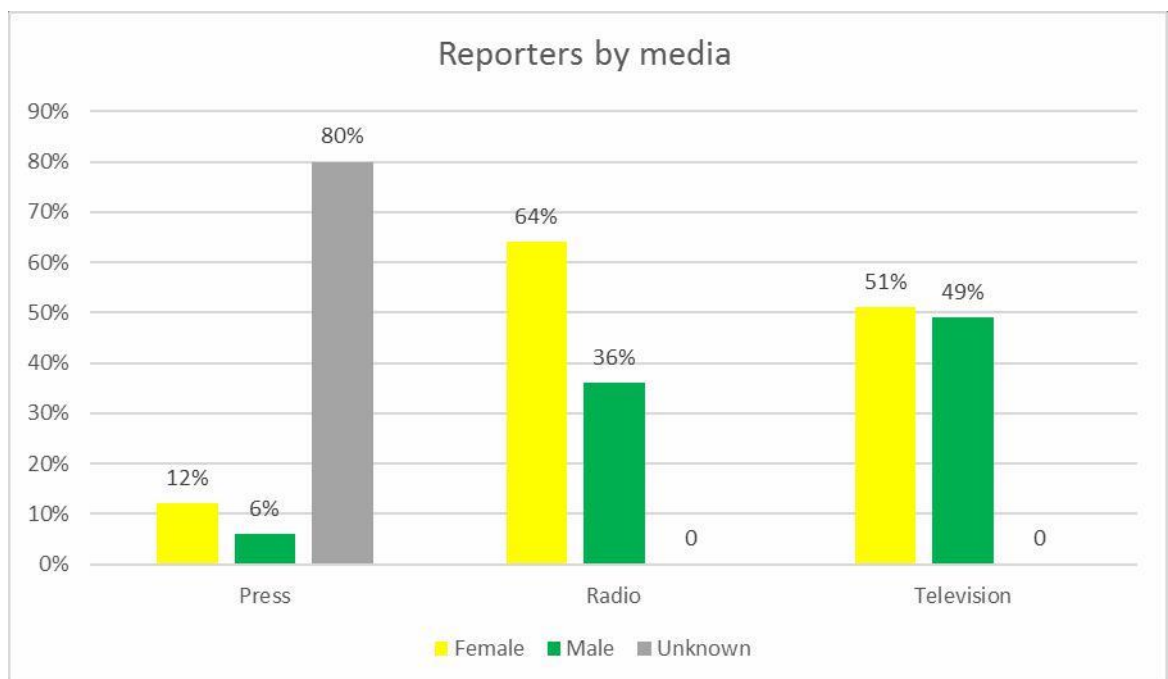
Another factor is that journalistic/reporting jobs became very insecure and financially unattractive due to economic downturn in the media industry.

Fig. 7 Gender of presenters and reporters



Data for each media shows significant differences between them. As already mentioned, the gender was not known for 80 of the 98 journalists in the press.

Fig. 8 Gender of reporters by media



The data for radio and television are complete and accurate and we will have closer look at them. There is significant difference between television and radio.

Women in TV journalism are almost four times more announcers, anchors or presenters than their male colleagues. While the most of them are between 35-49 age old, there is also significant percentage of younger women, 28% in regard to 0% of young man in that position on television.

Table 6: Presenters on TV, by age

Presenters on TV	Female		Male	
Age	%	N	%	N
19-34	28%	18	0%	0
35-49	72%	47	100%	17
total:	100%	65	100%	17

But when we talk about TV reporters, it looks like the gender structure in TV newsrooms is balanced.

Table 7: Reporters on TV, by age

Reporters on TV	Female		Male	
Age	%	N	%	N
Do not know	79%	19	83%	19
19-34	13%	3	4%	1
35-49	8%	2	4%	1
50-64	0%	0	9%	2
total:	100%	24	100%	23

Radio is, judging by news program during monitoring day, predominantly reserved for women. They are majority in both categories. Knowing that the radio is at the very difficult economic position, and that news radio programs are in the phase of declining, we cannot neglect question that arises from this: why are women dominant in the weakest (in terms of revenue, as well as influence) traditional news media in the country?

