

# Media & Gender Monitor

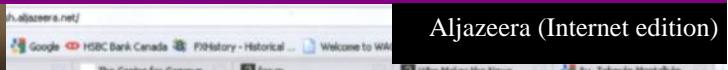
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WACC

# GMMP 2010

# Un día en las noticias del mundo / Une journée dans les nouvelles du monde / A day in the world's news (10/11/2009)



Aljazeera (Internet edition)



India



India



Denmark



نشأت في عائلة تشيكية



United Arab Emirates



**نقطة - الخليج:** تعمير الكلمة عن التعبير، وأحياناً يأتي بحوار من السكون. **نقطة - الكاتب في آخر:** كيف كانت مشاهدتك في مصر



Brazil

## Editorial

Only 24% of the people seen, heard or read about in the news are female.

The rate of increase in women's visibility in the news in relation to men has been maintained over the past decade, at an average rise of 0.6% annually since the year 2000. If this rate remains unchanged, it will take at least 43 years, slightly less than half a decade, to achieve gender parity in mainstream news.

Though startling, this statistic and others uncovered in the preliminary findings of the Fourth Global Media Monitoring Project (GMMP) are remarkably consistent with findings from previous editions of the GMMP.

The current issue of *Media & Gender Monitor* contains highlights of the results which are based on a sample 42 out of the 130 countries that took part. The complete report is available for download at [www.whomakesthenews.org](http://www.whomakesthenews.org). Definitive results from all participating countries will be published later this year, in September,

The report was the subject of an invigorating panel discussion and debate in March in New York on the occasion of the 54th Session of the UN Commission on the Status of Women. This year's Session was special, marking 15 years since the adoption of the Beijing Platform for Action (BPFA). It was a time to take stock of the progress made in implementing recommendations under the 12 critical areas of concerns in the BPFA, one of which is 'Women and the Media'.

The debate evoked several questions. On the one hand, GMMP results provide the factual evidence on under-representation, relative inaudibility and stereotypical news coverage of women in relation to men. On the other hand, arguments that would result in maintaining the status quo abound. For instance, that news is unable to transcend to a gender-balanced perspective because the world reported is, in itself, gender-imbalanced. It is crucial for proponents of gender-ethical media to engage with these and similar arguments in order to develop a solid, unshakeable basis for advocacy and action.

The GMMP is fuelled by the passion of thousands of volunteer media monitors, working with the direction of volunteer national and regional coordinators. Why are so many people willing to carry out the unpaid work of monitoring? Why are they willing to invest time and effort to accurately understand and apply the monitoring tools? To find out, read their stories, text messages and email updates on the global monitoring day reproduced here.

Beyond the lessons learnt, skills gained and solidarity networks built through participation in the GMMP is the application of the findings. Visitors to the GMMP website concur on two points: that the GMMP is most important first, as a tool to encourage gender-sensitive media policies, and second, as a tool to build awareness on gender issues in news media coverage.

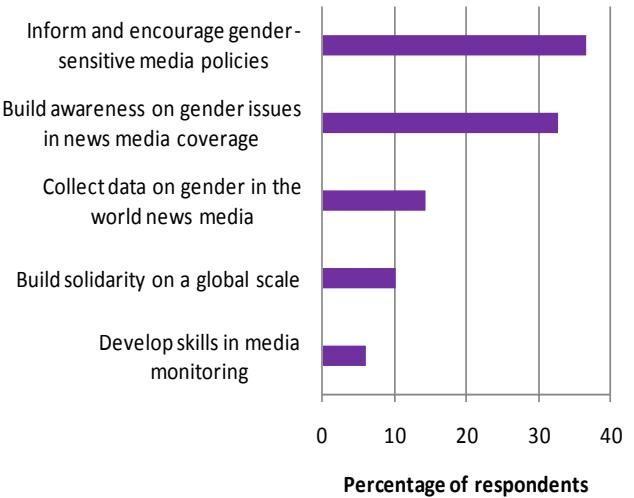
Hoping MGM Issue 21 inspires us to remain undeterred in our pursuit for media in and through which the views, opinions, needs and concerns of 52% of the world's population are valorized.

*Sarah Macharia, Editor*

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Value of the GMMP





# GMMP 2010

## Preliminary findings

### Highlights



10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in 130 countries who gathered to monitor their news media.

The groups monitored news on major media outlets selected on the basis of reach, density and diversity. The day's most important television and radio newscasts were monitored in their entirety. In the case of 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. Internet news from major news websites was monitored on a pilot basis in some 25 countries.

#### Key findings

'It matters profoundly who and what is selected to appear in news coverage and how individuals and events are portrayed. Equally, it matters who is left out and what is not covered'. (Gallagher, 2005)

#### Representation

**24% of the people interviewed, heard, seen or read about in mainstream broadcast and print news are female.**

This is a significant change from 1995 when only 17% of the people in the news were women.

On the one hand the pace of increase in women's visibility in the news has been maintained over the past decade. In 2005 women's presence in the news had increased to 21% - a 3% rise from the research carried out in 2000. From 2005 to 2010 there is a second change of 3% which shows a pace of progress in gender-balance in the news that has remained persistently slow in the last ten

years, but which is more rapid than the rate registered between 1995 and 2000. On the other hand, the largest rise in women's visibility is in stories on the major topic 'science & health' (from 22% of news subjects in 2005 to 37% in 2010). In reality this topic receives the lowest media attention (10% of total news stories). In topics that are high priority on the news media agenda, the increase in women as subjects was much smaller – from 20% to 21% in stories on the economy and from 14% to 18% in stories on 'politics & government'.

Further, a significant component of the 3% increase in women in the news can be attributed to the notable increase in women as providers of popular opinion, and much less to women appearing as experts.

**Only 16% of all stories focus specifically on women.**

Overall, this is an increase from 10% of stories in 2005. There has been an improvement in the ratio of women to men who are central in news stories – in news on politics/government (from 8% of stories in 2005 to 18% in 2010) and on the economy (from 3% of stories in 2005 to 7% in 2010). Nevertheless, the percentage of stories in which women are not central far outweighs the percentage of stories in which they are.

**Women have achieved near parity as givers of popular opinion in news stories. At the same time, less than one out of every five experts interviewed is female.**

Near parity between women (47%) and men (53%) has been achieved in the category of people providing popular opinion. However women are persistently underrepresented as experts and authorities. 81% of experts and 82% of spokespersons who appear in the news

are male. The percentages of female experts and spokespersons presently are 19% and 18% respectively.

