

**WHO
MAKES THE
NEWS?**



United States of America

Global Media Monitoring Project 2015

National Report

Acknowledgments



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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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With support from



Global Context

As newsroom staff around the world went about their day on March 25, 2015, hundreds of volunteers located in more than 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 project 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 subjects were women, a statistically insignificant change over the first five-year period.²

The first statistically significant change in women's overall presence in the news was registered in 2005 in the third iteration of the research.³ Women comprised 21% of news subjects, a three-percentage-point increase over the period from 2000 to 2005. Women's near invisibility continued, however, with only 10% of stories focused specifically on women, and underrepresentation in major news topics and women's voices in the news. The third GMMP made an important discovery: The sex of the journalist mattered for the gender dimensions of a story. For instance, the likelihood of female news subjects appearing in stories was higher in the case of stories reported by women journalists (25%) than in those written by male journalists (20%).

A second statistically significant change was noted in the results of the Fourth GMMP in 2010. In data collected from 108 countries, some progress in women's presence in the news was evident.⁴ Women made up 24% of the people in the news, up three percentage points from the 2005 findings. However, women's underrepresentation and near lack of voice remained. Only 13% of all stories focused 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.

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. Gallagher, Margaret. *Who Makes the News? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

4. Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who Makes the News? Global Media Monitoring Project*, 2010.

Encouragingly, 44% of people providing popular opinion in the news were women—a ten percentage point increase from 2005. As newsmakers, women were underrepresented in professional categories. Similar to the Third GMMP report, the fourth in the series of reports confirmed the finding on differences between female and male journalists in the gender dimensions of stories they reported. The likelihood of selection of female news subjects was higher for female journalists (28%) than for male journalists (22%). Stories by female reporters were more likely to challenge gender stereotypes (7%) than those by male reporters (4%). In pilot research on news online, 76 news websites in 16 countries and 8 international news websites were monitored. The results showed that women comprised only 23% of online news subjects—indicating that women’s underrepresentation in traditional media had crossed over into the digital news world.

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 toward gender-just, gender-fair media.

Articles such as “Longtime Nursing Pay Gap Hasn’t Changed” in the *New York Times* by a female reporter, and “New Research Finds Female Nurses Are Paid Less” in the *Los Angeles Times* by a female reporter draw attention to the wage gap in a medical role predominantly occupied by women. Both research geared toward a gendered economy and media coverage of such economic disparity are an example of strides toward gender equity in a world of gendered pay slips.

In science and health news coverage, women reporters are found in higher numbers than men for the first time in the United States: The number of female reporters are slowly edging upward at a rate of 20% female reporters to 11% male reporters.

Analyzing a gender-aware story, “A High-Profile Strike Against Ovarian Cancer” in the *Washington Post* dealing with Angelina Jolie who had her ovaries removed to avoid cancer, a GMMP monitor says, “The headline does a good job of capturing the celebrity status of Jolie and the main focus, which is women gaining treatment for ovarian cancer...Two of the four experts on breast and ovarian cancer are women. Language is respectful...A woman doctor is quoted [as] saying, ‘Jolie’s efforts may ‘bring menopause out of the closet’ by prompting women to discuss their symptoms with their doctors and what can be done to relieve them. It is going to take menopause and give it a whole new face and put it in a whole new light,’ she said. ‘It is the face of beauty. It’s a face of courage.’”

National Context

News media remain the major and most influential source of information. 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. The cultural underpinnings of gender are reinforced through media.

A recent research finding reveals that six media conglomerates such as News Corp., Disney, Viacom, Time Warner, CBS and Comcast control the media landscape in the United States. That is, 1,500 newspapers, 1,000 magazines, 9,000 radio stations, 1,500 television stations and 2,400 publishers. These media conglomerates control 90% of what 277 million Americans watch, hear and see. (“The Illusion of Choice: 90% of American Media Controlled by Six Corporations,” by Vic Bishop, *Waking Time*, August 29, 2015.)

