WHO
MAKES THE
NEWS?

Global Media Monitoring Project **2010**

Preliminary Report

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GMMP

Global
Media
Monitoring
Project

WHO MAKES THE NEWS?

The Global Media Monitoring Project is coordinated by the World Association for Christian Communication (WACC), an international NGO with offices in Canada and the United Kingdom which promotes communication for social change, in collaboration with data analyst Media Monitoring Africa (MMA), South Africa. Gender Links, South Africa, provided advice on refining the monitoring tools and methodology.

The data for the GMMP 2010 was collected through the collective voluntary effort of organizations around the world including gender and media activists, grassroots communication groups, university researchers and students of communication, media professionals, journalists associations, alternative media networks and church groups.

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PRELIMINARY REPORT
March 2010 | Global Media Monitoring Project 2010

WACC Photo Competition Winner 2005 "Mass Media" Frederick Omondi, Kenya.

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taking sides

Preface

The Global Media Monitoring Project (GMMP) is the world's most extensive and significant global research on gender in news media.

Fifteen years ago, Governments and the global community adopted the Beijing Declaration and Platform for Action at the United Nations Fourth World Conference on Women. Women and men around the world regard this historic event as a landmark on the long road towards gender equality. The Platform for Action provided a framework for the stated goal of "removing all the obstacles to women's active participation in all spheres of public and private life through a full and equal share in economic, social, cultural and political decision-making."[1] In its review of 12 critical areas of concern, the Declaration recognized the importance of media to the advancement of women. The Platform's Section J called for increased participation, and access of women to expression and decision-making in and through the media and new technologies of communication; and promotion of a balanced and non-stereotyped portrayal of women in the media.

The preliminary report of the Fourth Global Media Monitoring Project is a snapshot (taken on 10 November 2009) of news media representation and portrayal of women and men around the world based on a sample of 42 out of the 130 participating countries. The snapshot shows the extent to which some of the goals of Section J have been attained. Comparing this snapshot with one taken fifteen years ago allows us to gauge progress between 1995 and 2010.

The importance of media monitoring as a tool for change was recognised by the United Nations in Section J, which encourages NGOs and media professional associations to establish 'media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected.'[2]

The Global Media Monitoring Project (GMMP) began prior to the Beijing Declaration. The idea for a one-day study of the representation and portrayal of women in the media was conceived in Bangkok in 1994 at the international conference 'Women Empowering Communication' organized by the World Association for Christian Communication (WACC) in association with the International Women's Tribune Centre in New York and Isis-Manila. The first GMMP was coordinated by the Canadian NGO Media Watch, a pioneer in 'media watching' with support from WACC and others. Erin Research Inc Canada developed the methodology and designed the monitoring tools. The first monitoring day 18 January 1995 of radio, TV and newspapers in 71 countries led to the report *Global Media Monitoring: Women's Participation in the News*. The report was launched at the Women's NGO Forum in Beijing in September 1995. Five years on, WACC's Women's Programme coordinated the second GMMP with the participation of 70 countries and data analysis by Media Monitoring Project in South Africa. The third GMMP in 2005, also coordinated by WACC with data analysis by Media Monitoring Project, saw the participation of 76 countries. For the fourth GMMP, 127 countries took part in the monitoring day.

Few participants in the first GMMP could have foreseen that it would go on to become the world's largest and longest longitudinal study on gender and media. This achievement by the Global Media Monitoring Project is due in no small part to the enthusiastic and committed voluntary participation of thousands of monitors and hundreds of national and regional coordinators around the world over the last 15 years who have organized and carried out the monitoring. GMMP volunteers come from many backgrounds. They are women's rights advocates, grassroots groups, human rights NGOs, faith-based groups, media professionals, and university researchers and students.

Why the concern with news media?

What motivates so many people to do the unpaid monitoring of radio, television and newspapers? Why does it matter?

Despite the recent proliferation of social media in some regions, 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. The first GMMP, and as will be seen, the fourth GMMP reveal that the world reported in the news is mostly male. In many countries, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

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1 The Beijing Declaration and Platform for Action, 1995. Para 1
2 Ibid. Para. 242 a.

The universally recognized right to freedom of expression is a motivation for many Global Media Monitoring Project participants as well as those who have taken note of and made use of the GMMP findings. In February 2010, the four special rapporteurs on freedom of expression appointed by the United Nations, the Organization for Security and Co-operation in Europe, the Organization of American States and the African Commission on Human and Peoples' Rights issued their *Joint Declaration: Ten Key Challenges to Freedom of Expression in the Next Decade*.[3] Along with violence against journalists, government control of media, limits on the right to information, and access to information and communication technologies, "Discrimination in the Enjoyment of the Right to Freedom of Expression" is a key concern. The UN rapporteurs comment that, "Equal enjoyment of the right to freedom of expression remains elusive and historically disadvantaged groups – including women, minorities, refugees, indigenous peoples and sexual minorities – continue to struggle to have their voices heard and to access information of relevance to them." They point particularly to "Inadequate coverage by the media and others of issues of relevance to historically disadvantaged groups; and the prevalence of stereotypical or derogatory information about historically disadvantaged groups being disseminated in society."