**An analysis of media coverage on selected issues of special concern to women contained in the Beijing Platform for Action reveals such issues receive an average of less than 1.5% media attention each.**

Of the stories appearing in the news during the monitoring day, 1.3% were on gender-based violence, 0.3% on women's economic participation, 1.2% on poverty and 0.9% on peace. 'Women & political participation' received the highest coverage, at 3.4%. An evaluation of the distribution of stories reveals that of the three mediums, mainstream radio is least likely to contain news on issues of concern to women. Print news contained the highest proportion of stories on all five themes, suggesting that newspapers would be the most effective medium for issues of concern to women to find space in the news agenda.

#### Delivering the news

**Overall, news stories by female reporters are much fewer than news stories by male reporters.**

In 2010 the percentage of stories by female reporters on radio was lower than in 2005, a drastic drop from 45% to 27%. 44% of stories on television were reported by women, up from 42%. Newspaper stories by female reporters increased from 29% to 35%.

**News stories by female reporters are almost twice as likely to challenge gender stereotypes than stories by male reporters**

11% of stories by female reporters challenge gender stereotypes, compared to 6% of stories by male reporters.

### *News stories by female reporters have considerably more female news subjects than stories by male reporters*

26% of news subjects in stories by female reporters are female, compared to 19% of news subjects in stories by male reporters.

### **Journalistic practice**

#### *Almost one half (48%) of all news stories reinforce gender stereotypes, while 8% of news stories challenge gender stereotypes.*

News stories are 6 times more likely to reinforce gender stereotypes than to challenge them. No conclusions can be drawn on the change over the past 5 years owing to revisions made to the method of collecting data on stereotyping in news coverage.

#### *Only 12% of news stories highlight issues of gender equality or inequality.*

The percentage of news stories that shed light on an aspect of gender equality or inequality in the story has tripled in the last five years. Nevertheless, stories that miss the opportunity to highlight (in) equality issues are by far more numerous.

#### *Women are five times as likely as men to be identified by the family status, as wives, mothers, etc.*

19% of women appearing in the news are identified by their family status as compared to 4% of men in the news. Portraying women in their gender roles denies their identities as individuals, eroding gains made by women in securing positions of authority and responsibility in life outside the home.

#### *Only 9% of news stories mention gender equality policies or human and women's rights legal instruments.*

This finding suggests that numerous stories miss the opportunity to create awareness on instruments enacted to protect human rights, women's rights or gender equality. The finding also supports an observation that human rights, and in particular women's human rights, are relatively invisible in mainstream media coverage. ♀

## **Solidarity, Citizenship and Light bulb Moments**

### **Sarah Macharia**

*'I always look forward to it because it gives me a sense of solidarity... I feel that I am not alone, and a lot of people are working together... so it's about solidarity, it's about understanding things together, it's about changing things together, so in a lot of ways it gives me courage...' (Gitiara Nasreen, GMMP Coordinator for Bangladesh)*

Nasreen's sentiments are echoed by media monitors in more than 130 countries worldwide, participants of the Fourth Global Media Monitoring Project (GMMP) in November, 2009.

The GMMP has become the single most important, uniting and energizing force for those concerned about the state of gender in the news media.

The energy for change has gathered momentum with the snowballing of engagement from the widest cross-section ever of groups around the world. Indeed some define the GMMP as 'a global social movement of people who care about gender issues'. (Nien-hsuan Leticia Fang, GMMP coordinator for Taiwan)

The GMMP process before and during data collection is just as important as the results themselves and the work following the report.

*'What's exciting to me is [...] how the process of participation itself challenges many of our ways of thinking; it challenges many of our own stereotypes'.* (Maximiliano Guzman, GMMP Coordinator for Hispanophone Caribbean)

Beyond the clearly palpable excitement on the global monitoring day are the lessons in critical gender media literacy, or, understanding how to 'read' and evaluate media content using gender as an axis of analysis. GMMP monitors shift from the realm of passive media consumers to that of an active citizenry that demands accountability from news media.

Monitors who are at the same time media producers begin to question their practice, the ways in which their work re-inscribes inequalities and maintains the status quo.

Following the research Edouard Adzotsa, General Secretary of the Central Africa Union of Journalists and GMMP Coordinator in Congo Brazzaville remarked, 'News media seems to serve male interests, attention to women is extremely negligible even though women outnumber men nationally... women are the lifeblood of communities particularly in informal settlements and the rural areas'.

Monitors located at the intersection of media production in their capacity as practitioners, and subjects of discrimination in their capacity as women, realize the GMMP's significance as a tool with emancipatory potential: 'We hope that what we are going to say about the representation of gender in the media will be taken seriously by media managers'. (Abebech Wolde, Ethiopian Media Women's Association and GMMP Coordinator for Ethiopia)

What is clear from the experience of the Fourth GMMP is the significance the project and media monitoring more broadly have taken on. As Karen Ross, GMMP coordinator for Western Europe affirms, '...we are going to keep on doing this work... hopefully someone will take account of what we're doing'. ♀



# GMMP 2010

## Résultats Préliminaires



La journée du 10 novembre 2009 s'est écoulée normalement pour les équipes de journalistes du monde entier. Cela n'a pas été le cas pour les groupes de bénévoles de 130 pays qui s'étaient réunis pour le monitorage des médias.

Les groupes ont suivi les actualités dans les grands médias sélectionnés en fonction de leur couverture, de leur densité et de leur diversité. Les journaux télévisés et radiophoniques les plus importants de la journée ont été intégralement suivis. Dans le cas de la presse écrite, 12 à 14 reportages choisis sur les pages principales – soit les sections internationales, nationales et, dans certains cas, régionales – ont été codés. Les informations figurant sur les sites Internet d'actualité les plus importants ont été surveillées sur une base pilote dans 25 pays.

### Résultats clé

Il est très important de savoir qui sont les personnes et les sujets choisis pour figurer dans les actualités et comment les événements et les individus y sont décrits. De même, il est important de savoir qui est écarté et quels sont les sujets qui ne sont pas abordés. (Gallagher, 2005)

### Représentation

**24% des personnes interrogées, entendues, vues ou lues dans les médias écrits et audiovisuels sont des femmes.**

Ceci représente une évolution significative par rapport à 1995, époque où 17 % seulement des personnes figurant dans les actualités étaient des femmes.

On constate d'une part que la progression de la visibilité des femmes dans les actualités a conservé le même rythme au cours des dix dernières années. En 2005, la présence des femmes dans les actuali-

tés avait augmenté de 3 % par rapport à l'année 2000, atteignant ainsi 21 %. De 2005 à 2010, on constate un deuxième bond de 3 % qui montre une progression en ce qui concerne l'équilibre des genres dans les actualités, dont le rythme, très lent au cours des dix dernières années, est néanmoins supérieur à celui qu'on enregistrait sur la période 1995-2000.

