

**WHO
MAKES THE
NEWS?**



New Zealand

Global Media Monitoring Project 2010 National Report



Acknowledgements



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GMMP 2010 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 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was, however, a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'¹
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

National context

- **Why media monitoring matters:**
News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

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

- New Zealand has participated in the Global Media Monitoring Project since its inception in 1995.

Executive Summary

New Zealand participated in the Global Media Monitoring Survey in 2010 by monitoring a range of newspapers, television and radio news broadcasts. For the first time internet news sites were also included in the analysis. Monitors examined women's representation and participation in the New Zealand news media.

A brief overview of the 2010 findings is presented in this section. More detailed findings are provided in the rest of the report, and in the global report.

- Just under 25% of **news subjects** (someone who is mentioned in the news or who the news is about) in the New Zealand news media sample were women. This is a slight decrease on the 2005 figure of 26%.
- In no broad story topic did women constitute even 40% of news subjects.
- In the 'Sports, Celebrity and Media category' only 15% of news subjects were women.
- In the 'Politics and Government' section women constituted 21% of news subjects.
- The two most common story topics in the New Zealand news media sample were 'Sports, Celebrity and Media' and 'Politics and Government'. Women's comparative under-reporting in the news is compounded by their under-representation in these two story topics.
- Women's **participation** in the news as reporters and presenters was much more equal than their representation in the news.
- Women reported on 58% of stories about the 'Economy', 53% of stories on 'Social and Legal' topics, 49% of 'Crime and Violence' stories, 43% of 'Science and Health' stories, and 44% of 'Politics and Government' stories .
- Women are, however, much less likely to report on sports than their male colleagues. Only 19% of stories in the broad category 'Sport, Celebrity and Media' had female reporters. In the New Zealand context most stories that fell in this category concerned sports.
- Few examples of overtly sexist reporting were found in the 2010 sample. There were, however, several stories in which the reporters missed an important opportunity to get a female perspective on that story.

A DAY IN THE NEWS IN NEW ZEALAND

- The main national stories on 10 November 2009 were those about Government Ministers' use of travel benefits for their partners and spouses; a Maori (indigenous) MP's comment's about European New Zealanders in a leaked email to a friend; and the court case of a man accused of killing and raping two women and burying their bodies under his house. There was also a lot of coverage of the big horse racing event of the year, which included coverage of 'fashion in the field' and thus a lot about women's dress at the event. The main international story of the year was the twenty year anniversary of the fall of the Berlin Wall.

A television news story about the Addington Trotting Cup provided one of the most gendered examples of reporting on the day. The overall theme of the story was that of dressed-up women behaving badly. A significant part of the visual used to accompany the male reporter's story and the background shot as the story was introduced, was shot from the ground looking up women's legs. The story overall focused on women's bodies, with lots of shots of exposed breasts and legs.

- **Country background:**
There are no national daily newspapers so all the newspapers chosen for monitoring were metropolitan or provincial papers. Two large international media companies, Fairfax and APN, dominate the newspaper market. The radio market in New Zealand is very deregulated and one of the most crowded in the world. Public service broadcasting is provided by a range of broadcasters including the non-

commercial Radio New Zealand, a range of Maori, Pacific and Access radio stations, and Maori Television. State-owned Television New Zealand is 90% financed by advertising and is effectively commercial (its public service charter was being abolished at the time of the research). A number of private television companies also broadcast free-to-air in New Zealand, including TV3 (owned by Australian private equity company Ironbridge) and Prime Television, now owned by SKY.

- **Media monitored:**

New Zealand was considered by the GMMP planners to be a Band 3 country for television and Band 4 for both radio and print media. This directed us to select between 3-5 television news broadcasts and between 5-8 radio news broadcasts and newspapers to code. Accordingly the team analysed six daily newspapers, news on seven radio stations, four free-to-air prime time television news programmes and six internet news sites as follows.