Journalism and the media face many challenges in a rapidly changing world where new and traditional media are converging with unpredictable consequences. Many factors will determine the future of the journalistic profession and the traditional news media. High ethical and professional standards and editorial policies founded on enlightened self-interest are a positive force. The future of professional journalism is also linked to the search for quality journalism. Jim Boumelha, the President of the International Federation of Journalists has stated, "The act of journalism as a public

good will not survive on any platform without commitment to ethics and values."[4] Aidan White, General Secretary of the International Federation of Journalists says: "Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty."[5] Media decision makers and media owners have much to gain by reaching out to potential new audiences that, in many parts of the world, are composed of women who are presently underserved.

Bringing media accountability into the struggle for gender equality was the original impetus for the GMMP. The project is also guided by researchers' (Margaret Gallagher being one of the foremost) commitment to ensuring comparable and accurate results from data collected by many researchers in different contexts. The GMMP overview of the representation and portrayal of women and men in world news is based on reliable national snapshots of 'who makes the news' in print and broadcast news media taken on a single day.

Extensive planning and preparations precede each GMMP monitoring phase. This has been characterized by remarkable exhilaration and solidarity among participating groups, united in a common task:

> '*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.*

– Dr. Gitiara Nasreen, University of Dhaka and GMMP Coordinator for Bangladesh

A brief view of previous findings

The first GMMP in 1995 showed that women were just 17% of news subjects (the people who are interviewed or whom the news is about). 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.[6] In 2000 the second GMMP showed that the picture had remained static: women were just 18% of news subjects, a statistically insignificant change over the 5-year period.[7] Five years later, the third GMMP in 2005 documented a small and slow change. 21% of news subjects were female. This 3% increase in the previous 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. When women made the news it was primarily as 'stars' or as 'ordinary' people. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. Women were only 14% of spokespersons in news stories. As newsmakers, women were under-represented in professional categories such as law (18%), business (12%) and politics (12%). Female reporters predominated in only two topics – weather reports on television and radio (52%) and stories on poverty, housing and welfare (51%). 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%). 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.

3 *www.osce.org/item/42638.html*

4 To Tell the Truth: The Ethical Journalism Initiative: by Aidan White, International Federation of Journalists, 2008

5 Getting the Balance right: Gender Equality in Journalism" International Federation of Journalists, 2009

6 *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

7 Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

A Tool for Change

'The GMMP is a global social movement of people who care about gender issues'.

Nien-hsuan Leticia Fang, GMMP coordinator for Taiwan

'The abysmal rate of change revealed through the third GMMP provided the impetus to integrate advocacy for gender-fair news media. The GMMP then incorporated a comprehensive plan to build the capacity of civil society groups to interface with their news media as well as lobby for gender-fair media and communication policies.[8] The ensuing years witnessed a groundswell of interest in and concern for the gender dimensions of news media. The GMMP methodology became a template for gender-focussed media monitoring across the world, also adapted in monitoring reportage on topical themes from a gender perspective. Training for media practitioners incorporated the GMMP results, underscoring the urgent need to shift towards more gender-balanced and gender-just journalism.

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'.

Dr. Maximiliano Dueñas-Guzmán, University of Puerto Rico in Humaçao, GMMP Coordinator for Hispanophone Caribbean.

Over the past five years, the GMMP has generated momentum and energy for change. Civil society organisations stepped up efforts in media literacy training from a gender perspective. For example, Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA) has institutionalised citizen media monitoring with the participation of the local government in Cuenca, Ecuador. On the other side of the world, Asmita Women's Publishing House, Media and Resource Organisation has consistently trained grassroots women in several districts in Nepal to actively engage with local media on gender-biased or imbalanced reporting.

The 2005 GMMP report *Who Makes the News?* has attracted the attention of many diverse users. These range from multi-lateral agencies such as the United Nations Development Program, whose 2005 Arab Human Development Report underscored the importance of media for women's rights, critical for human development in Arab countries, and the United Nations Educational, Scientific and Cultural Organization (UNESCO) to media development agencies, media training centres, and media professional associations to national broadcasting regulatory authorities to local women's human rights and equality groups.

Media practitioners have contributed to the change. In 2008, the International Federation of Journalists (IFJ) launched The Ethical Journalism Initiative, a global campaign of programmes and activities to support and strengthen quality in journalism.[9] In the past decade, the IFJ has proactively encouraged unions of journalists and media organisations to take gender equality seriously within newsrooms, journalists unions and journalistic practice.[10] In 2009 the Inter Press Service (IPS) Support Group Meeting in Rome analysed the role of media in covering issues related to the Millennium Development Goal 3 to 'Promote gender equality and empower women'. Gender equality through media is a priority in IPS' current programme through which the agency aims to increase the independent coverage of stories related to gender equality[11]

'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

The 2010 GMMP

The decision to carry out a fourth GMMP was made in response to the urging of groups from around the world. Some had taken part in earlier GMMPs and stated the need for updated evidence to bring about change. Others groups had not participated in the GMMP yet needed reliable evidence specific to their country. These calls to carry out a fourth GMMP were complemented by the wider interest demonstrated by the extensive use of the GMMP findings by many international, national and local organizations and agencies beyond the GMMP network, including some who requested updated evidence to support their work.

The fourth GMMP has seen an explosion in participation. Data is still being collected from some countries. If all the participating countries return valid data, the full GMMP 2010 report will include quantitative and qualitative evidence about the representation and portrayal of women and men in 130 countries, including more than 50 countries who are participating for the first time.