It is imperative that in such a context, a study on how media portray the role and image of women is useful for educational and advocacy purposes in order to hold media accountable for gender equity. Holistic representation of female image and role is one key component for human flourishing. Media monitoring is a tool that offers key findings, data collection and qualitative analyses that can be used for advocacy for gender equity in media.

Why Media Monitoring Matters

United Methodist Women members have been monitoring the media since 1976, and early results were published in *Sex Role Stereotyping in Prime-Time Television* that same year. As a national organization committed to the welfare of women, children and youth globally, United Methodist Women members have been participating in the Global Media Monitoring Project (GMMP) since its inception in 1995, every five years, for the last twenty years. Prior to this undertaking, there had been no worldwide quantitative studies on the image and role of women in the media.

The groundbreaking idea of monitoring media globally on a single day was the brainchild of a workshop interaction that took place during the Women Empowering Communication Conference in 1994, in Thailand, sponsored by the World Association of Christian Communication. Glory E. Dharmaraj, Ph.D. happened to be in attendance at that conference, more specifically at that workshop. It was her privilege to represent the United Methodist Women in that conference along with a couple members of the board of directors.

Executive Summary

The Global Media Project is a quinquennial event, taking place every five years. From 1995–2015, five Global Media Projects have been carried out with participating countries ranging from 71 in number in the year 1995 to 114 in 2015, as shown below:

1995	2000	2005	2010	2015
71	70	76	108	114

On March 25, 2015, forty-five volunteers and students from across the United States participated in a nationwide effort to monitor the presence and role of women in the media. This group of monitors consisted of 34 United Methodist Women members, 7 students of communications from St. John’s University, New York, 3 middle and high school students in Westchester County, New York, and one member of the World Association of Christian Communication, North America. Altogether they monitored 21 newspapers (print), 9 television channels, 4 radio channels, 9 Twitter feeds and 8 internet news sources. Twitter was monitored for the first time as a pilot experiment.

The number of stories monitored in the United States in each of the media:

Print	Radio	TV	Internet	Twitter
129	21	146	49	101

Those who monitored Twitter news were mostly middle school to university level students working individually, in pairs or in groups. The results of the study reveal that the overall presence of women was 38% in print, radio and television news combined. In internet and Twitter news, women’s presence represented a slightly higher percentage at 40%.

Compared to the GMMP findings in 2010, in which women subjects represented only 27% of the news coverage, this year’s monitoring shows a significant increase in the presence of women as a news subject.

There is, also, a significant increase in the presence of female subjects as experts in the news in the 2015 monitoring, compared to the findings in the previous two reports, in 2005 and 2010 respectively. Such an increase is also found in the number of women as spokespersons, as seen below:

WOMEN AS EXPERTS		
2005	2010	2015
22%	24%	36%

WOMEN AS SPOKESPERSONS		
2005	2010	2015
21%	26%	38%

Women appear as spokespersons for government as employees and public servants, for businesses, as activists in civil society and as homemakers. Men still dominate as experts or commentators in news coverage of government, as politicians, ministers and spokespersons, at 41% over a mere 21% of women. Numerical parity is yet to be fully achieved.

As for women as popular opinion providers as ordinary citizens, they predominate in this category in the recent findings, as shown below:

WOMEN AS POPULAR OPINION PROVIDERS		
2005	2010	2015
28%	0%	83%

The monitors coded the age of news subjects when available in the print media. While men are present at all age levels, women disappear after the age of 49. Men as subjects of news, however, are fully present well past the age of 65. On television, the results offer a slightly different picture. As television news subjects, women start off as equals, outnumber men in their teens, lose out gradually to their male counterparts, and finally disappear after 64, while men predominate absolutely in the highest age bracket of 65 and above at 100%. The age of internet news subjects offers an interesting contrast to print and television news subjects in the first and last age groupings. Both female and male subjects are invisible in the age bracket 12 and under. Both male and female subjects in the 65 plus age range also disappear as news subjects. On the internet, female news subjects are identified by their family status (wife, daughter, mother) twice more often than male news subjects (husband, son, father): female 67% and men 33%.