Newspapers

1. *New Zealand Herald*
2. *Dominion Post*
3. *The Press*
4. *The Otago Daily Times*
5. *Waikato Times*
6. *Manawatu Standard*

The *New Zealand Herald*, *Dominion Post*, *Press* and *Waikato Times*, *Otago Daily Times* are all major metropolitan dailies. The *Manawatu Standard* is an important provincial paper. The *New Zealand Herald* is owned by APN, controlled by O'Reilly's Independent News and Media; the *Dominion Post*, *Press*, *Manawatu Standard* and *Waikato Times* are all owned by Australian company Fairfax. The *Otago Daily Times* is the only independently owned paper of those sampled. Between them these papers represent those with the largest circulations in the country.

Television news broadcasts

1. TV One 6-7pm news hour
2. TV3 6-7pm news hour
3. Prime TV news 5.30-6.00 pm
4. *Te Kaea*, Maori TV news, 11.00pm replay of earlier broadcast.

All channels selected are free-to-air. Television New Zealand is the country's primary television public broadcaster, but is 90% commercially funded. TV One is the channel on which Television New Zealand broadcasts its news bulletins. Maori TV is a national indigenous public service broadcaster, with a mandate to promote and revitalise the Maori language. The news is broadcast in Te Reo (Maori language) and replayed later in the evening with subtitles. TV3 is a wholly private and commercial television broadcaster, and the main competitor of Television New Zealand. Prime Television's New Zealand news broadcasts are recorded and transmitted from Sydney, Australia.

Radio news broadcasts

- | | |
|---------------------------------|---------|
| 1. Radio New Zealand | 7.00am |
| 2. Newstalk ZB (national) | 7.00am |
| 3. Radio Live | 7.00am |
| 4. Newstalk ZB Palmerston North | 7.05 am |
| 5. Radio One | 7.00am |
| 6. Kia Ora FM | 8.00am |
| 7. Waatea News | 6.45am |

Radio New Zealand provides the only regular non-commercial radio news service so is an important agenda-setting broadcaster. Newstalk ZB and Radio Live are significant commercial broadcasters nationally, with Newstalk ZB rating more highly. Radio One is a local broadcaster. Waatea News is a Maori news service that provides news for a range of other broadcasters. MaiFM is a Maori language radio station.

Internet News Sites

The following were all monitored from between 7 and 10 am:

1. Stuff.co.nz
2. nzherald.co.nz

3. tvnz.co.nz
4. radionz.co.nz
5. newstalkzb.co.nz
6. tv3.co.nz

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All websites selected were major online news sources, and all were the websites of major off-line news organisations. Stuff is the consolidated website for Fairfax media. Off-line media companies dominate the online news environment in New Zealand.

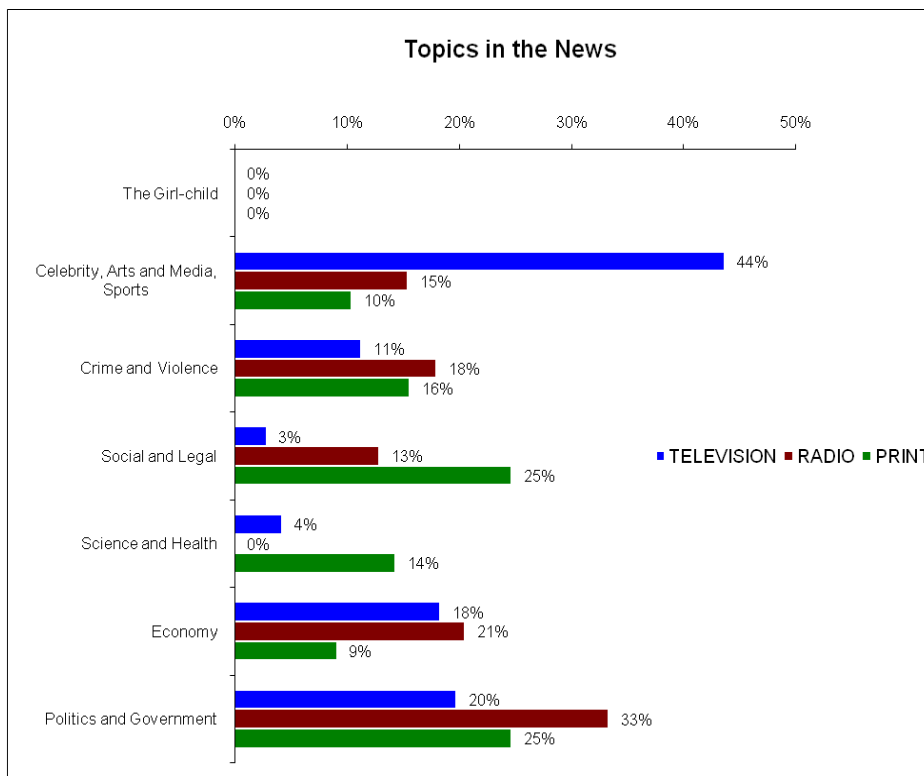
- **The monitors:** Eight monitors analysed 187 stories and identified 521 people as subjects of the news