Participation has significantly expanded in Africa – especially French speaking countries, the Caribbean, the Middle East and North Africa, and the Pacific. The expansion of the GMMP in Arab speaking countries is particularly noteworthy.

In the preface to the 2005 GMMP report, Anna Turley, past coordinator of WACC's Women's Programme, wrote, "If [small] gains spring from an awareness that current representation of gender in the news is something to be questioned,

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8   See the resource *Mission Possible: A gender and media advocacy training toolkit*. WACC. 2007

9   See the initative's website www. ethicaljournalismsinitiative.org. The initiative was adopted by the World Congress of the IFJ in Moscow in 2007 and was formally launched in 2008

10 White, Aidan. 2008. *The Ethical Journalism Initiative*. International Federation of Journalists, and *Getting the Balance Right: Gender Equality in Journalism*. International Federation of Journalist. 2009

11 See www.ips.org/mdg3

rather than taken for granted, they have the potential to be transformative. . . While this will not happen overnight, GMMP brings us one step closer to such a transformation."

The 2010 GMMP preliminary results show that although there is still a long way to go, change is gaining speed. What is needed now is continued active concern, and concerted dialogue and action by advocates for the advancement of women, civil society groups concerned with human development, media users, media professionals, media decision makers and owners, media training institutions, and where appropriate and relevant, public decision makers.

'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 in the rural areas'

Edouard Adzotsa, General Secretary of the Central Africa Union of Journalists and GMMP Coordinator in Congo Brazzaville

Acknowledgements

Executive Summary

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. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.

The groups monitored news on major media outlets selected on the basis of reach, density and diversity. Information on the scope and methodology is provided in Annex 3.

The results contained in this report are preliminary, based on a sample of 42 countries in Africa, Asia, Latin America, the Caribbean Region, Pacific Islands and Europe. The data for North America was not available for inclusion. The sample contains 6,902 news items and 14,044 news subjects, including people interviewed in the news. *Analysis of Internet news, not included here, will be contained in the full report to be published in September, 2010. The report will provide a wider and more detailed exploration of the issues presented here.*

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'.[12] The three previous GMMPs showed that women are grossly underrepresented in news coverage in contrast to men, resulting in news that paints a picture of a world in which women are largely absent. The studies equally revealed a paucity of women's views and opinions in mainstream news media content in contrast to men's perspectives, resulting in a male-centered

view of the world. The Fourth GMMP has produced mixed results as demonstrated in the key findings below.

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

12 Gallagher, Margaret. 2005. Who makes the news: Global Media Monitoring Project. World Association for Christian Communication.

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 mainstream 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 portrayed in their roles 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 by gender and communication groups that human rights, and in particular women's human rights, are relatively invisible in mainstream media coverage.

Key Findings

	1995		2000		2005		2010	
	% Women	% Men	% Women	% Men	% Women	% Men	% Women	% Men
News Subjects								
All Media	**17**	**83**	**18**	**82**	**21**	**79**	**24**	**76**
Television	21	79	22	78	22	78	26	74
Radio	15	85	13	87	17	83	19	81
Newspapers	16	84	17	83	21	79	24	76
Scope of Story:								
Local	22	78	23	77	27	73	26	74
National	14	86	17	83	19	81	23	77
International	17	83	15	85	18	82	20	80
Foreign	17	83	14	86	20	80	29	71
Main Story Topics:								
Celebrity, Arts & Sport	24	76	23	77	28	72	26	74
Social & Legal	19	81	21	79	28	72	29	71
Crime & Violence	21	79	18	82	22	78	26	74
Science & Health	27	73	21	79	22	78	37	63
Economy	10	90	18	82	20	80	21	79
Politics & Government	7	93	12	88	14	86	18	82
Function in Story:								
Popular Opinion					34	66	47	53
Personal Experience	N/A	N/A	N/A	N/A	31	69	38	62
Eye Witness					30	70	31	69
Subject					23	77	25	75
Expert					17	83	19	81
Spokesperson					14	86	18	82
% Portrayed as Victim	29	10	19	7	19	8	20	9
% Identified by Family Status	n/a	n/a	21	4	17	5	19	4
% In Newspaper Photographs	n/a	n/a	25	11	23	16	28	20

	1995		2000		2005		2010	
	% Women	% Men	% Women	% Men	% Women	% Men	% Women	% Men
Reporting and Presenting the News								
% Stories presented on TV and Radio	**51**	**49**	**49**	**51**	**53**	**47**	**50**	**50**
Television			56	44	57	43	52	48
Radio			41	59	49	51	47	53
% Stories reported	**28**	**72**	**31**	**69**	**37**	**63**	**37**	**63**
Television	N/A	N/A	36	64	42	58	44	56
Radio	N/A	N/A	28	72	45	55	27	73
Newspapers	N/A	N/A	26	74	29	71	35	65
% Stories reported Scope of Story:								
Local	33	67	34	66	66	56	40	60
National	24	76	30	70	70	66	36	64
International	28	72	33	67	67	68	30	70
Foreign	28	72	29	71	71	64	42	58
% Stories reported Main Story Topics:								
Celebrity, Arts & Sport	N/A	N/A	27	73	35	65	43	57
Social & Legal			39	61	40	60	44	56
Crime & Violence			29	71	33	67	36	64
Science & Health			46	54	38	62	40	60
Economy			35	65	43	57	36	64
Politics & Government			26	74	32	68	30	70
% of Female News Subjects by sex of Reporter	N/A	N/A	24	18	25	20	26	19