D'autre part, la progression la plus importante en matière de visibilité des femmes se constate dans les sujets classés « santé/science » (on est passé d'un taux de présence des femmes de 22 % en 2005 à 37 % en 2010). Or, ce domaine est celui qui reçoit la plus faible attention de la part des médias (10 % des sujets traités). Dans les domaines que les médias considèrent comme prioritaires, la progression de la présence des femmes a été beaucoup moins importante – de 20 % à 21 % dans les sujets traitant de l'économie et de 14 % à 18 % dans les sujets classés « politique/pouvoir ».

En outre, une composante significative de cette progression de 3 % de la présence des femmes dans les actualités peut être due à l'augmentation notable du nombre de femmes interrogées dans les reportages où on demande aux gens d'exprimer leur opinion sur un sujet donné et beaucoup moins due à la présence de femmes s'exprimant en qualité d'experts.

**Les sujets centrés spécifiquement sur les femmes ne représentent que 16 % des reportages.**

En général, ceci représente une progression par rapport au chiffre de 2005 qui était de 10 %. Il y a eu un progrès en ce qui concerne le ratio femmes/hommes placés au centre d'un reportage – dans les domaines « politique/pouvoir » (de 8 % des reportages en 2005 à 18 % des reportages en 2010) et dans le domaine « économie » (de 3 % des reportages en

2005 à 7 % en 2010). Il n'en reste pas moins que le pourcentage de reportages où les femmes ne sont pas au centre du sujet dépasse de très loin celui des reportages où elles le sont.

***La parité est presque atteinte pour les femmes dans les reportages où on demande aux gens d'exprimer leur opinion. Mais parallèlement à cela, les femmes représentent moins d'un cinquième des experts interrogés par les médias.***

La parité est presque atteinte entre femmes (47 %) et hommes (53 %) dans les reportages où on leur demande d'exprimer leur opinion. Néanmoins, on constate une tendance persistante à la sous représentation des femmes s'exprimant en qualité d'experts ou de personnes faisant autorité dans un domaine donné. 81 % des experts et 82 % des porte-paroles apparaissant dans les médias sont des hommes. Les femmes s'exprimant en qualité d'experts ou de porte-paroles représentent respectivement 19 % et 18 %.

***Une analyse de la couverture médiatique concernant les questions intéressant tout particulièrement les femmes conformément au Programme d'action de Beijing, révèle que chacune de ces questions reçoit en moyenne moins de 1,5 % de l'attention des médias.***

Sur la totalité des sujets traités dans les médias au cours de la journée de monitorage, 1,3 % traitaient de la violence basée sur le genre, 0,3 % de la participation économique des femmes, 1,2 % de la pauvreté et 0,9 % de la paix. Le thème « femmes et participation politique » a obtenu la couverture la plus importante, soit 3,4 %. L'examen de la répartition des sujets traités révèle que sur les trois médias principaux, c'est la radio qui a le moins tendance à aborder les thèmes qui concernent tout particulièrement les

femmes. La presse écrite est le média qui contient la plus forte proportion d'articles et reportages traitant des cinq thèmes, ce qui laisse penser qu'elle constitue peut-être le média pouvant le plus efficacement contribuer à situer les thèmes concernant les femmes parmi les sujets prioritairement traités par les médias.

## Reportage

*En général, les reportages réalisés par des femmes sont bien moins nombreux que les reportages réalisés par des hommes.*

En 2010, le pourcentage de reportages radiophonique réalisés par des femmes est inférieur au pourcentage de 2005, puisqu'on passe de 45 % à 27 %, ce qui représente une chute considérable. À la télévision, 44 % des reportages sont réalisés par des femmes, ce qui représente une hausse par rapport aux 42 % de 2005. Dans la presse, les articles écrits par des femmes ont augmenté, passant de 29 % à 35 %.

*Les reportages réalisés par des femmes ont deux fois plus tendance que les reportages réalisés par des hommes à remettre en question les stéréotypes de genre.*

11 % des reportages réalisés par des femmes remettent en question les stéréotypes de genre contre 6 % des reportages réalisés par des hommes.

*Les femmes figurent beaucoup plus souvent dans les reportages réalisés par des femmes que dans les reportages réalisés par des hommes.*

Les femmes figurent dans 26 % des reportages réalisés par des femmes et seulement dans 19 % des reportages réalisés par des hommes.

## Pratique journalistique

*Presque la moitié (48 %) de tous les reportages renforcent les stéréotypes de genre, 8% des reportages les remettant en question.*

Les reportages ont 6 fois plus de risques de renforcer les stéréotypes de genre que de les remettre en question. On ne peut

tirer aucune conclusion de l'évolution au cours des 5 dernières années car une révision des méthodes de collecte des données concernant le stéréotypage dans les médias est en cours.

*12 % seulement des reportages mettent l'accent sur les questions d'égalité ou d'inégalité des genres.*

Le pourcentage de reportages mettant en lumière tel ou tel aspect de l'égalité ou de l'inégalité des genres a triplé au cours des 5 dernières années. Il n'en reste pas moins que les reportages qui ratent l'occasion de mettre l'accent sur ces questions sont de loin beaucoup plus nombreux.

*Les femmes ont 5 fois plus de chances d'être présentées dans leur rôle d'épouse, mère, etc.*

19 % des femmes qui figurent dans les reportages sont décrites par le biais de leur statut familial contre seulement 4 % des hommes. Le fait de décrire les femmes selon le rôle conféré par le genre revient à nier leur identité en tant qu'individus et porte atteinte aux progrès qu'elles ont obtenus pour s'assurer la possibilité d'exercer des fonctions d'autorité et de responsabilité hors de leur foyer.

*9 % seulement des reportages font mention des politiques d'égalité entre les genres et des instruments juridiques de défense des droits des femmes.*

Les résultats de l'étude suggèrent que de nombreux reportages ratent l'occasion de faire connaître au public les instruments visant à protéger les droits humains, les droits des femmes et l'égalité des genres. Les résultats vont dans le sens des groupes de genre et de communication qui estiment que les droits humains et plus particulièrement les droits des femmes sont relativement invisibles dans les médias.

## GMMP the Joy!

*William Bird, Media Monitoring Africa\**

There are many great aspects to the GMMP.

First, it involves media monitoring, which as a dedicated media monitoring organisation is something that always excites us.

Second, it seeks to address fundamental gender inequality in the media on a global scale which is crucial to building a just and equitable world.

Third, it is repeated every five years which enables us to track progress.

And fourth, it is the biggest civil society media monitoring exercise of its kind in the world.