TOPICS IN THE NEWS

- **Topics in the news:**

The GMMP methodology classifies news stories under seven major topic areas: Politics/government, Economy, Science/health, Crime/violence, Celebrity/Arts/Media/Sports, and the girl-child.

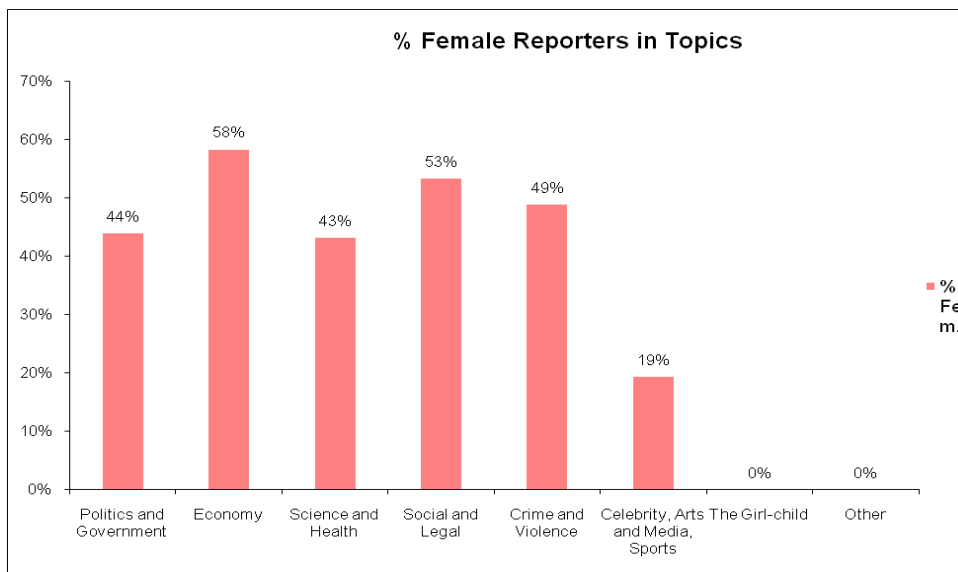
Across all the media political stories and sports/celebrity stories vied for top equal place – nearly half of all the stories. However there was a considerable difference between media as sports and celebrity stories made up 44% of stories on television compared to 15% on radio and just 10%, the figure for newspapers is largely explained by the coding protocol which excluded the sports section. Politics and government stories made up 33% of radio stories, 25% of print stories, and 20% on television. Economic stories (15% of all coverage) closely followed by crime/ violence and social/ legal stories (both 14%) were the next most important topics. Newspapers ran fewer economic stories and more social/legal stories (24%) than radio and television. Health and science stories made up 7.5% of the total; they featured more in newspapers than on television and not at all on radio news.



- **The study analysed the gender of journalists reporting on the topics in the news.**