	1995	2000	2005	2010
News Content				
% Stories with Women as a Central Focus		**10**	**10**	**16**
Celebrity, Arts & Sport	N/A	16	17	20
Social & Legal		19	17	18
Crime & Violence		10	16	19
Politics & Government		7	8	18
Science & Health		11	6	15
Economy		4	3	7
% Stories that Challenge Gender Stereotypes	N/A	N/A	3	8
% Stories that Reinforce Gender Stereotypes	N/A	N/A	6	48*
% Stories that Highlight Gender (In) Equality	N/A	N/A	4	12
% Stories that mention gender equality policies or human and women's rights legal instruments	N/A	N/A	N/A	9
Selected topics relevant to the Beijing Platform for Action: % of stories that highlight	N/A	N/A	N/A	
1. Poverty				1.2
2. Gender-based violence				1.3
3. Peace				0.9
4. Women's economic participation				0.3
5. Women's political participation				3.4

*Changes in the survey instrument account for the difference between the 2005 and 2010 findings

10 November 2009

It was an ordinary news day. No single news story dominated the news agenda in most countries around the world. In a few countries, special events received more attention than others. For instance, a gunfight between South and North Korea in the Japanese sea was given special attention in Asian and international news. The media in some countries contained stories about the celebrations the day prior on the 20-year anniversary of the fall of the Berlin Wall. In Lebanon, the news focussed on the formation of a new cabinet after five months of failure in efforts to reach a settlement. In Ghana the Hajj pilgrimage was highlighted, being the first time in the country's history for Muslims to leave for Mecca without a problem. In Japan the nationally esteemed entertainment figure Hisaya Morishige passed away and suspected murderer Tatsuya Ichihashi on the 'most wanted' list was arrested on the eve of the monitoring day. Overall in general, 10 November was an ordinary news day where everyday concerns about politics and government, violence, the economy and other regular topical issues were featured in the news media.

Unlike any ordinary day however, volunteers in 130 countries across the world were poring over their national newspapers, listening intently to radio newscasts and closely watching local television news. Pencils and coding grids in hand, their objective was to observe, analyze and record their findings on selected indicators of gender in the news for the Global Media Monitoring Project (GMMP) – the world's largest and longest-running longitudinal research and action initiative on gender in the news media. Coordinated by the World Association for Christian Communication (WACC), the Project's overarching purpose is to bring about fair and balanced gender representation in and through the news media.

In all, the cumulative work done over the years and notably within the past five years contributed to a remarkable experience in the fourth GMMP. A diverse cross-section of grassroots groups, civil society organisations, researchers in academia, media practitioner associations, and journalist unions from 130 countries participated in the November 10 monitoring.

Scope, Methodology and Process

The findings in this preliminary report are based on an analysis of 6,902 news items containing 14,044 news subjects including people interviewed in the news in 42 countries in Africa, Asia, Latin America, the Caribbean region, Pacific Islands and Europe. The data for North America was not available for inclusion in the preliminary report. Annex 1 indicates the 42 countries included here as well as the other 88 countries that took part.

The definitive results of the Fourth GMMP will be contained in the final report to be published in September, 2010. The report will contain tables showing results by country. These are not included in the current report.

An explanation and discussion of the research methodology and process is contained in Annex 3.

Topics in the News

Although the media landscape has changed in many countries, the hierarchy of priorities of the news media agenda during the international day of monitoring in 2009 was relatively similar to that of the Third GMMP in 2005. Politics/government had the largest coverage at 27% of the total number of stories, crime/violence was second at 20% followed by stories on the economy at 18% and celebrity news, science/health and social/legal issues ranked low at 10% to 13% of the total number of stories monitored.
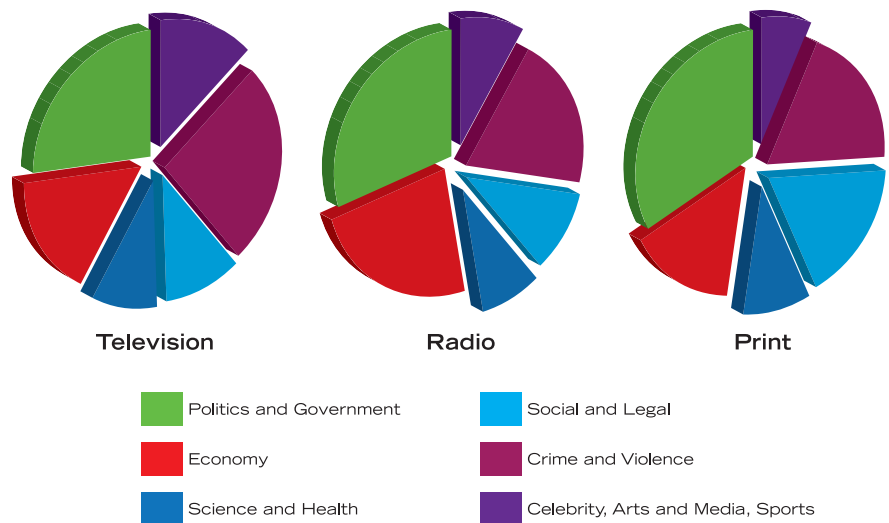
Topics in the news. 2005–2010