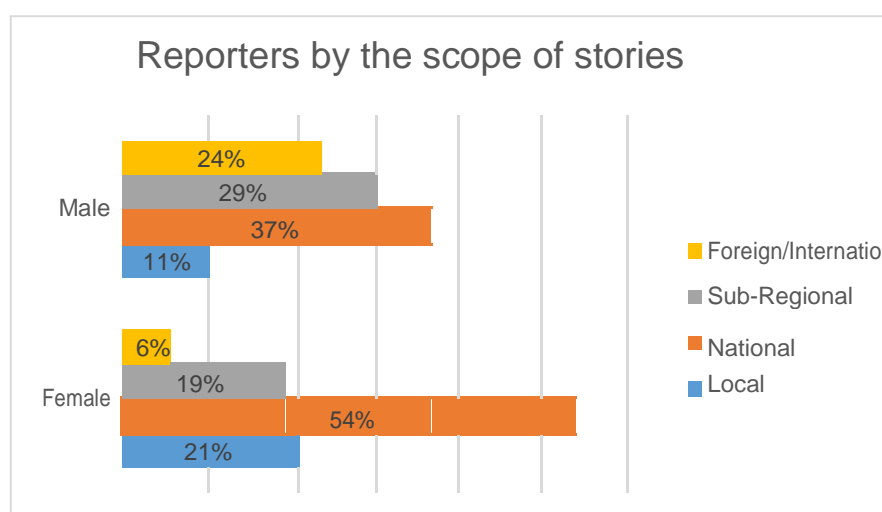
Table 8: Presenters and reporters on radio

Radio	Presenters		Reporters	
	%	N	%	N
<i>Women</i>	83%	38	64%	16
<i>Men</i>	17%	8	36%	9
<i>Total</i>	100%	46	100%	25

Regarding the scope of topics they cover, women reporters predominantly cover local and national issues – only 1/4 of news made by women are dealing with regional and international issues. The situation is quite different among men journalists, more than half of their stories are dealing with this kind of topics.

It can be said that with the place of action more away from home, the percentage of women reporting about it declines.

Fig. 9 Gender of reporters by the scope of stories



GENDER AND THE NEWS

Women’s centrality in the news: Only 8% of all news are about women. Stories focusing on women are more often located in the “celebrity, arts, media and sports” fields than in any other.

Table 9: Stories about women by topics

Stories about women by topics	
Celebrity, Arts and Media, Sports	21%
Social and Legal	9%
Politics and Government	7%
Science and Health	7%
Economy	5%
Crime and Violence	4%

Only 3% of news stories highlighted issues of gender equality or inequality. It is mostly the case when the news are dealing with human rights, women rights, minority rights, also in reporting about gender and labour issues. Only in two cases, from the total of 209, news stories challenged gendered stereotypes.

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

Female journalists more frequently chose women as subjects for the story. Female reporters chose to include women as subjects in 24% of their sources, while their male colleagues were doing it in 13% of sources.

All news with women in central focus are made by women reporters. But those kinds of stories are only 15% of all women reporting.

There were four stories devoted to gender equality/inequality issue, and one of them was made by male reporter.

There were only two stories where stereotypes were challenged and both were made by women.

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

In 2015 the online news were included in the analysis for the first time. The number and choice of digital media is determined by GMMP project methodology. In accordance with it two sites (blic.rs and kurir.rs) and one twitter account (B92) were selected. Although this is a kind of pilot study, and further exploration is needed, the main conclusions are in harmony with global trends regarding gender representation in online news.

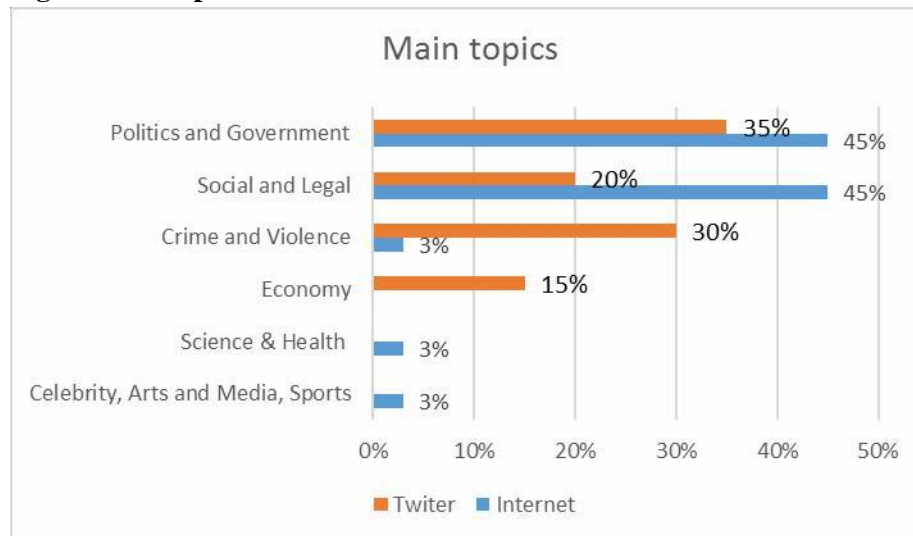
Women are significantly underrepresented in digital news - only 20% of all people reported by the online media were are women. European and world average is 26%, while the only region that differs significantly is North America, where women's presence in online news is 40%.