Who Delivers the News?

The total numbers of reporters monitored in each of the media are:

Print	Radio	TV	Internet	Twitter
130	23	186	57	106

In the 2015 monitoring, there is a statistically significant increase in the number of stories by female reporters and presenters, specifically 40% female reporters in print/newspapers and 32% in television. In the 2010 monitoring, the total percentage of news stories by female reporters was 29% as compared to 71% by men (*Who Makes the News? Global Media Monitoring Project 2010*, page 95). Though in 2015, positive strides have been made, there is still a gap in numerical parity to be bridged.

Sex of reporters, announcers and presenters overall:

The sex of reporters, announcers and presenters shows a lack of gender equity in the results analyzed, as seen below.

SEX OF PRESENTERS ON RADIO AND TV			
RADIO		TV	
FEMALE	MALE	FEMALE	MALE
12%	88%	32%	68%

SEX OF REPORTERS IN PRINT, RADIO AND TV							
PRINT		RADIO		TV		OVERALL	
FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
40%	60%	67%	33%	33%	67%	39%	61%

Overall women report 39% of the stories in newspapers, television and radio newscasts. They present 12% and 32% of radio and television stories respectively.

Interestingly, the proportion of stories reported by women on radio (67%) is identical to their male counterparts' share of stories on television (67%), implying that the overrepresentation of female reporters on radio is reversed on screen.

Gender difference in source selection minimal:

Overall, women are 38% of subjects and sources in stories by female reporters, and 37% of sources in stories by male reporters. This implies that reporting patterns on this indicator are similar for all reporters, regardless of gender.

Women are more likely to report local and national news, whereas men report local, national and foreign/international news in more or less equal proportions.

SEX OF REPORTERS BY SCOPE OF STORY	FEMALE	MALE
Local news	39%	35%
National news	44%	32%
Sub-regional news	3%	5%
Foreign/international news	14%	28%

Men dominate reporting in all major topic categories apart from science and health stories. Female reporters on science and health have made positive change numerically. Worldwide, in the 2010 Global Media Monitoring, it was noted that since the year 2000, the percentage of stories reported by female reporters remained low in science and health (*Who Makes the News? Global Media Monitoring Project 2010*, page 27). The 2015 monitoring results show that the percentage of science and health stories reported by women in the United States is now 54%.

SEX OF REPORTERS ON MAJOR TOPICS	FEMALE	MALE
Politics and government	30%	70%
Economy	43%	57%
Science and health	54%	46%
Social and legal	43%	57%
Crime and violence	33%	67%
Celebrity, arts and media, sports	36%	64%
Other	0%	100%

In an analysis of the number of female reporters and presenters worldwide in the last four Global Media Monitoring undertakings in 2000, 2005, 2010 and 2015, North America is the only region in the world that shows a decrease (minus 8%) in the number of women delivering news in the most recent GMMP:

FEMALE REPORTERS AND PRESENTERS IN NORTH AMERICA: 2000–2015					
	2000	2005	2010	2015	Change
Female reporters and presenters	46%	48%	35%	38%	-8%

Women count. Women do counting seriously.

A DAY IN THE NEWS IN THE UNITED STATES

Arranged from the German Jetliner crash in the Alpine mountains to “Female Midshipmen Among the Victims in Shower Videos,” from news coverage of a newly released report on pay inequity for female nurses across the country to a delayed report on policy changes over jail construction in Blount County, Tennessee.

Women are still relatively invisible in the news. Analyzing a report titled “Public Testifies at Fracking Water Hearing” in the *Lincoln Journal Star*, a monitor says that from among the 11 people quoted, there were only 3 women, and “all expert witness was given by men. Two of the women were reported as having given substantive comments. Three of the seven men gave substantive comments. One of the women reported as giving a somewhat trivial comment was a leader of Bold Nebraska, an activist environmental group, who most likely could have made a more substantive comment given the

opportunity (or such a comment might not have been reported).” One of the male experts, the geologist, said that the chemicals in the fracking water are “no more dangerous than what can be found in the kitchen cupboard or under the sink.” Analyzing the report further, the monitor points out that one of the women rebutted this with substantive facts about the chemicals under the kitchen sink being poisonous to children. The monitor’s concluding remark in her analysis is that the geologist’s reference to the kitchen sink is “trivialization of the possible human impact and a more real concern.”