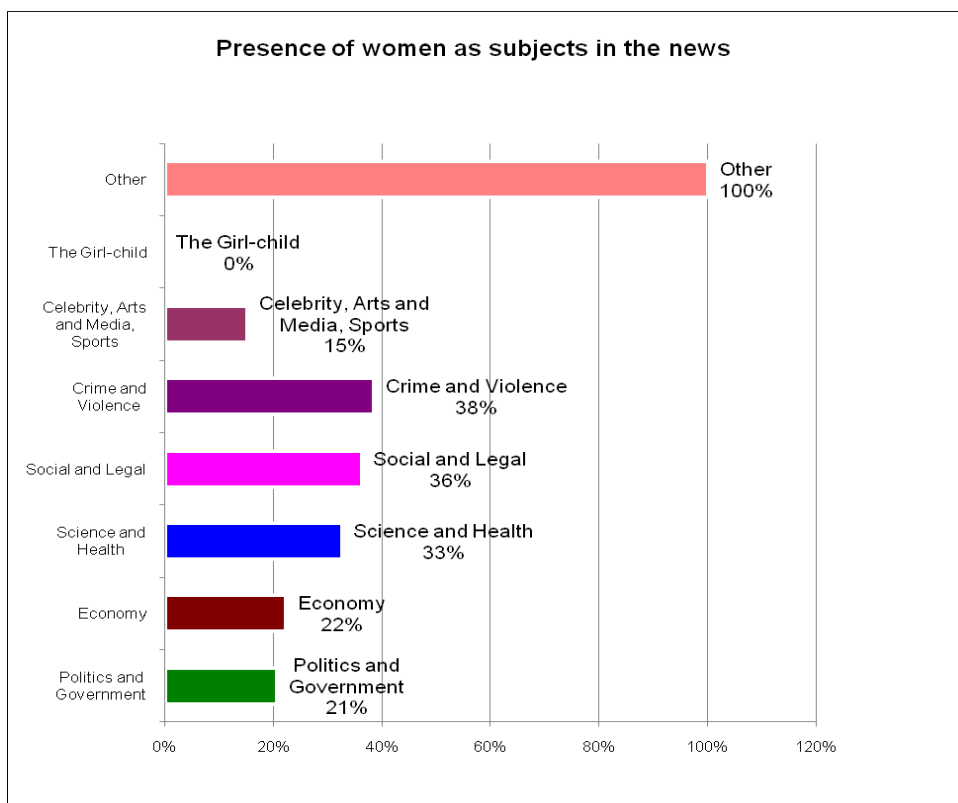
The biggest discrepancy between topics on which males and females reported was in sports/media reporting where 81% of the stories were reported by males. In contrast to some overseas findings women reporters produced more stories on the economy (58%) and were not over-represented in health/science reporting (43%). In social/legal and crime/violence reporting there was little difference

between the genders. Politics and Government stories, and those about Science and Health were reported more frequently by men than women (44% and 43% respectively).



THE NEWS

- Overall presence of women and men in the news in New Zealand as news subjects:**
 Male presence in the news – as subjects – was three times that of women. Overall there were 129 women (24.8%) and 392 men. The discrepancy was particularly marked in the reporting of sports/celebrity stories (15% female representation) and least marked, but still high, in the reporting of crime/violence (38% female representation).



- **Presence of female and male news subjects in New Zealand by medium – radio, TV and newspapers:**

When examined by different media, although no media performed well, the gender imbalance was highest on television (only 20% of subjects in the news were female); print was next at 28% and female representation on radio was best at 30%.

- **News Sources/subjects local, national and international news:**

The bulk of the stories and therefore news sources in the sample were national news and female presence in these stories was 26%. The presence of females was highest in international news stories (38%); and least (16%) in news which blended national and local aspects, or national and international aspects. Female presence in local stories was 23%.

- **Presence of female and male news subjects by story topic.**

In no broad story topic did women make up more than 38% of the total news subjects. Looking at the more specific story topics under each of those broad topics the picture was more varied. In those story types that were most common - 'Other' domestic politics and sports stories (113 and 112 stories respectively) - women appeared as news subjects infrequently. Women were news subjects in 16% of stories about domestic politics other than those about 'Women in political power and decision making' (these had a surprisingly small 22%); and just 11% of news stories about sports events, facilities, training or funding. These two story topics accounted for more than 50% of all stories coded. The story topic with the next largest number of stories (36) was 'gender-based violence', which included stories about rape and domestic violence. Here the genders were evenly represented as news subjects (50% each). In news stories about foreign affairs and international relations (32) women made up 42% of news subjects. In almost all other story topics on which ten or more stories were coded, women comprised a third or less of total news subjects. Exceptions included education stories (14) where female subjects were 51% of the total, 'Arts and Entertainment' (10) with 50% of news subjects being women; and non-violent crime (19), where 36% of subjects were women. In some story topic the percentage of women was very low indeed. In stories about agriculture and the rural economy, for example (17 stories), women were 12% of news subjects. In only four topic areas (and a total of 6 stories) did women make up all the news sources in a story and in each of these there was only one source per story. These topics were: human rights (2 stories); changing gender relationships (2 stories 2 sources); global partnerships (1 story, 1 source); and legal system (1 story, 1 source).