The second important finding is that reporting practises and the politics of gender representation in digital news in Serbia are inherited from older, traditional media.

Online news topics

It is noticeable that topics distribution is quite different between news sites and Twitter (fig. 10). Twitter feed emphasized crime/violence news, which made almost third of all tweets. At the same time science/health and celebrity/arts/sports topics were absent. Comparing with traditional media, it is obvious that the main agenda is not significantly changed, which means that politics/government and social/legal issues were prominent on monitoring day.

Fig.10 Main topics /Internet & Twitter



Social networks were used for further dissemination of news stories – 24% of stories from online media sites were tweeted while 28% were posted on Facebook account. The most shared news (in both social networks) are concerned with social and legal issues. The political news are at the second place, while crime and violence comes third.

There was no retweet on B92 Twitter account. Twitter is used only to promote content from internet site while other capacities of this network, such as capacity to interact with other, were completely disregarded.

News subjects in the digital world

Women are underrepresented not only in traditional media, but also in their online outlets. Only 9 from 39 subjects in online news sites and 2 from 16 in tweet feeds are women. This means that in analyzed sample only 20% of all subjects were women.

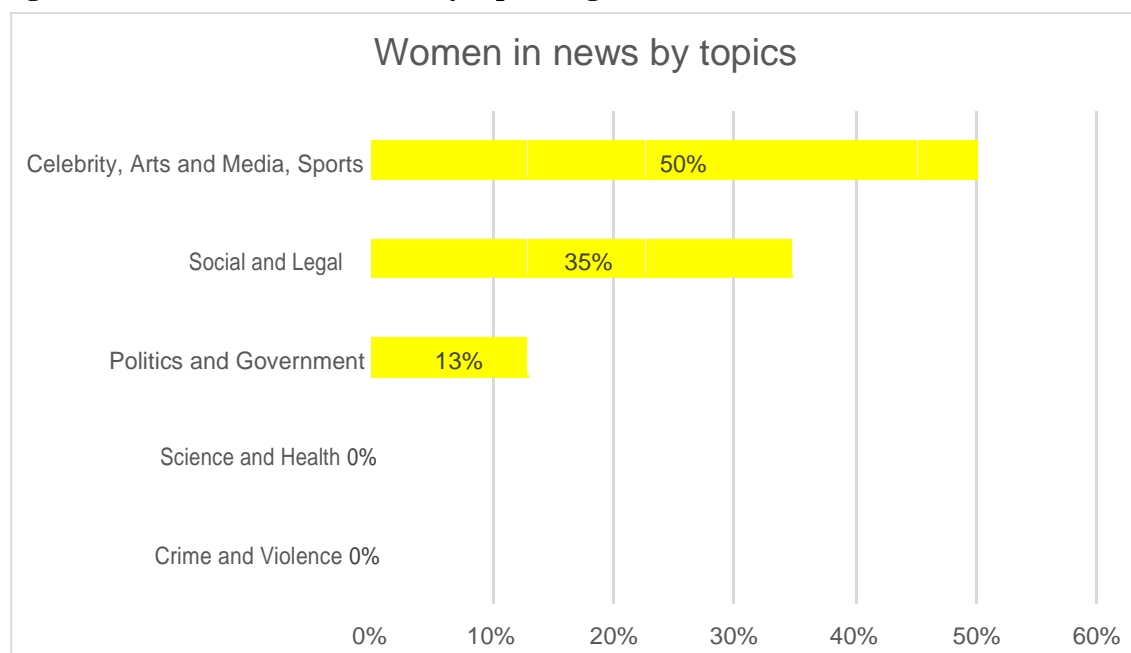
The distribution of women's occupation as news subjects looks as the follow table presents. We bring the total numbers as they are too small and expressed in percentages would be misleading and indicating the bigger differences and trends that are hard to generalize from a small total number of 11 women.