TOPIC	2005				2010			
	PRINT	RADIO	TELEVISION	TOTAL	PRINT	RADIO	TELEVISION	TOTAL
Politics and Government	27%	23%	23%	25%	32%	29%	24%	27%
Economy	19%	27%	18%	21%	15%	23%	16%	18%
Science and Health	11%	11%	9%	10%	9%	8%	9%	10%
Social and Legal	14%	11%	10%	12%	17%	10%	10%	13%
Crime and Violence	20%	17%	22%	20%	19%	20%	25%	20%
Celebrity, Arts and Media, Sports	9%	8%	14%	10%	7%	9%	13%	10%
The Girl-child	new topic	new topic	new topic	new topic	*	*	*	*
Other		1%	1%	2%	0%	1%	2%	2%

* indicates less than 1% in all tables

Topics in the News. 2010

The distribution of topics was relatively similar on radio and television news broadcasts, with politics/government, the economy and crime occupying the larger share of airtime.

Television   Radio   Print

- Politics and Government
- Economy
- Science and Health
- Social and Legal
- Crime and Violence
- Celebrity, Arts and Media, Sports

A closer study of the regional breakdown reveals 'politics and government' as the topic with the highest coverage in all regions apart from the Caribbean where the highest percentage of stories are on crime/violence. The preliminary results indicate that politics takes centre stage on the news agenda in Middle Eastern news, with almost 60% of all news stories. In general celebrity news and issues on science/health rank lowest on the hierarchy of news agenda priorities across all regions.

The hierarchy of priorities reveals a need for a radical transformation of the news media agenda towards one that is cognisant of and responsive to gender interests in the news. The topics 'science and health' and 'social and legal' group issues that are relevant to women's gender interests yet these topics overall are accorded least attention. What is needed is a re-alignment of the priorities on the news media agenda to reflect the interests of the majority.

Further discussion is contained within this report.

Papua New Guinea

Topics in the news. Regional comparisons. 2010

|	AFRICA	ASIA	CARIBBEAN	EUROPE	LATIN AMERICA	MIDDLE EAST	PACIFIC	N
Politics and Government	25%	31%	19%	26%	27%	59%	26%	1897
Economy	19%	17%	15%	16%	18%	8%	11%	1251
Science and Health	9%	7%	11%	11%	12%	7%	10%	683
Social and Legal	21%	13%	16%	12%	17%	12%	19%	911
Crime and Violence	18%	22%	23%	19%	20%	5%	18%	1359
Celebrity, Arts and Media, Sports	6%	8%	14%	14%	5%	7%	14%	679
The Girl-child	0%	0%	1%	0%	0%	0%	0%	18
								6798*

*   Not shown - stories that could not be classified which were 1.5% of the total population in the sample
**   Throughout this report 'N' refers to the total number in the 2010 sample

2. Women And Men In The News

The preliminary results reveal that presently, 24% of the people heard or read about in the news are female. If these results are confirmed, we will be able to conclude that there has been a steady general increase in women's presence in print, radio and television over the past ten years.

**Under 1 in 4 News Subjects* are Women**

24%

● Male ● Female
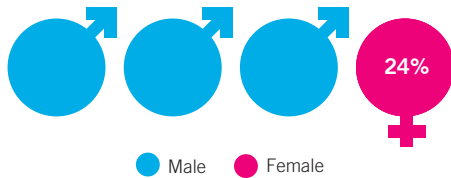
*Defined as 'people who are interviewed or whom the news is about'.

In the period 2005 to 2010 the change has been relatively similar across the three mediums, between 2 to 4% per medium. Notwithstanding, women remain underrepresented particularly in radio where they constitute only 19% of the people heard or spoken about in mainstream radio news broadcasts. This is striking given being comparatively affordable , accessible and not requiring a literate audience, radio remains the most popular medium in many countries.

Overall presence of women in the news. **1995-2010**

	1995	2000	2005	2010
Politics and Government	7%	12%	14%	18%
Economy	10%	18%	20%	21%
Science and Health	27%	21%	22%	37%
Social and Legal	19%	21%	28%	29%
Crime and Violence	21%	18%	22%	26%
Celebrity, Arts and Media, Sports	24%	23%	28%	26%