- **Who are the newsmakers and what is their gender?**

The 172 government officials and politicians were the most frequently cited news source; 82% of these were men. Next up were 82 sports players, coaches and referees – just two of these were women. Of 35 activists of NGO workers cited, 30% were female. Thirty three business people made the news of whom 13% were women. Of 30 public servants one third were woman. Four (30%) of 15 police, military or prison personal cited were women, as were three of 14 legal practitioners. Of 10 homemakers cited, 80% were women, while all of ten criminals or suspects were male. Half the children, students and residents close to a news event were female. Other sources were infrequent although inclined to fit occupational stereotypes – tradespeople, agricultural workers and artisans cited were all men, as were religious figures. Male celebrities and media figures outnumbered females (4 of 5), more retirees were female and the one prostitute cited was female.

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

In terms of their function in the story most sources were cited because the story was about them in some way, or because they were spokespeople. In both these cases, the percentage of women reflected their overall presence in the news. However, of 44 experts cited in the news just 9 or 19% were women. Of the remainder of sources, women were far more likely than men to be cited as representing popular opinion, generally in vox pops, (9 of 11 sources); 4 of 8 eye witnesses were women and 7 of 17 who provided comments based on their personal experience were women.

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

Most studies of gender in the news show that women are more likely to be represented as victims than males. Of 26 victims cited in the news slightly more than half (14) were women. All 7 victims of domestic violence were women as were the 3 victims of non-domestic sexual violence or abuse. However, all 6 victims of natural disaster or poverty cited were men. Of the 5 victims of robbery or

violence, 3 were men, but women and men featured equally (2 each) as victims of discrimination (of gender, race, ethnicity, religion and so on).

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

Family status of news sources was mentioned in the case of just 7% of sources. As has been found in other studies, women were far more likely than men to be identified in a story only by their marital or family status; 19% or 23 female sources were identified only this way as opposed to 4% or 12 men in the news.

- **Who mentions identity and family status?**

Women reporters were more likely than men reporters to identify both male and female news sources by family status.

- **Images in the news:**

Men were more likely to appear in newspaper photographs 17% of the 392 males as opposed to 10% of the 129 female news subjects.

WHO DELIVERS THE NEWS?

- **Overall Presenters.**

Men outnumbered women as broadcasting presenters and reporters. Of the stories coded 62% were presented or reported by men.

- **Announcers (including both news and sports):**

A total of eight announcers read the radio news in the programmes in the sample. Of these three (37.5%) were women. On TV, just two of the nine announcers (22%) were women.

- **The presence of female announcers on radio and TV across stories.**

Women announcers presented the majority, 60% (or 21) of 35 radio stories. On TV (which featured duo male/female news announcers and male sports announcers on both channels), men presented 75% of stories. Women presented only 18 of 73 stories

- **Presence of women and men as announcers in domestic and foreign stories.**

Male announcers presented two thirds of the 56 national stories and the 21 national and local/international. Men also presented all the 5 local stories. Half of the 26 international stories, however, were announced by women.

- **Presence of women and men as announcers in major news topics.**

Female announcers presented 71% of the social and legal stories (n=5); 52% of the stories about the economy (21); 40% of stories about politics and government (25); 47% of crime and violence stories (15); 33% of science and health stories (3); and only 13% of celebrity, arts and media and sports stories (37). As this last category of news topic was the largest single news topic, the very unequal presence of men and women in this category becomes significant for the overall presence of men and women as announcers. In the New Zealand sample the majority of stories that fell into this story topic were sports stories.

- **Reporters.**

Not all stories had a clearly identifiable reporter. However, male and female reporters were equally represented in print media stories for which a reporter was identified (27 male and 27 female reporters) and on radio (3 of each). On television, however, 60% of the 42 reporters appearing were men.