Table 10: Occupation of women in the news stories (digital media)

Occupation of women in the news stories	N
Government, politician, minister, spokesperson...	3
Not stated	2
Health worker, social worker, childcare worker	1
Activist or worker in civil society org., NGO, trade union	1
Office or service worker, non-management worker	1
Science/ technology professional, engineer, etc.	1
Total:	11

As one can see in the graphic bellow, our sample suggests that very limited amount of news content represent women at all. They are mainly present in the stories related to celebrity/arts/media/sports (50% of all people in this category). Their visibility is declining in the social and legal stories as well as in the issues related to politics and government. Although politics/government is the main topic in digital news women compose only 13% of people whose opinion is heard. Women are not visible in stories about other topics (economy, science/heath, crime).

Fig.11 Presence of women in news by topics (digital media)



Those findings suggest that stereotypical presentation of women's roles in society is taken over in online communication from traditional media. One illustration of this is that the family status was

reported three times, and it was always referred to women. Also, women experts make only 10% of women included in online reporting.

When multimedia was a part of report men were three times more present than women. From total 20 multimedia content showing people 25% were female and 75% male. The similar proportion existed among those who were directly quoted (20%:76%).

The subjects' age was not mentioned in online reporting.

Delivering the news in digital spaces

Journalists' gender is becoming less visible in online media environment. For instance, from 29 digital news only in three cases gender of journalist could be identified (one woman and two men). This factor significantly limited our capability to explore if and how gender of journalists influence their choice of the topics and approach in media coverage.

Twitter is used in the manner that journalist stay invisible. This could be due to limited space for messages.

The question we should further explore regarding to this indicative trend is whether this is cultural specific of Serbian online media environment or is it a global trend. If it is about a specific trend for online media what consequences should be expected? What kind of new invisibilities emerge from it?

Gender in digital news content

It would not be exaggerated to say that Internet in Serbia is gender blind. There is no single text with references to gender equality/HR policies, neither story in which issue of gender equality is raised. We also could not find any example in which gender stereotypes were challenged.

In online media, women were in a central focus in five cases (13%) which highly correspond with representation of gender in traditional media. Two stories reported about women politicians, while in the rest of them they were connected to (1) Family relations, inter-generational conflict, parents; (2) Education, childcare, nursery, university, literacy and (3) disaster, accident, famine, flood, plane crash, etc.

Summary of findings

From this preliminary and first time analysis of online media, only few initial trends can be indicated:

Women are heavily underrepresented – only 20% of all subjects are women.

When we talk about mainstream news and their online versions the old media practices are just transferred into new environment. When it comes to questions of occupation as well as family role the gender stereotypes, are inherited from traditional media.

The journalist gender is mostly not visible in online environment. What are, and could be, the consequences of this shift is to be seen as well as whether this is widespread trend for online reporting or our cultural specificity.

GENDER AND JOURNALISTIC PRACTICE

The first case study shows a story that is *blatantly stereotyped*. The title of this news article was “First – male: the most beautiful Austrian politician gave birth to a baby boy!” (“PRVO PA MUŠKO: Najlepša austrijska političarka rodila sina!”). It was published as a headline in the online issue of newspaper Kurir (Kurir.rs, at URL: <http://www.kurir.rs/austrija/prvo-pa-musko-najlepsa-austrijska-politicarka-rodila-sina-clanak-1713246>) The story was about the private life of a woman politician (her motherhood), completely irrelevant for her public office, with a close-up photograph of her smiling and focusing on her good looks.



The second case study is about the story that *conveys more subtle stereotypes of women and/or men*. This story was broadcast by TV Pink in the primetime news programme “Nacionalni Dnevnik” (“National Daily”). It is about a taxi driver who caught the thief who stole a purse from a women’s car. A woman is portrayed as a weak person who needs protection, while the taxi driver is portrayed as a macho hero. The reporter highlighted that the man is a former member of Special Forces. It represents a typical media representation of gender differences.