Perhaps the greatest aspect however, of the GMMP is its nature as a voluntary exercise. Each time, teams all over the world sit down on the same day to monitor the media. We hope to have over a hundred countries this time round which is more than half the world.

To be a part of an exercise like that is special because it highlights how people all over the world are passionate about the media, about gender equality and critically, they are passionate about being agents of change.

The special thing about the GMMP is that the participants are ordinary civil society taking a stand against gender inequality in the media.

The GMMP is about something far greater than the media in any one country. It is democracy in action, civil society making their voices heard, and best of all it reminds us of our humanity as it is done not for profit but for positive change.

To be a part of that is truly remarkable!

*\*Media Monitoring Africa is the data analyst for the GMMP*



# GMMP 2010

## Hallazgos Preliminares



El 10 de noviembre de 2009 fue un día ordinario en las salas de redacción de todo el mundo. Sin embargo, en 130 países fue un día especial para grupos que se reunieron para monitorear las noticias en los medios de comunicación.

Los grupos monitorearon las noticias transmitidas/publicadas por los principales medios, que fueron seleccionados con base a su alcance, densidad y diversidad. En el caso de diarios los grupos codificaron 12 a 14 notas publicadas en las páginas centrales —definidas como páginas dedicadas a las noticias nacionales, internacionales y en algunos casos regionales. Las noticias aparecidas en las principales páginas de noticias en internet fueron monitoreadas sobre la base de un proyecto piloto en unos 25 países.

### Principales hallazgos

“Importa profundamente quién selecciona, y qué se selecciona, para que aparezca en las noticias y cómo se retrata a individuos y eventos. De igual manera, importa a quién se deja fuera y qué se deja de cubrir.” (Gallagher, 2005)

### Representación

**24% de las personas entrevistadas, sobre las que se escucha, ve o lee en las estaciones dominantes y diarios impresos son mujeres.**

Esto es un cambio significativo de lo observado en 1995 cuando sólo 17% de las personas en las noticias eran mujeres. En 2005 la presencia de las mujeres se incrementó a 21%; un incremento de 3% con respecto a la investigación realizada en 2000.

De 2005 a 2010 hay un segundo cambio de 3% que muestra un avance en el equilibrio de género en las noticias, lo cual se ha mantenido persistentemente lento

en los últimos diez años, aunque con más rapidez en comparación con la tasa registrada entre 1995 y 2000.

Por otro lado, el mayor incremento en la visibilidad de las mujeres se dio en notas referentes a uno de los temas destacados en la investigación: “ciencia y salud” (al pasar de 22% en temas noticiosos en 2005 a 37% en 2010). En realidad este tema recibe la atención mediática más baja (10% del total de noticias). En los temas que tienen alta prioridad en la agenda de los medios noticiosos, el incremento de la presencia de las mujeres como tema fue mucho menor; al pasar de 20% a 21% en las notas sobre economía y de 14% a 18% en las notas sobre “política y gobierno”.

Además, un componente significativo del incremento de 3% en la presencia de mujeres en las noticias puede atribuirse al notable incremento que tiene la presencia de mujeres como aportadoras de opinión popular y mucho menos a mujeres que aparecen como expertas.

**Sólo 16% de todas las noticias se centran específicamente en mujeres.**

En general esto representa un incremento con respecto al 10% de las noticias en 2005. Ha habido una mejoría en la proporción de mujeres con respecto a hombres como elemento central en las noticias, particularmente en noticias sobre política/gobierno (al pasar de 8% de las notas en 2005 a 18% en 2010) y sobre la economía (al pasar de 3% de las notas en 2005 a 7% en 2010).

Sin embargo, el porcentaje de noticias donde las mujeres no son el elemento central sobrepasa con mucho el porcentaje de aquellas donde sí lo son.

**Las mujeres han conseguido casi una paridad como aportadoras de opinión popular en las noticias. Al mismo tiem-**

**po, de cada cinco personas expertas entrevistadas menos de una es mujer.**

Se ha alcanzado casi una paridad entre mujeres (47%) y hombres (53%) en la categoría de personas que aportan opinión popular. Sin embargo, las mujeres siguen sub-representadas como expertas y como autoridad. 81% de personas expertas y 82% de los portavoces que aparecieron en las noticias son hombres. El porcentaje de mujeres expertas o portavoces en este momento es de 19% y 18% respectivamente.

**Un análisis de la cobertura que hicieron los medios sobre temas selectos de especial importancia para las mujeres, contenidos en la Plataforma de Acción de Beijing, deja ver que tales temas reciben en promedio menos de 1.5% de atención de los medios.**

De las noticias que aparecieron durante la jornada de monitoreo, 1.3% fueron sobre violencia basada en el género, 0.3% sobre participación de las mujeres en la economía, 1.2% sobre pobreza y 0.9% sobre la paz. “Mujeres y participación política” recibió la mayor cobertura, alcanzando 3.4%. Una evaluación de la distribución de las noticias revela que de tres medios, la radio es la que probablemente contendrá menos noticias con temas de importancia para las mujeres.

Las noticias impresas contenían la proporción más alta de noticias en los cinco temas, lo cual sugiere que los diarios serían los medios más efectivos para que los temas de importancia para las mujeres encuentren espacio en la agenda noticiosa de los medios de comunicación.

### Despacho de noticias

**En general, el número de noticias a cargo de reporteras es mucho menor en comparación con el número de noticias a cargo de reporteros.**

En 2010 el porcentaje de noticias a cargo de reporteras en la radio fue menor en comparación con 2005, un desplome drástico al pasar de 45% a 27%. 44% de las noticias en televisión estuvieron a cargo de mujeres, subiendo de 42%. En los diarios, las noticias redactadas por mujeres se incrementaron al pasar de 29% a 35%.

***Es dos veces más probable que las noticias a cargo de reporteras cuestionen los estereotipos de género en comparación con las noticias a cargo de reporteros.***

11% de las noticias a cargo de reporteras cuestionan los estereotipos de género, en contraste con 6% de las noticias a cargo de reporteros.

***Las noticias a cargo de reporteras contienen considerablemente más mujeres como tema noticioso en comparación a aquellas a cargo de reporteros.***

26% del sujeto noticioso en las noticias a cargo de reporteras son mujeres, en comparación con 19% del sujeto noticioso en las noticias a cargo de reporteros.

### Prácticas periodísticas

***Casi la mitad (48%) de todas las noticias refuerzan los estereotipos de género, mientras que 8% de ellas cuestionan los estereotipos de género.***

Es 6 veces más probable que las noticias refuercen los estereotipos de género en lugar de cuestionarlos. No se puede extraer conclusión alguna sobre el cambio en los últimos 5 años debido a la revisión que se hizo del método de recolección de información sobre reproducir estereotipos en la cobertura noticiosa.