Context

On March 25, forty-five monitors, mostly volunteers and students, monitored five types of news media in the United States: newspapers (print), radio, television, the internet and Twitter. The majority of volunteers who participated in the 2015 GMMP were United Methodist Women members, 34 in number. Seven were students from St. John’s University, New York, in the communications class of Dr. Tuija Parikka, assistant professor and director of communication arts at the university. Three were middle and high school students from Westchester County, New York. One is a member of the North American World Association of Christian Communication.

Based on the monitoring forms they filled out, breakdown of news media monitored consists of:

Newspapers:

1. *Daily News*
2. *USA Today*
3. *The News*
4. *Washington Post*
5. *Wall Street Journal*
6. *New York Times*
7. *Philadelphia Daily*
8. *Daily News*
9. *The Journal News*
(Westchester-Putnam Counties)
10. *Star Advertiser*
11. *Aberdeen American News*
12. *Portage Daily Register*
13. *Wisconsin State Journal*
14. *The Courier Journal*
(Louisville, Kentucky)
15. *Arkansas Democrat Gazette*
16. *Knoxville News-Sentinel*
17. *The Arizona Republic*
18. *Lincoln Journal Star* (Nebraska)
19. *Omaha World Herald*
20. *The Des Moines Register*
21. *Rochester D & C*

Television News:

- | | | |
|------------|--------------|------------------|
| 1. CNN | 4. ABC (5) | 7. NBC |
| 2. WISH | 5. CBS | 8. PBS NEWS HOUR |
| 3. RTV (6) | 6. WSBT 1022 | 9. WHAM 13 |

Radio News:

1. WHAM-13
2. WINS
3. 1070 AM
4. NPR

Twitter News:

1. @Foxnews
2. @NBCnews
3. @msnbc
4. @USAToday
5. @lohud
6. @Pokjournal
7. @ABC
8. @NBC 7 & 8

Internet News:

1. msn.com
2. Washington Post
3. ABC news via Good Morning America
4. ABC News.go.com
5. NY Post
6. LA Times
7. USA Today.com
8. CNN.com (U.S. edition)

Total number of news subjects monitored is 446:

Print	Radio	TV	Internet	Twitter
129	21	146	49	101

Total number of news subjects monitored is 579:

Print	Radio	TV	Internet	Twitter
236	27	105	86	125

Total numbers of reporters monitored in each of the media:

Print	Radio	TV	Internet	Twitter
130	23	186	57	106

Women's Overall Presence in the News

In the 2015 monitoring, there is a statistically significant increase in the number of stories by female reporters and presenters, specifically 40% female reporters in print/newspapers and 32% in television. In the 2010 monitoring, the total news stories by female reporters was 29% and by men 71%. Though in 2015, positive strides have been made, there is still a gap in numerical parity to be bridged.

NEWS PERSONNEL: REPORTERS, ANNOUNCERS AND PRESENTERS	FEMALE	MALE
Print	40%	60%
Radio	26%	74%
TV	32%	68%

THE OVERALL PRESENCE OF WOMEN AS NEWS SUBJECTS AND SOURCES	Print, Radio and TV		Internet and Twitter	
	FEMALE	MALE	FEMALE	MALE
Politics and government	25%	75%	14%	85%
Economy	56%	44%	20%	80%
Science and health	46%	54%	75%	25%
Social and legal	39%	61%	60%	40%
Crime and violence	41%	59%	48%	52%
Celebrity, art, media, sports	22%	78%	14%	86%
Other	40%	60%	100%	0%
Overall female presence	38%		40%	

In cyberspace, there is a slight increase of female presence compared to the percentages in print, radio and television.