<https://drive.google.com/file/d/0BzwMH1d1PDmrcTZERkVZc0pSVIU/view>

Kurir NASLOVNA VESTI STARS SPORT HRONIKA REGION PLANETA ZABAVA




ZA SIGURNO POSLOVANJE

ZA NEKOLIKO MINUTA

PLJAČKA USRED DANA U ČAČKU: Taksista, bivši vojni specijalac uhvatio kradljivca torbi

CRNA HRONIKA 09:55, 25.03.2015. 7 R








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Taksista Života Sečivanović, nekadašnji pripadnik specijalnih jedinica vojne policije VJ kada je primetio je pljačkaša kako krade ženi torbicu i dao se u poteru za njim i posle kraće jurnjave ga oborio i savladao

The third case study is about a story that *missed opportunity or was gender-blind*. The most extreme example was an item in the prime news programme of Radio 1 RTV. The story was about income and economy differences in the countries of former Yugoslavia. It represents a clear example of missed opportunity for gender balanced reporting because all of the seven interviewed sources were man.

The forth case study is about a story that was *gender-aware*. Although gender-sensitive news reporting is still rare in Serbian media, one can find some good examples. This one was published in a daily newspaper from Vojvodina, *Dnevnik*, titled "From Facebook to Parliament". The journalist showed fairness in reporting about gender as well as minority issue. It was about informal group of Roma female students who organize actions for increasing visibility of Roma female students at Serbian universities. The group was active though Facebook for three years and today they are also active at special Parliamentary sessions.



A GOOD PRACTICE CASE

Good practice cases related to gender equality issues in Serbia, are almost equally rare and random as news focusing on women in general. This report is not offering examples dealing with positive media actions. Instead, we are offering some examples that illustrate reactions to unprofessional and degrading way women were treated in some media outlets. These reactions mostly come from civic society organizations (specialized in human rights and gender equality issues), Commissioner for Protection of Equality as well as journalistic associations and professional bodies.

We consider those examples significant, since they indicate rising awareness about representational politics of gender and the willingness of different social actors to bring these issues into the public. Therefore, the chosen example can be seen as a positive pressure (mostly coming from civil society) toward media sphere with the aim to banish the most discriminatory practice.

Title: CSO "Women against violence" complaint to the Press Council against daily newspaper "Večernje novosti".

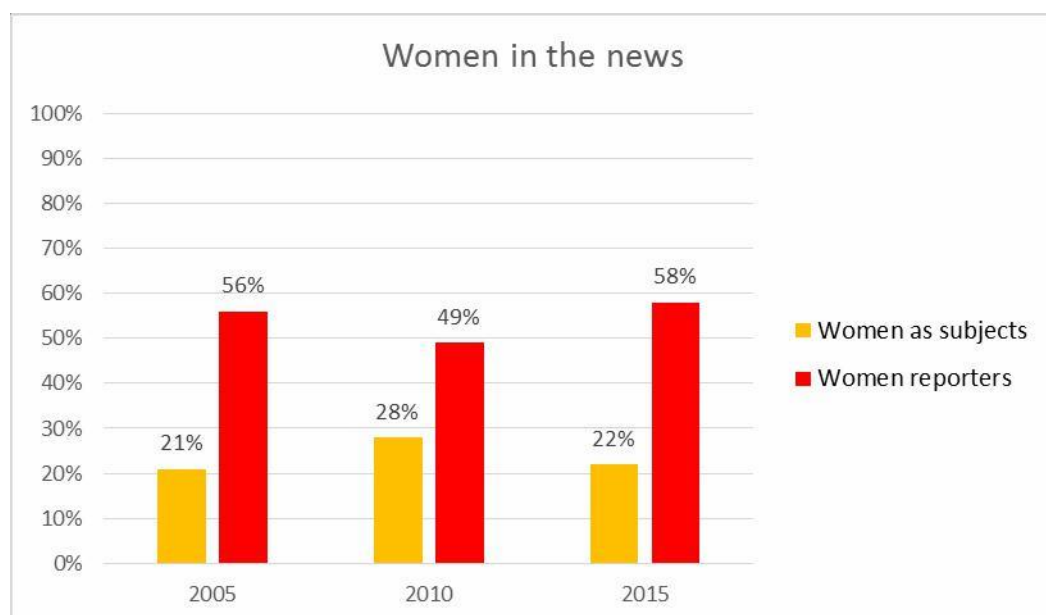
Short description: The daily newspaper "Večernje Novosti" published an article titled "Women killed 98 men in family violence". That information was incorrect. Both the text and the table within the story indicated that 98 men were killed by women in family violence although this number includes all victims and majority of them women (76 female/ 22 male). The story included a movie-style photograph of a woman shooting a man, experts claiming rising trend of men suffering from domestic violence and text boxes: They kill them while they sleep or Murders by women are exceptionally brutal. Network of feminist organizations "Women against violence" filled a complaint to the Press Council. The Commission of Press Council decided that professional code of ethics was broken: the title had the crucial mistake, information was false and the story was degrading for women, because it included the source that claimed women use false statements about being victims in order to gain material benefit. The newspaper was obligated to publish this conclusion, but there would have been no consequences if it decided not to.