- **Domestic and international news in NZ by female and male reporters.**

Most stories were local (30) and national (51) and female and male journalists were almost equally represented in these. However, male journalists outnumbered women in the 14 'national and other' category reporting 69% of the stories and 6 of 7 (86%) of the international stories.

- **Major story topics by female and male reporters.**

Politics and government stories were the largest category and these stories were a little more likely to be reported by male reporters (53% of the 30 stories). Male reporters heavily outnumbered female

reporters in the sport/celebrity coverage where they produced 70% of the 20 stories. Conversely women journalists reported on 65% of the 17 economics stories. Reporter gender balance was more even in the coverage of science and health, social and legal stories and crime and violence.

- **Reporters and news sources. Are more female news sources found in stories reported by women in NZ?**

While international studies and the 2005 GMMP results for New Zealand have shown that female reporters are more likely to choose women as sources, this did not show in our current data. Stories containing a female source had, in 45% of cases a female reporter, and in 43% of cases a male reporter.

GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:**
Where gender of reporters was identifiable, stories which had women as a central focus more often had female than male reporters. Very few stories of those stories where the gender of the reporter was identifiable were, however, stories in which women were a central focus (just 5 out of 98 stories where reporter gender could be identified; women covered 3 of those stories).
- **Stories with women as a central focus, by topic.**
Of the total pool of stories 10 had women as a central focus. Three of these concerned celebrities (including royalty and obituary stories); two were fashion-related stories, two concerned female politicians, one concerned gender relations and one concerned the legal system and legislative change.
- **Stories that highlight issues of gender equality or inequality issues:**
Only eight stories from the total sample of 187 highlighted issues of gender equality or inequality. Of these, two stories were about human rights, and focused on women; two stories were about gender relations, both of which, again, focused on women; and four stories were about non-violent crime, two of which concerned women, and two of which concerned men.
- **Challenging or reinforcing stereotypes?**
Very few stories (3%) sampled challenged gender stereotypes. Those that did were concentrated in three broad story categories: 9% of social and legal stories; 8% of crime and violence stories; and 2% of celebrity, arts and media and sports stories.
- **Comment on the results of 'stories that challenge/support gender stereotypes, by sex of reporter.**
The data did not provide any evidence that the gender of the reporter made a difference to whether or not a story was likely to challenge or support gender stereotypes.

GENDER TRENDS IN INTERNET NEWS

- The findings for the 62 stories sampled from the 5 Internet news websites reflected that of the general findings. Reporters for most stories (52 or 84%) were not identified. Of the 10 reporters identified 6 (60%) were male – similar to the larger sample from non-internet media. The majority of news sources 151 of 193 (or 78%) were male (across the websites the percentage of women varied from 13% to 25%. The naming of a cricket team accounted for a large proportion of the male sources. Family relationships were only mentioned in relation to seven sources; five of these were female. Seventeen victims appeared in the internet news and 10 of these were women, while there were five survivors and of these three were men. There were direct quotes from 63 sources 71% of these were men. There were 19 photos of people, again the majority of these 16 (84%) were male. Women were central to just five internet stories (8%). Gender equality or inequality was highlighted in two stories and gender stereotypes were clearly challenged in just one story.

GENDER AND JOURNALISTIC PRACTICE

- **One story from TV, radio, newspaper (or Internet news) in New Zealand from 10 November 2009 that is an example of blatant stereotyping with an analysis to show how the news item blatantly stereotypes women and/or men.**

An example of a story that contained blatant gender stereotypes appeared on TV3 news. The story concerned the Addington Trotting Cup and the behaviour of patrons at the event. Both the reportage and the footage focus almost entirely on women's bodies, with lots of shots of cleavage and exposed breasts and legs. The background shot for the story was taken from the ground, looking up women's legs. An overall theme of the story was 'women behaving badly'.

- **One story from TV, radio or newspaper (or Internet news) in NZ from 10 November 2009 that is an example of subtle stereotyping with an analysis to show how the news item subtly stereotypes women and/or men.**

A story appearing in the *New Zealand Herald* focused on the effects of the recession on the toy-buying preferences of consumers. The story confirmed stereotypes of boys' and girls' toys. For example, a girls' toy was identified as being "Moxie Girlz dolls", which, the text said, allow *girls* to personalise and colour their clothes to create individual looks, and, for boys, action toys. The photograph shows three Barbie-style dolls in pink dresses, a furry pet and a "battle Brawler" toy. A doll in a pink dress is also featured on the front page teaser photo.