Function of female and male news subjects:

Compared to the GMMP findings in 2010 in which women represented only 27%, this year's monitoring shows a significant rise in the presence of women as a news subject.

There is also a significant increase in the presence of female subjects as experts in the news in the 2015 monitoring, compared to the previous two analyses in 2005 and 2010 respectively. Such an increase is also found in the number of women as spokespersons, as seen below:

WOMEN AS EXPERTS		
2005	2010	2015
22%	24%	36%

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Women appear as spokespersons for government as employees and public servants, for businesses, as activists in civil society and as homemakers. Men still dominate as experts or commentators in news coverage of government, as politicians, ministers, and spokespersons, at 41% over a mere 21% of women. Numerical parity is yet to be fully achieved.

News subjects who are portrayed as victims or survivors:

Women appear in the news more frequently as victims of natural disaster, poverty, domestic violence and discrimination due to gender, ethnicity, religion etc., whereas men appear in larger numbers as victims of war, terrorism and state-sponsored violence.

PORTRAYAL OF NEWS SUBJECTS AS VICTIMS	FEMALE	MALE
Victims of accident, natural disaster, poverty	33%	10%
Domestic violence	7%	3%
Non-domestic violence, robbery	15%	10%
War, terrorism, state violence	0%	21%
Violence motivated by gender, ethnicity, religion	4%	3%
Other victims	7%	21%

As for news subjects portrayed as survivors, men appear in slightly larger numbers as survivors of natural disasters, poverty, domestic violence and other forms of victimhood. Women are represented in slightly larger number (4%) as survivors in discrimination due to gender, ethnicity and religion compared to men (3%). Women as survivors of domestic violence are strikingly absent, as shown in this survey:

PORTRAYAL OF NEWS SUBJECTS AS SURVIVORS	FEMALE	MALE
Survivor of accident, natural disaster, poverty	13%	15%
Domestic violence, rape, murder	0%	4%
Non domestic violence, robbery	9%	4%
War, terrorism, state violence	0%	22%
Violence motivated by gender, ethnicity, religion	9%	0%
Other survivors	9%	15%

In internet news, female news subjects are identified by family status two times more often than male news subjects: female 67% and men 33%.

Who Delivers the News?

Sex of reporters, announcers and presenters overall:

The sex of reporters, announcers and presenters shows a lack of gender equity in the results analyzed, as demonstrated by the statistics provided below:

SEX OF REPORTERS, ANNOUNCERS AND PRESENTERS	FEMALE	MALE
Print	40%	60%
Radio	26%	74%
TV	32%	68%

Age of presenters and reporters by sex:

70% of female television announcers and presenters are in the 35–49 age group, compared to 35% of the men. 13% of the women and 29% of the men are age 50–64. Visually, women’s presence as reporters drastically decreases in the upper age bracket.

Sex of reporters by scope:

Women reporters appear in larger numbers in local and national level news coverage, whereas men appear in larger numbers in sub-regional and foreign and international levels of news reporting. Overall women reporters represent 39% of all reporters.

SEX OF REPORTERS	FEMALE	MALE
Local news	39%	35%
National news	44%	32%
Sub-regional news	3%	5%
Foreign news	14%	28%
Overall	39% women reporters	

Sex of reporters by major topic:

Usually, stories under major topics such as politics and government, crime and violence remain reported more frequently by men. Worldwide, in the 2010 Global Media Monitoring, it was noted that since the year 2000, the percentage of stories reported by female reporters remained low in science and health (*Who Makes the News? Global Media Monitoring Project 2010*, page 27). But in 2015, the number of female reporters on science and health has increased slightly, as shown below:

SEX OF REPORTERS ON MAJOR TOPICS	FEMALE	MALE
Politics and government	18%	28%
Economy	13%	11%
Science and health	20%	11%
Social and legal	30%	25%
Crime and violence	14%	18%
Celebrity, art, media, sports	6%	6%

In an analysis of the number of female reporters and presenters worldwide in the last four Global Media Monitoring undertakings in 2000, 2005, 2010 and 2015, North America is the only region in the world that shows a decrease (minus 8%) in the number of women delivering news in the most recent GMMP:

46%	48%	35%	38%	-8%
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Gender and the News

Women's lack of centrality in the news:

The overall percentage of stories with women as the central focus is 14%. In print/ radio/ television, women as the central focus in the stories on political participation constitute 29%; peace and security 9%. But in stories on economic participation, they are the central focus (100%), as seen below:

WOMEN AS THE CENTRAL FOCUS: PRINT, RADIO AND TELEVISION					
Political participation		Peace and security		Economic participation	
Yes	No	Yes	No	Yes	No
29%	71%	9%	91%	100%	0%

On the internet and Twitter, there are more stories on women as the central focus in the topic peace and security.

WOMEN AS THE CENTRAL FOCUS: IN INTERNET AND TWITTER					
Political participation		Peace and security		Economic participation	
Yes	No	Yes	No	Yes	No
0%	0%	24%	76%	0%	0%

In Twitter news alone, more women reporters covered stories on peace and security than men, 20 to 3, respectively. But the overall presence of women as the central focus of the stories has yet to achieve numerical parity.

In Twitter news alone, the monitors coded the centrality of women at 100% under the topic gender violence based on rape, sexual assault, trafficking, female genital mutilation and culture, and 38% under human rights, women's rights and rights of sexual and religious minorities.

STORIES THAT HIGHLIGHT ISSUES OF GENDER EQUALITY OR INEQUALITY (BY GENDER OF REPORTER)				
	FEMALE		MALE	
	Yes	No	Yes	No
Politics and government	41%	59%	14%	86%
Economy	23%	77%	9%	91%
Science and health	13%	88%	4%	96%
Social and legal	18%	82%	25%	75%
Crime and violence	16%	84%	4%	96%
Celebrity, arts, media	0%	100%	12%	88%
Other	0%	0%	25%	75%
Overall	21%		13%	

The sex of the reporters who write stories that reference issues of gender equality/inequality, human rights and policies shows a striking gender difference: 21% of stories by female reporters compared to 13% by male reporters evoke gender equality/inequality issues.

Gender Trends in Internet and Twitter News

- In internet news, the main topics covered are: politics and government (27%), the economy (2%), science and health (10%), social and legal (22%), crime and violence (37%) and celebrities and media 2%.
- Among these, the percentage of stories shared on Twitter are politics and government (11%), the economy (0%), science and health (11%), social and legal news (11%), crime and violence (67%) and celebrities and the arts (0%).
- The internet news producers shared 100% of the social and legal stories they published on their Facebook pages, and none on the rest of the major topics.
- Women are 43% of the subjects and sources in internet news and 38% in Twitter news. Their presence is remarkably high in internet news covering science and health topics. Their presence in celebrities and media stories is 100%, which is traditionally a topic in which women are well represented.
- Women report 49% of stories on internet news sites. They produce 36% of digital political stories, 18% of science and health news and 18% of social and legal news.
- 86% of news Tweets are original Tweets and 33% are issued by female reporters.
- Only 2% of news Tweets challenge gender stereotypes and women are central in only 7% of Tweets.
- In the internet news as well as the Twitter stories monitored, there is a conspicuous absence of women as a central focus in political and economic news.

Gender and Journalistic Practice

In an analysis of the story “Claws Come Out at Pao’s Trial” in *USA Today*, a monitor from eastern Pennsylvania says, “The headline shows blatant stereotype,” and she points out that “Using the word ‘claws’ indicates ‘female’ and controversy.” The article, in fact, is about one Ellen Pao, a worker in a venture capital firm in San Francisco, who filed a sex-discrimination suit against this firm. The monitor says that the article mentions the sexual relationship of this female worker in the workplace who is chastised for it, “but the article did not mention if men in the company were also chastised for the same action—a stereotype.”