***Sólo 12% de las noticias destacaron temas de equidad de género o desigualdad de género.***

El porcentaje de noticias que arrojan luz en un aspecto de equidad de género o desigualdad de género en la histo-

ria se ha triplicado en los últimos cinco años. Sin embargo, es mucho más el número de noticias que pierden la oportunidad de destacar los temas de igualdad/desigualdad.

***Es cinco veces más probable que a las mujeres se las describa en sus roles de esposas, madres, etc. en comparación con los hombres.***

19% de las mujeres que aparecen en las noticias se las identifica por su estatuto familiar en comparación con 4% de los hombres. Retratar a las mujeres en sus roles de género les niega su identidad como individuos, erosionando los triunfos logrados por las mujeres para asegurar su posición de autoridad y responsabilidad en la esfera externa al hogar.

***Sólo 9% de las noticias mencionan políticas para equidad de género o instrumentos jurídicos para los derechos humanos y los derechos de las mujeres.***

Los hallazgos sugieren que numerosas noticias pierden la oportunidad de crear conciencia con respecto a los instrumentos establecidos para proteger los derechos humanos, los derechos de las mujeres o la equidad de género. Los hallazgos también apoyan una observación hecha por grupos que trabajan con los temas de género y comunicación, en cuanto a que los derechos humanos y particularmente los de las mujeres se encuentran relativamente invisibles en la cobertura que hacen los medios de comunicación.

## GMMP 2009/2010

### Experiences

#### India

“November 10th was hectic but fun and a great learning experience for our students. It was particularly gratifying when they said the exercise helped them look critically at the many holes and journalistic shortcomings in reporting practices in our mainstream media. They have come away with some new insights into gender stereotyping and the imbalance in covering voices from women and men in daily reportage.”

*Dipti Kotian, Indian Institute of Journalism and New Media*

#### Guinée-Conakry

“Cette participation est une nouvelle expérience suscitant une vive motivation et me donne envie de faire une formation dans ce domaine en vue de mieux m’appliquer.”

*Oumoul K Chérif, Moniteur.*

#### Zambia

“It feels great to be part of the larger family of global monitors. This exercise has helped me to realize how bad our media has become at silencing the voices that really matter. As a media trainer and gender activist my experiences today will change my approach to training student journalists and strengthen my voice in civil society.”

*Bruce Chooma, monitor.*

#### Lebanon

“GMMP is a pioneer program which will push forward cooperation between women and men in making the news less stereotypical of women.”

*Tony Mikhael, GMMP National Coordinator*

## GMMP Monitoring Day Photos

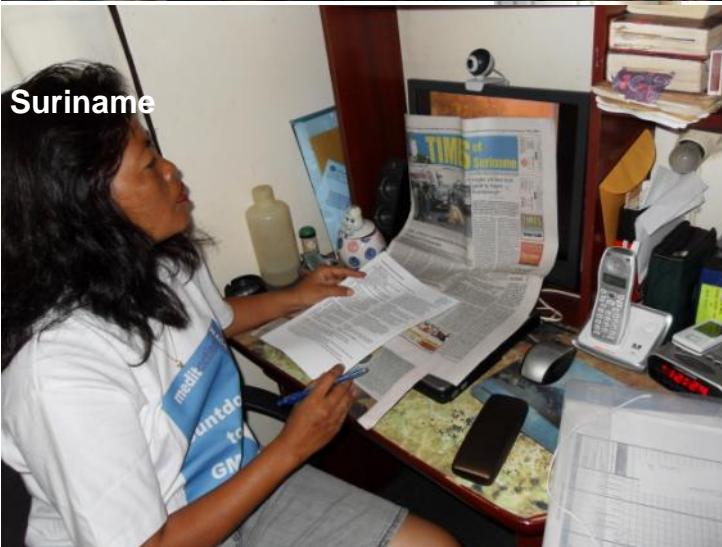
United Arab Emirates



Paraguay



Suriname



Guatemala



## GMMP Monitoring Day Photos



## GMMP Monitoring Day Photos



## GMMP Monitoring Day Photos



## GMMP Monitoring Day Photos



# PNG Students learn from the GMMP

**Joys Eggins, GMMP Coordinator, Papua New Guinea**

A cohort of some 20 journalism students sat in groups discussing why women are very unlikely to be the central focus of a story.

These students were aware that an elite minority of mostly men dominate the news in Papua New Guinea (PNG). They were, however, surprised at

the extent of the gender disparity, as presented in the GMMP report of 2005 '*Who makes the news?*' In 2005, only 10 per cent of news stories worldwide had women as a central focus. There was a perception that developed countries had a far greater representation of women in almost everything from sports to politics.

The report was a valuable learning resource for our students, but it was still a study that did not involve PNG. Therefore the invitation to take part in this GMMP was very exciting.

We monitored 6 media organisations including; Post Courier, The National, Wantok (newspapers); Karai Service and Nau FM (radio) and EM-TV.

During the coding process, we had heated discussions and became somewhat disillusioned by trends we were discovering in the media.

We became more aware of the effects of story placements in the newscasts and newspapers. We began to analyze placement of advertisements, the layout and design process and how these can misrepresent women and men to readers.

This motivated us to take this kind of study to the next level and possibly monitor our media for a longer period, involving students for the learning experience it could give them.

Our involvement also stirred interest amongst our colleagues at Divine Word University (DWU) who

wanted to know what the GMMP was. This resulted in a presentation on the project to members of the Arts Faculty at DWU in December.

The GMMP experience for us was different because of the sheer magnitude of the study. We were part of a bigger process that was focused and had a clear objective. The coordination from Toronto was excellent and enabled us at the national level to execute our tasks effectively.

The tools used in the GMMP will most certainly be useful with our journalism students in PNG. The lessons learnt from this process, as well as the coming results will provide us with invaluable information about gender representation in the world's media.

PNG's involvement this time round hopefully will set the pace for greater participation in further work with the GMMP and WACC as well as increase our involvement in other international activities that could be of mutual benefit.

As a national coordinator, I would like to acknowledge the assistance and involvement of the following people in PNG; Lavina P. Mul and Imelda Yabara (both monitors), Aaron English (Karai Services), Jenifer Sirias (ICT Department), National Disability Resource & Advocacy Centre (PNG), Communication Arts Department and Divine Word University. ♀



Volunteer monitors in Papua New Guinea, November 2009

# Record GMMP Participation in Fiji

**Violet Savu, Fiji Media Watch, GMMP Coordinator**

A record 25 monitors took part in the GMMP 2009/2010 – the highest number of participants in Fiji so far.