- **One story from TV, radio, newspaper (or Internet news) in NZ from 10 November 2009 that is an example of a missed opportunity with an analysis to show how the news item is a missed opportunity to provide a gender-aware perspective.**

A story on Maori Television news discussed the launch of a new programme to prevent family violence. The two people interviewed (a Maori elder and the Minister for Maori Affairs), as well as the reporter were all male. The visuals taken from the advertisement that formed a part of the campaign showed a man hitting a woman and a girl with a black eye shaking her doll. No women were interviewed. Given some of the focus of the campaign was the prevention of violence against women this was a missed opportunity to hear a women's perspective.

- **One story from TV, radio, newspaper (or Internet news) in NZ from 10 November 2009 that challenges stereotypes with an analysis to show how the news item does this.**

A story from the *Press* was entitled "'Grundy' girls just want to have fun". It was about girls from a local girls' school who ran through a boys' college in sports gear, including underpants ('grundys') and bikinis, rugby shirts and shorts. They had been reprimanded by their school, which was said to be 'disappointed' at the girls' behaviour. The girls' complaint was that when the boys had done the same kind of thing it had been described as a 'hoot' (funny). They thought they were being treated differently to the boys when having fun. The associated photograph showed the young women in their rugby shorts and shirts, and bikini tops, with stripes painted on their bodies. They have their arms raised in strong, active poses (haka-inspired war-dance). It is a photograph of girls having fun in a strong, physical but non-sexualised way.

SUMMARY AND CONCLUSIONS

The gender balance of media coverage in New Zealand has not improved since the last GMMP study. In fact, the percentage of women as news subjects has decreased slightly (from 26% to 25%). As in the past, women's representation was lowest in the two most dominant areas of news: sports/celebrity stories (where there was some improvement from 2005 with female news subjects rising from an abysmal 5.5% to a still low 15%) and politics and government representation. Women's low representation in these areas compounds the overall findings that women's voices are still heard less often than men's in the New Zealand news media, women's experiences are reported much less frequently, and women are the subject of the news much less frequently than men.

The data shows a slightly more positive picture of women's participation in the news media. Between 2005 and 2010 there was an increase in the percentage of news reporters who were female from 42% to 47%. 2010 figures also indicate a heartening trend in that female reporters were strongly represented in stories on the economy (58%), compared with being in the minority in 2005.

Gender inequality in the news is both a product of and a contributor to gender inequality in society. It is important that those involved in selecting and presenting the news are aware of the ways in which news practises can contribute to gender inequality and seek to avoid such practises.

Journalism schools have an important role to play in raising journalism students' awareness of how news gathering and production processes can impact upon the representation of women in New Zealand. Students need to be aware of specific strategies that will assist them to avoid gendered reporting. The Journalists Training Organisation (JTO) has a role to play in encouraging journalism schools to include gender awareness as part of their curriculum.

Periodic audits carried out by the JTO detailing gender and age composition of news rooms by seniority of position provide useful information for both journalism schools and newsrooms seeking to understand and improve the representation and participation of women in the New Zealand news media. Such research needs to examine the gender composition of senior management as well as newsroom staff. Previous research by McGregor into the composition of the boards of major New Zealand media companies showed that privately owned media companies in New Zealand have a poor record of appointing women to their boards. Governments can lead the way by ensuring that publicly-owned media in New Zealand have a gender balance in the composition of their governing boards. The Ministry of Women's Affairs also has a role to play in encouraging and promoting women to stand for public and private media boards, and with its database of women available to sit on boards.

News media organisations, and particularly television, need to address the extreme gender imbalance in the reporting of sports. Advocacy groups, such as Women in Sport which provides mentoring and networking organisation for women who work in the sports sector, can publicise research on the reportage of women's sports, and advocate for its improvement.

Annex 1. Methodology

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

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

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

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 the quantitative analysis.

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 2010*.

Annex 2. List of Monitors

Elyse Cowling

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