Though not an example of blatant stereotyping, a similar omission is pointed out by a monitor of an article in the *Omaha World-Herald* titled “Obama Puts Brakes on Pullout.” The article deals with the projected withdrawal of troops from Afghanistan in 2016 and includes pictures of President Obama and Afghan President Ashraf Ghani. The monitor

says that in the news coverage, there is a “mention of a female member of the Senate Armed Services Committee from Iowa, and a picture of her could [also] have been included in this Nebraska newspaper.” The missing visual presence of a key woman on a military issue is being called out by this monitor.

A subtle stereotype:

Analyzing a report titled “Public Testifies at Fracking Water Hearing” in the *Lincoln Journal Star*, a monitor says that from among the 11 people quoted, there were only 3 women, and “all expert witness was given by men. Two of the women were reported as having given substantive comments. Three of seven men gave substantive comments. One of the women reported as giving somewhat trivial comment was the leader of Bold Nebraska, an activist environmental group, and most likely could have made a more substantive comment given the opportunity (or such comment might not have been reported). One of the male experts, the geologist, said that the chemicals in the fracking water are “no more dangerous than what can be found in the kitchen cupboard or under the sink.” Analyzing the report further, the monitor points out that one of the women rebutted this with substantive facts about the chemicals under the kitchen sink being poisonous to children. The monitor’s concluding remark in her analysis is that the geologist’s reference to the kitchen sink is “trivialization of the possible human impact and a more real concern.”

Missed opportunities:

Commenting on an internet story, “Female midshipmen among victims in shower videos,” a monitor says that it is about military men videotaping women co-workers in the shower of a submarine, and this story is “worth further analysis because women are just recently being allowed to serve on submarines.”

Another monitor comments on an internet sports story titled “EX-NFL Star Darren Sharper Starts Acknowledging Sex Assaults,” saying, “The defendant has finally taken steps to own up to what he has done to several women...he only did this to keep down his prison time. In most cases, women usually take deals so that they do not have to be humiliated by the defense and relive what happened to them. Bottom line: Attacking their character when they are the victim...women are not respected. I am sickened by the disrespect of women.” This is also a call for a more nuanced analysis of stories of violence against women.

A gender-aware story:

An example of a gender-aware story is “A High-Profile Strike Against Ovarian Cancer” in the *Washington Post* about Angelina Jolie, who had her ovaries removed to avoid cancer. The monitor says, “The headline does a good job of capturing the celebrity status of Jolie and the main focus, which is women gaining treatment for ovarian cancer...Two of the four experts on breast and ovarian cancer are women. Language is respectful... A woman doctor is quoted, saying, ‘Jolie’s efforts may ‘bring menopause out of the closet’ by prompting women to discuss their symptoms with their doctors and what

can be done to relieve them. It is going to take menopause and give it a whole new face and put it in a whole new light,' she said. 'It is the face of beauty. It's a face of courage.'”

A Good Practice Case

The Women’s Media Center has recently released “The Status of Women in the U.S. Media 2015” report, a second of its kind, which demonstrates that gender inequity defines the media. Their research reveals that women, who are more than half of the population, write only a third of the stories. They continue to lift up the cause of gender equity in media through research advocacy.

ACTIONS IN THE POST-2015 ERA: A Five-Year Plan

- Join forces with the Women’s Media Center to work on action plans.
- Elevate the importance of gender equity in the training of communication students, male and female.
- Work with interested civil and religious nongovernmental organizations to take on the responsibility of holding media accountable for gender equity by monitoring the role and image of women and girls in media.

WOMEN COUNT. WOMEN DO TAKE COUNTING SERIOUSLY.

U.S. Coordinator: Glory E. Dharmaraj, Ph.D.
Consultant, United Methodist Women

Annex

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—the size of audience, ownership and language—of media in each country.

Efforts were made to ensure that a uniform understanding and application of the methodology was practiced around the world. Clear instructions on how to code news reports were provided. Some regional and national coordinators benefited from face-to-face or virtual training, while other coordinators and the global teams of volunteers developed monitoring skills 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 assessment 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

United Methodist Women members: 34

St. John's University, NY: 7

Westchester County, NY, middle school and high school students: 3

And a member of WACC-North America

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