About 95% of monitors were participating in the GMMP for the first time. Keresi Nakarawa, a student at the Fiji Institute of Journalism, who was part of the newspaper monitoring team found the monitoring experience both educational and inspiring. “As a student, I was able to see and learn how to monitor the news. A watch-dog for the watch-dogs! It was very enriching and I enjoyed being part of the newspaper team,” said Nakarawa.

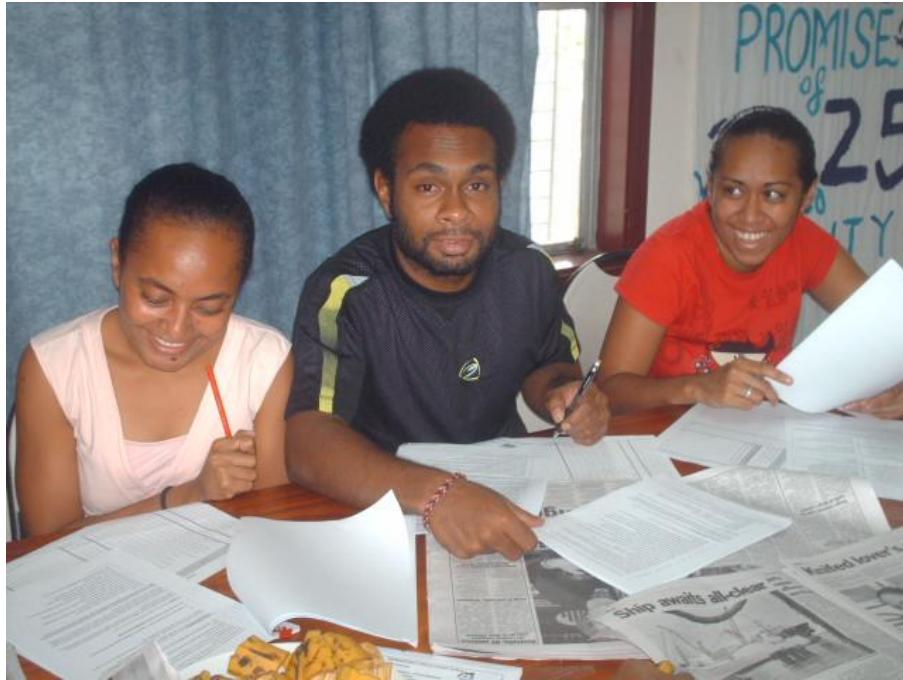
Prior to monitoring day, Fiji Media Watch organized a national training workshop for monitors. Led by Violet Savu, the workshop on 31 October 2009 drew participants from a diverse background including students from the University of the South Pacific, Fiji Institute of Technology’s Departments of Journalism, Fiji’s Ministry of Information, and non-governmental organizations such as



femLINKPACIFIC, Fiji Media Watch and the Ecumenical Centre for Research, Education and Advocacy. With many volunteer monitors participating in the GMMP for the first time, the workshop enabled monitors to develop a common understanding of the monitoring methodology.

“The GMMP workshop was very

helpful. It was an eye opener on how media monitoring is done. For print media, we are able to identify stories that were gender-related and differentiate how women and men are represented in news stories. Overall, it gave us a broader perspective on how women are perceived by the media,” said Priscilla Govind of Fiji’s Ministry of Information. She was part of the newspaper monitoring team.



Including top right, GMMP Monitors in Fiji, November 2009

On monitoring day, news articles from *Fiji Times* and *Fiji Sun* as well as the major newscasts from Radio Fiji Gold, Legend FM News and the Fiji One News were monitored. The day long exercise left many exhausted yet inspired by the systematic monitoring and the outcomes of the exercise. “Being part of the Global Media Monitoring network has been a learning experience for me in the sense that it will help me become a better journalist ,” said Eliki Drugunalevu, a journalism student at the University of the South Pacific.

Fiji has participated in the GMMP since its inception in 1995. ♀

# Experiencia del gran día en México

**Miriam González, Agencia Cimacnoticias, México**

Primero me gustaría hablarles un poco del proceso, en cuanto nosotras nos enteramos de que nos dieron la Coordinación Nacional para el Monitoreo lo primero fue comunicárselos a la Red Nacional de Periodistas (RNP) pues creímos conveniente dar un panorama lo más nacional posible de lo que los medios en nuestro país reportan sobre el que hacer social de las mujeres.

La RNP agrupa a poco más de 2000 profesionales de la comunicación con los que hemos trabajado permanentemente desde la instauración de la Red en 1995 para colocar los temas de la condición social de las mujeres en los medios de comunicación desde un lenguaje no sexista y derechos humanos a través de nuestra Red Social y el correo electrónico.

Nos fueron llegando los correos de quienes se interesaron en ser parte de este gran monitoreo y poco a poco se iban sumando más, mientras nosotras seguíamos recibiendo información de ustedes para los pasos siguientes los cuales les íbamos comunicando a nuestras colegas, dos semanas antes dimos el día y afinamos detalles tanto del monitoreo como del envío que ellas tendrían que hacer de sus Hojas de Codificación, la cual no fue sencilla, anteriormente íbamos resolviendo dudas sobre la metodología.

Por fin llegó el gran día, todas en la agencia, que se encuentra en la capital del país, nos disponíamos a comenzar con el monitoreo, sin embargo a escasos 10 minutos de haber empezado y asegurarnos que nuestras colegas lo hacían en sus estados, recibí una llamada de una contraparte de un proyecto que teníamos en marcha la cual solicitaba una

reunión urgente para resolver unos inconvenientes del proyecto que podían tirarnos dicho proyecto, por lo que tuve que suspender mi monitoreo, sin embargo el resto del equipo se quedó trabajando y mi móvil se abrió a las compañeras de los estados para cualquier duda durante la jornada que estaba comenzando.

Mi móvil no dejó de sonar por lo menos 3 veces cada hora, para resolver dudas de nuestras compañeras sobre la forma en que tenían que enviarlo a la Ciudad de México y sobre el análisis posterior de algunas notas. El día transcurría y para las 10 de la noche mi correo ya tenía las primeras impresiones de las compañeras de los estados mientras yo realizaba mi monitoreo, eran ya más de media noche y seguían entrando correos lo que nos dejó ingrato sabor deboca por el compromiso de las y los compañeros de los estados por darnos una versión rápida de lo que habían encontrado en cada uno de los medios analizados.