Female News Subjects by Medium **1995-2010**

Print	Radio	Television
18% 17 21 24	15% 13 17 19	21% 22 22 26

■ 1995 ■ 2000 ■ 2005 ■ 2010
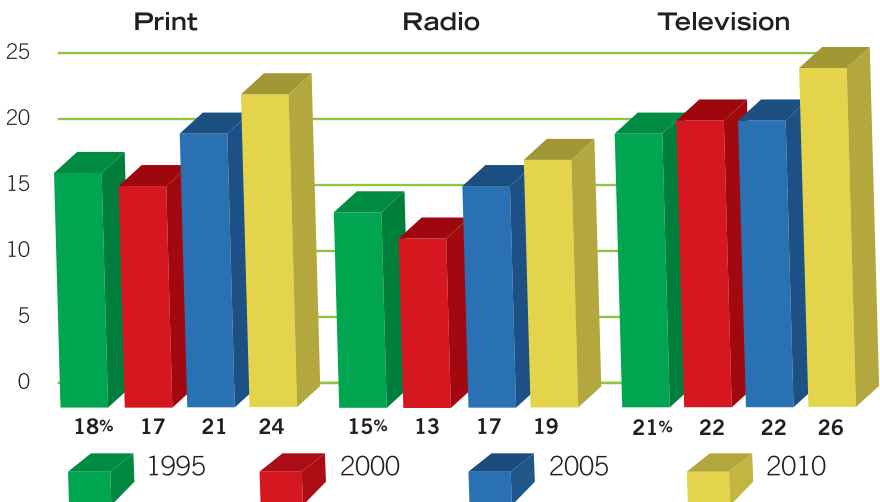
Over the past 15 years women's presence in the news has risen in almost all major topics. Despite this, less than 1 out of 4 of the people seen or heard in almost every major topic is female. Currently only 18% of newsmakers in issues related to politics/government- the topic that dominates the current news agenda - are women. Women are equally under represented in news about the economy (21%).

The preliminary results show noticeable gains in women's presence in the news in stories falling under the science/health category nevertheless this topic receives the least amount of mainstream news media coverage in relation to the rest of the major news topics overall. This topic was one of the two containing the least of stories appearing in the news across all regions during the global day of monitoring.

Two comments may be made here.

First, while increased general visibility of women is desirable, it is even more crucial for women's presence in every area to be reflected in the news. Such news then would achieve a more realistic picture of the world.

Second, the hierarchy of priorities revealed in the distribution of stories across the major topics suggests the need for a radical transformation of the news media agenda towards one that is more gender-aware and gender-responsive. This means a rethinking of the order of priorities to achieve an agenda in which issues of particular concern to women are elevated from a subordinate status to one that affirms the importance of such issues to 52% of the population. The 12 critical areas in the Beijing Platform for Action provide direction on some issues of primary concern to women.

Function of News Subjects

As persons interviewed in the news, women are concentrated in the categories of 'ordinary' interviewees in contrast to men who are concentrated in the 'expert' categories. Women are grossly under-represented as spokespersons speaking on behalf of groups and as experts providing comment based on specialist knowledge or expertise. Out of the total number of interviewees, women are 18% of spokespersons and 19% of experts. As people heard in the news women are 47% of those providing popular opinion that reflects the view of ordinary citizens, 38% of those providing comments based on personal experience and 31% of those providing testimony or eyewitness accounts of events.

Overall presence of women in the news. **1995-2010**

Male   Female

Spokesperson
Expert or Commentator
Subject
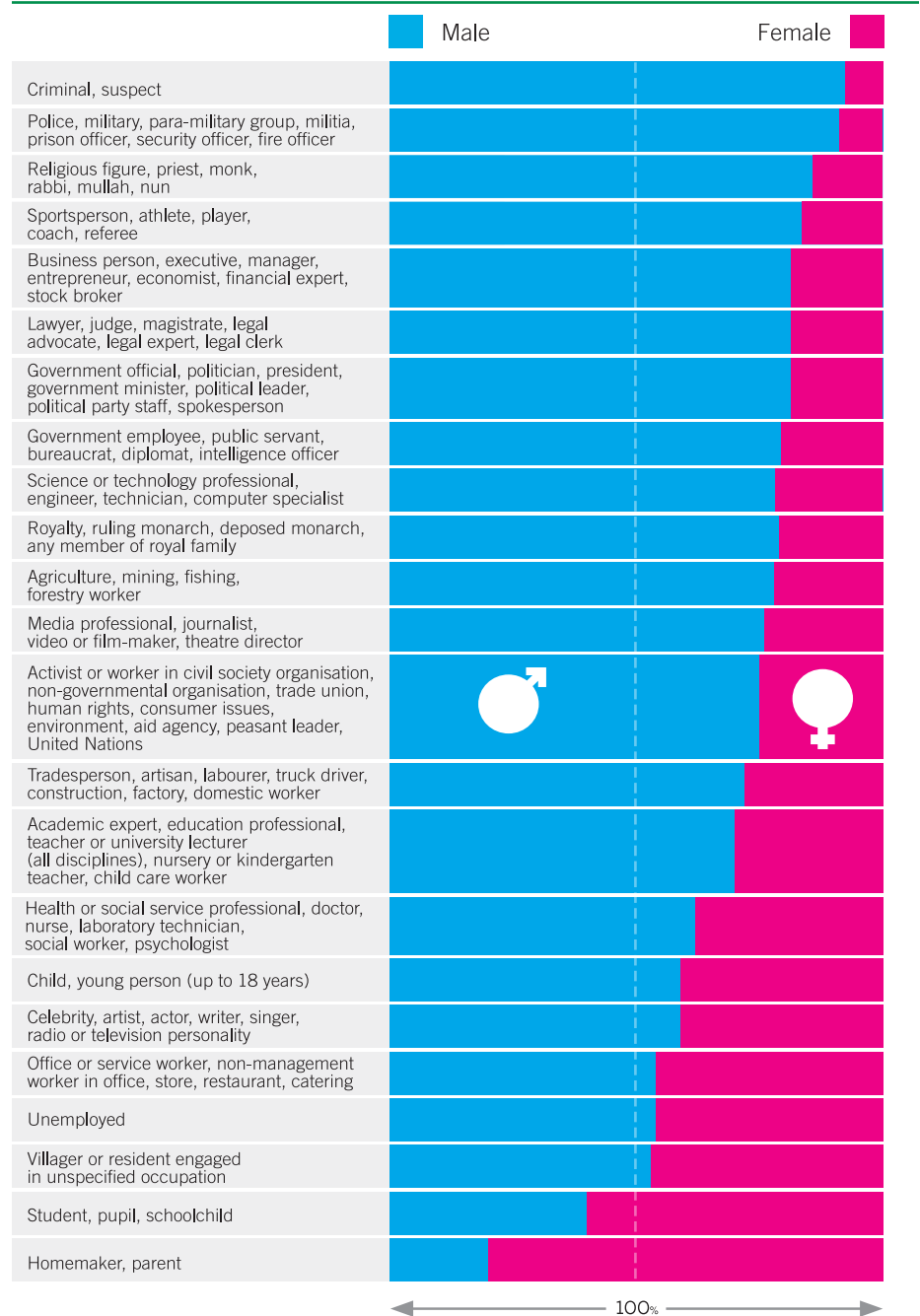Eyewitness
Personal Experience
Popular Opinion