SUMMARY AND CONCLUSIONS

Serbia has participated in the GMMP project for the third time. During those ten years (2005/2010/2015) media system has changes significantly and selection of media and news sample has been adjusted accordingly. Despite the turbulent transitional decade and substantial political, social and media changes, the main conclusions stayed almost unchanged.

They make less than quarter of news subjects 22 % (21% in 2005, 29% in 2010 and 22% in 2015.) in all traditional media (21% in print, 22% in radio and 21% on television)

In 2015 for the first time monitoring included news web sites and Twitter news feeds and the same trend extends into the digital world. Women are subjects in 22% of news stories in conventional media (newspapers, radio, television) and 20% in the digital media.



Women are continually underrepresented, mostly depicted stereotypically and in a very limited number of social roles.

News agenda and selection of major topics reveals the same gender insensitivity. Dominant news evolve around politics, government, crime and violence, women are close to equality in lighter topics such as celebrity news, arts and media (44%). Number of stories dedicated to women is very low (8%) while stories challenging stereotypes and referring to issue of gender equality are close to none.

Media is also a strongly gendered industry in Serbia. Women form a large proportion of working journalists and, with small variations throughout the decade; they are majority of news reporters in traditional media. (56%- 49%- 58%). This is well beyond the world average (37%) and a trend observed mostly in South- European countries (Romania, Spain, Bulgaria). When aggregated by professional roles women outnumber men as presenters but are less like to be anchors especially after the age of 50.

Although there is statistically significant correlation between women as news makers and number of women sources in the stories they produce the trend is yet to be explained.

Tendency of preserving the status quo is very strong. The issue of gender is not a priority among media professionals and without change there is no chance for improvement to happen.

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

- Media outlets need to develop positive approach to recognition and promotion of women's creativity and achievements and actions to support it
- Gender equality actions can range from systemic measures (such as particular gender consideration in funding public interest content in the media) to partial measures (such as awards for quality reporting of gender issues)
- Relevant political institutions should hold public sessions and stimulate regular public debates about women miss and underrepresentation in the media, (Women's Parliamentary Network, Committee for Culture and Information of the National Parliament) regulatory bodies (Regulatory Authority for Electronic Media) or self-regulatory bodies (Press Council)
- Develop gender sensitive teaching curricula in journalism education. Include students of journalism in production and promotion of public campaigns bridging traditional-new media divide in respect to sexism and misogyny
- Initiate public campaigns about importance of media images, tabloid and commercial objectification of women and ways to change it and as a part of general media literacy campaigns
- Promote equality and women's participation in the composition of regulatory and self-regulatory bodies and governing and managerial boards of the media
- Establish data points with gender specific statistics, professional resources and good practices and initiate academic-policy-professional exchange of ideas and institutions in this field
- Develop comprehensive professional practice toolkits for gender sensitive reporting (language, sourcing, women expert data bases, critical literacy etc) and popularise and promote it within journalistic community and media industry

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

No.	Team members
1	Marijana Matović
2	Danka Ninković Slavnić
3	Bojana Barlovac
4	Snežana Bajčeta
5	Marina Lutovac
6	Jelena Višekruna
7	Danica Grujičić
8	Jelena Bumbić
9	Katarina Stevanović
10	Maja Dobrašinović
11	Milica Simić
12	Bojana Malinović
13	Aleksandra Crnković
14	Tamara Babić
15	Svetlana Komnenić
16	Iva Đorđević
17	Jela Krivokapić
18	Milica Kojić
19	Dina Đorđević
20	Vladislav Vlajić

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



Faculty of Political Sciences,
University of Belgrade,
Jove Ilića 165, Belgrade
Serbia

Tel: +381 11 3092 999

<http://www.fpn.bg.ac.rs/>
<http://centarzamedije.fpn.bg.ac.rs/>