Al siguiente día dentro de la organización hicimos un breve análisis de lo que hasta esa hora sabíamos de cómo había transcurrido el día anterior y de lo que encontramos junto con nuestras colegas de la RNP

Con el paso de los días poco a poco fuimos recibiendo la información de las compañeras,

las cuales hicieron el envío vía postal, sin embargo por los compromisos antes asumidos cada vez se nos dificultaba más empezar con la inserción y el análisis ulterior de las notas, si bien en una primera revisión notamos que no era muchas las que se harían estaban conscientes de que teníamos ese pendiente, a la par iba comunicándome con ustedes para las dudas que en lo personal me generaron posterior al monitoreo así como leyendo algunas precisiones que ustedes nos hacían.

Finalmente les podemos decir que logramos la participación de más estados y por ende de medios de lo que como país podíamos hacer lo que la selección del material a enviar e insertar nos costó un poco de trabajo. Ahora que contamos con ese trabajo queremos realizar un Informe Nacional y presentarlo en el marco de la siguiente reunión de la Red latinoamericana de Periodistas que está pensada para el último trimestre de este año a la cual nos gustaría que la Coordinadora Regional viniera a realizar la presentación ante nuestras colegas de más de 5 países latinoamericanos. Además nos gustaría ser parte del Informe Regional sobre el monitoreo.

En este contexto reiteramos nuestra colaboración y apoyo en acciones que empujen la visibilización de la condición social de las mujeres en los medios de comunicación desde nuestras diferentes trincheras. Apostando al respeto de los derechos humanos de las mujeres. ♀

## Monitoring Day Diary: Cameroon

**Sirri Tambi Ntonifor, Department of Journalism and Mass Communication, University of Buea, Cameroon.**

Monitoring day coincided with an extremely busy day at school for me. I woke up just in time to record the 6:30am radio newscast and missed 45 minutes of class in order to record the 3pm news.

Our last class ended at 5pm. By 5:30pm, we had started coding. Coding itself was a bit difficult at the beginning but got easier as we progressed.

Our main difficulty stemmed from the quality of our recorded material which was not too clear at several points.

However, because each monitor had recorded the news, we were able to combine the details of each news story by consulting our different recorders.

We stopped coding at 11:30pm and I spent the night at the coding venue. We started coding again the next day after our last class at 1pm. There were jokes and plenty of laughter as the radio and television coding groups continually taunted each other to maintain silence so as to obtain clearly the information needed. In the end, the radio coding group retreated to a corridor where we worked until 2:30pm and completed our task.

For me, the most exciting aspect of participating in the GMMP was the coding experience. Being involved in a global project investigating an issue I care about, was exciting and inspired me to work cheerfully even when I got tired.

### Lessons Learned

It is important that such studies are conducted nationally several



times each year.

The results reveal a lot and would be useful for gender activists and grassroots groups to use in initiatives aimed at changing the representation of women in the media.

Women are hardly visible in the news in Cameroon, especially as news makers. The news makers are all men.

This shows that while Cameroonian women are active in many sectors, what they do is not important enough to be newsworthy.

In addition, since the news is generated mostly from government and state activities, the study clearly highlights the absence of women in the government and decision making.

I have learnt that contrary to popular views, women still have a lot to do in order to achieve true equality.

I also learnt that content analysis is not difficult. I had always been afraid of it. But the GMMP coding experience went through smoothly and I eventually overcame my fears. I also learnt that with enough commitment, interest and very little resources, it is possible to coordinate a successful and useful research project, even nationwide.

Overall, I found the GMMP interesting, useful, uncomplicated, and thought provoking. I don't regret being part of it. ♀

## GMMP 2009/2010

### Experiences

#### Cyprus

"Monitoring has been a great experience for us! We are all very excited to participate in the GMMP because it is something that happens in the real world and we are looking forward to the results of the research".

*Maria Angeli, Monitor*

#### Congo DRC

"Je me sens utile à l'humanité en général et à la nation Congolaise en particulier car par cette exercice , je participe modestement à l'effort de tous les pays participants pour la construction d'un monde tout équitable."

*Freddy Bujitu Kabamba, Moniteur*

#### Nepal

"We really enjoyed the monitoring day. Our monitors were located in 9 places around the country. Most of them are media and women rights activists in the districts. Very few men participated in the campaign. Due to the electricity load shedding, the recording of television news became really tough but, we managed it. We hope, the monitoring exposes the real face of Nepali media."

*Manju Thapa, GMMP National Coordinator*

#### Fiji

"It was a fun filled educative exercise. I have become a better media user in terms of how I watch, read, listen and comment on what is portrayed in the media. It gave me a broader perspective and learning experience that will help me in the future."

*Aseri Mataunicere, University of the South Pacific Science student, TV monitor in Fiji*

#### Belize

"It was great participating in this project!"

*Elaine Henry-McQueen, National GMMP Coordinator*

# Monitnage des médias

## GMMP: Afrique de l'Ouest et Afrique Centrale

**FAMEDEV, Sénégal**

L'ONG FAMEDEV a eu pour mission de conduire le monitnage au Sénégal et d'en assurer la coordination dans les pays francophones d'Afrique de l'Ouest et d'Afrique centrale.

Ce projet unique avait pour but d'étudier la manière dont les femmes et les hommes sont représentés dans les actualités. Il a été lancé il y a quinze ans, le 18 janvier 1995, journée pendant laquelle un monitnage des médias fut entrepris dans plus de 70 pays. Cinq ans plus tard, le 1er février

2000, une deuxième enquête de ce type fut menée à bien, et le 16 février 2005, la même enquête fut menée pour la troisième fois. Chacune de ces campagnes démontre tout le pouvoir d'un effort commun dans la poursuite d'une œuvre commune.

Les résultats de ces différents monitnages ont été mis à profit de multiples façons : illustration des évolutions mondiales du contenu de l'actualité, mise en lumière du peu de place qui est accordé à la femme dans les médias nationaux et internationaux, amorce d'un dialogue entre ceux qui plaident pour les médias et ceux qui y travaillent, et d'autres façons encore.

L'objectif pour les moniteurs de médias du monde entier était de prendre part à cette massive initiative mondiale pour recueillir des données sur des indicateurs spécifiques de genre dans leurs médias locaux.