100%

India
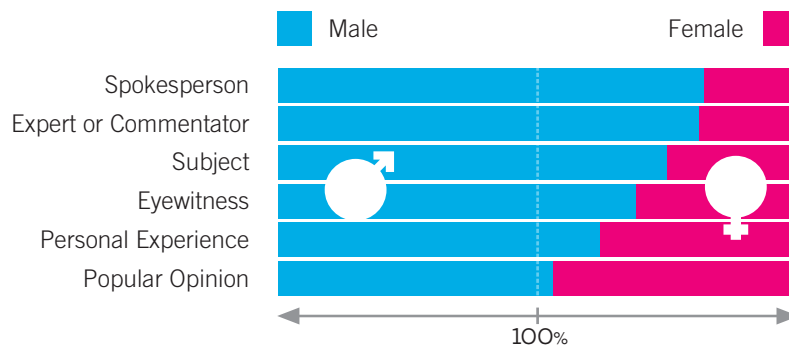
Occupations of News Subjects

The picture painted through the news on the occupations of news subjects is discordant with the reality. The news presents a world in which men outnumber women in almost all occupational categories, with the highest disparity being in the professions – for instance, health (62% are men), legal (83%), science (80%) and government (83%). In reality, women's share in all professions is much higher than depicted. The news presents a skewed picture of a world in which women are almost absent in positions of authority or responsibility outside the home.

Occupations of News Subjects. 1995-2010

Male | Female

Occupation	Male	Female
Criminal, suspect		
Police, military, para-military group, militia, prison officer, security officer, fire officer		
Religious figure, priest, monk, rabbi, mullah, nun		
Sportsperson, athlete, player, coach, referee		
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker		
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk		
Government official, politician, president, government minister, political leader, political party staff, spokesperson		
Government employee, public servant, bureaucrat, diplomat, intelligence officer		
Science or technology professional, engineer, technician, computer specialist		
Royalty, ruling monarch, deposed monarch, any member of royal family		
Agriculture, mining, fishing, forestry worker		
Media professional, journalist, video or film-maker, theatre director		
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations		
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker		
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker		
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist		
Child, young person (up to 18 years)		
Celebrity, artist, actor, writer, singer, radio or television personality		
Office or service worker, non-management worker in office, store, restaurant, catering		
Unemployed		
Villager or resident engaged in unspecified occupation		
Student, pupil, schoolchild		
Homemaker, parent		

100%

3. Reporting The News

The preliminary results indicate that the percentage of stories by female reporters has increased in print and television news but has decreased in the case of radio broadcasts. News stories on radio are least likely to be from female reporters where only 27% of stories are reported by women compared to newspapers where 35% of stories are reported by women. However, the ratio of news reported by women in contrast to news reported by men on television is higher, at 44%. Nonetheless, the percentage of stories by male reporters continues to surpass that by female reporters in all three mediums.

Reporters in Major News Topics

News on politics, economics and crime has often been considered as 'hard' in contrast to news on the arts, entertainment and lifestyle dubbed as 'soft'. The binary categories connote news value where 'hard' news is perceived as the more serious and important end of the value spectrum.

The preliminary results confirm that news in the 'soft' category are still more likely to be reported by women. If the results are confirmed, it will be possible to further conclude that the percentage of 'hard' news reported by women has decreased over the past five years. 32% of stories on politics/government and 43% of stories on the economy were reported by women in 2005. Currently, the statistics are 30% and 36% respectively. In the case of news on the economy the statistics have regressed one decade behind, to reach the year 2000 level when 35% of such stories were reported by women. The preliminary results show a rise in the percentage of stories on crime and violence reported by women, now 36%, up from 33% in 2005.
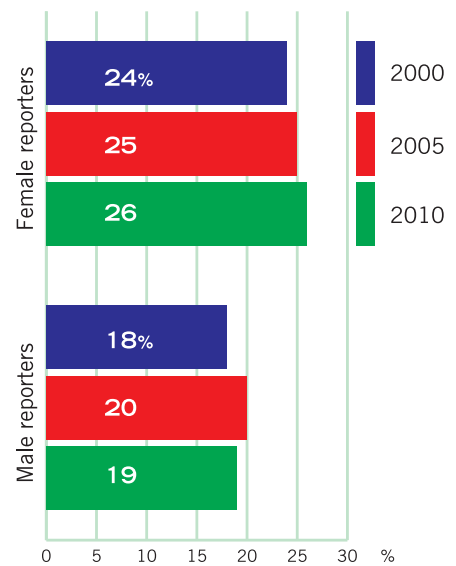
Percentage of major news topics reported by women. **2000-2010**