Pratiquement, l'étude avait ciblé au départ la quasi-totalité des pays francophones d'Afrique centrale et d'Afrique de l'Ouest. Il s'agit par ordre alphabétique et par sous région de :

Afrique de l'Ouest : Bénin, Burkina Faso, Côte d'Ivoire, Guinée, Mali, Mauritanie, Niger, Sénégal, Togo

Afrique centrale : Burundi, Cameroun, Congo, Madagascar, République Démocratique du Congo, Tchad



RESEAU INTERAFRICAIN DES FEMMES,  
MEDIAS, GENRE ET DEVELOPPEMENT

rage à savoir:

La formation sur les techniques de monitnage a permis à l'ensemble des coordinatrices et coordinateurs d'acquérir de nouvelles connaissances et d'être plus compétentes en la matière;

Le monitnage a permis aux participantes et participants de pouvoir analyser autrement des articles de la presse;

Un exercice de monitnage se prépare sérieusement dans le temps;

Le monitnage a permis de mieux connaître le rôle dévolu à la femme dans les rédactions et l'image de la femme dans les reportages et sujet traités par la presse;

Les efforts fournis par les coordinatrices et coordinateurs malgré le budget assez limité et les difficultés constatées dans nos pays à savoir : l'Internet, les coupures d'électricité et les difficultés de communication.

Le monitnage est un exercice passionnant.

C'est une expérience enrichissante et intéressante sur tous les plans.

Cette expérience nous a imposé une nouvelle façon d'appréhender le travail des journalistes et les contenus médiatiques.

C'est un travail passionnant et gratifiant qui permet de se sentir proche de l'actualité et d'en percevoir des aspects jusque là inconnus.

Grâce au monitoring je peux analyser, décrypter et comprendre d'autres aspects sou jacents de l'information.

C'est une expérience très riche et très formatrice.♀

### Déroulement du monitnage

Le monitnage s'est déroulé le même jour en simultané dans l'ensemble des pays qui y ont pris part, seulement quelques différences ont été notées ça et là. Dans certains pays, le monitnage s'est fait de façon simultanée pour les différents types de médias, tandis que dans d'autres, compte tenu des équipes réduites et de la complexité du travail demandé, ils ont procédé par type de média.

Dans les grands principes la démarche est presque la même, avec le matin l'enregistrement des éditions du matin pour la radio et l'achat des journaux sélectionnés. Un briefing de 15 à 20 mn a été organisé par presque tous les coordinateurs/trices nationaux pour rafraîchir les mémoires et harmoniser le niveau de compréhension des outils.

Pour les télévisions, dans la plupart des pays, le monitnage s'est déroulé lors de la grande édition de début de soirée.

### Principaux enseignements

La conduite et la coordination du processus de monitnage des médias pour 2009 a été un exercice passionnant et intéressant comportant plusieurs enseignements et non des moindres.

Des informations glanées des expériences du monitnage envoyées par les coordinatrices et coordinateurs ont permis de tirer certains enseignements du monito-

## Spotting gender blind news coverage in St. Lucia

**Marisa Alexander and Floreta Louis, Caribbean Association for Feminist Research and Action (CAFRA)**

Our team had fun on monitoring day. We tried to stay connected to other monitoring groups around the world through updates. At the same time, we were becoming increasingly aware of the patterns of gender blind reportage in our local news.

The front page news article in *Voice* newspaper on monitoring day was a classic example of how justice for victims of violence is often overshadowed by the skillful lawyers of the perpetrators and gender blind media coverage.

The story overwhelming focused on the alleged perpetrator being denied his constitutional right to a fair hearing within a reasonable time, but there is no mention of the following:

That his victim was his 13-year old step-daughter Verlinda, who was raped, murdered and buried in a shallow grave. Verlinda had been stabbed several times, her eyes were perforated, her legs broken and gramoxone had been stuffed down her throat.

All this happened on the same day when she was due to appear in court at a trial of two men in her neighbourhood accused of raping her.

Her step father, who initially found her body, claimed to be innocent, but it was discovered shortly after, that he was the one who sent her on the errand and knew that she would be walking in the early morning on a very lonely and deserted road.

In the beginning many people thought the perpetrator was one of the men who had been charged with raping her. DNA evidence however proved that

the semen found on that child was that of her step father. It was discovered that she was a victim of incest from her step father. Since her plight was common knowledge in that small rural community, she became prey for other men who also took advantage of her.

At the time of Verlinda's death, she was also pregnant. Many speculated the baby she carried had been fathered by her step-father, that he was afraid he would be identified as the father of the child and that the reports of his sexual abuse would surface in court.

When the step father was confronted with the DNA evidence, he said that he 'only had sex with her the night before' but was not responsible for her death.

No one knows why the police took so long to bring this matter to court. There is such scant regard for cases involving violence against women and girls. The way the reporter handled that story is very telling.

It is very probable that this step father will simply continue with his regular life. The reporter never mentioned any of the facts of that case and why the child's step father was in jail on remand for her murder in the first place.

*The Star* newspaper carries a front page story about a facility for juvenile delinquent boys, but there is no mention of the fact that there is no facility for girls who find themselves in trouble with the law. There is also no facility/place of safety or home for children who are victims of incest etc.

That same newspaper has an article about the musician Rihanna but the reporters missed a great opportunity to speak about violence in our own society, how much of a problem it is, which needs to be addressed.♀



GMMP 2009 Monitors in St. Lucia

## Monitoring Gender in Online News

**Lilian N. Ndangam, WACC**

This year marks the first time online news has been included as part of the Global Media Monitoring Project (GMMP).

Internet news was monitored on a pilot basis in 27 countries, selected on the basis of statistics on per capita Internet access. At WACC, we monitored prominent international news websites such as CNN International, BBC World, Al Jazeera, Deutsche Welle, Euronews, Africa 24, Telesur, and Africa News. The objective was to determine who makes the news online.

Newspapers around the world increasingly operate web versions of their hardcopy, whilst radio and TV stations operate website which offer additional coverage. Media maintain an online presence for various reasons. These include but are not limited to, competition, the need to reach more audiences, generating extra revenue through advertising, and using online versions to enhance the sales of newspaper hardcopies.

As a publishing platform the internet offers additional features which are not available to print and traditional broadcast media. Interactive options such as hyperlinks to additional and archive content, as well as multimedia content are prominent features of digital media story telling.

Arguably new information and communication technologies have transformed journalism practice in many ways.

At the same time, the increased access to networked computers and connectivity to the internet for users particularly in the global North and the proliferation of online news publishing platforms by news media organizations, offer a unique opportunity for more diverse coverage.

Drawing lessons from the recent closures of several newspapers in North America, it is reasonable to conclude that more people in the West are increasingly accessing news online.

These developments also prompt research questions that probe the type and nature of news online. Does news online provide a more balanced coverage of women than has been evidenced in research on traditional media? Will the Internet's potential for reflecting diversity combined with the depth of coverage offered through its unlimited space enhance gender representation in online news? Does internet news present a more gender responsive coverage?

These questions and many others will be answered in the pilot study whose results will be

contained in the GMMP report in September.

The results of the pilot monitoring will inform subsequent development of the internet news monitoring methodology as a regular component of the GMMP.

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