	2000	2005	2010	N
Politics and Government	26%	32%	30%	393
Economy	35%	43%	36%	297
Science and Health	46%	38%	40%	212
Social and Legal	39%	40%	44%	278
Crime and Violence	29%	33%	36%	299
Celebrity, Arts and Media, Sports	27%	25%	43%	169

In contrast, the percentage of news stories reported by women in the remaining major topic areas has increased, the highest rises being in celebrity/arts/media/sport and in social/legal news categories. Overall, the results confirm that stories in the news remain overwhelmingly reported by men.

The preliminary results show a slight increase in the percentage of news stories reported by women that have female news subjects. The results also suggest a slight decrease in the percentage of news stories reported by men that have female news subjects. The final results will demonstrate whether the changes are reflected in the total population of participating countries as well as whether the changes are statistically significant. Nonetheless, the results show a general tendency for news reported by women to have more female news subjects than news reported by men.

Selection of female news subjects by sex of reporter. **2000-2010**

Female reporters
- 24% (2000)
- 25 (2005)
- 26 (2010)

Male reporters
- 18% (2000)
- 20 (2005)
- 19 (2010)

0 5 10 15 20 25 30 %

Women's centrality in the news

The results indicate only 16% of all stories focus specifically on women. The top five topics in which women are central pertain to women & politics, violence and crime. Specifically, these are: women in political power and decision -making (19%), gender-based violence (9%), violent crime (8%), domestic politics (8%) and disaster (6%). These are topics that impact women profoundly yet women are central in them less that 20% and in most cases 10% of times. In the remainder of the news topics women are central in 1% to 4% of stories. Further, the preliminary results show that women are not central at all in several news topics that are of importance to them such as labour (employment, unemployment) and poverty (housing, social welfare, aid).

Gender (in)equality issues in news stories

The preliminary results show that 12% of news stories highlight issues of gender inequality or equality.

The regional breakdown suggests a dramatic improvement in the percentage of news stories that raise issues of gender inequality or inequality in the Caribbean (from 5% in 2005 to 28% in 2010) and in Latin America (from 4% in 2005 to 47% in 2010). Developments in Latin America during the past 5 years that have positively impacted women's participation in high political office may in part explain the spectacular rise in the tendency of reporters to highlight issues on gender (in) equality in their news coverage.

Closer scrutiny on the sex of reporters in stories raising issues of (in)equality reveals mixed patterns. In Europe and Latin America there is a marked tendency of such stories to be reported by women. Asia stands out as the region in which the percentage of stories that are reported by women and highlight issues of (in)equality is half the percentage of stories reported by men and highlighting (in)equality issues.

Stories where issues of gender equality/inequality are raised by sex of reporter and by region.. **2000-2010**

	Female %		Male %	
	%	NO. OF STORIES	%	NO. OF STORIES
Africa	3%	11	2%	15
Asia	12%	33	23%	63
Caribbean	1%	0	1%	4
Europe	11%	59	8%	77
Latin America	73%	216	66%	257
Middle East	1%	3	0%	0
Pacific	0%	1	0%	5

Policy, legislation and other legal instruments pertaining to gender equality, women's or human rights:

Monitors were asked to identify stories that mention, quote or refer to relevant local, national, regional or international policy or legislation focused on gender equality or human rights.

Only 9% of stories were found to contain this information, with the majority of occurrences being in the Middle East (in 19% of stories). The results indicate that only 11% of the stories in Africa and Asia each, 4% in the Caribbean and Latin America and 1% in the Pacific make mention of such instruments.

This finding supports an observation by gender and communication groups on the relative invisibility of human rights and specifically women's human rights in mainstream media content.

4. Journalistic Practice

To understand the qualitative gender dimensions in news media content monitors were asked to classify the stories into (1) those that reinforce gender stereotypes (2) those that challenge such stereotypes and (3) those that neither challenge nor reinforce stereotypes. Stories that challenge stereotypes include those that overturn common assumptions about women and men in relation to their attributes, traits, roles or occupations. Conversely, stories that reinforce stereotypes will reinscribe the generalized, simplistic and often exaggerated assumptions of masculinity and femininity in a given cultural context.

Latin America leads as the region with the highest percentage of stories that challenge stereotypes (14%) as well as the region with the lowest percentage of stories that reinforce stereotypes (24%). Stories in Asia are almost 8 times as likely to reinforce than to challenge stereotypes. In Africa stories are almost 16 times as likely to reinforce than to challenge stereotypes. In the Middle East stories are 13 times as likely to reinforce than to challenge stereotypes. Interestingly, the preliminary results from this region indicate that stories either reinforce or challenge stereotypes – the likelihood of stories that neither reinforce nor challenge stereotypes is almost non-existent.

Closer scrutiny at the statistics disaggregated by sex of the reporter reveals that stories by female reporters are less likely to reinforce and twice as likely to challenge stereotypes than stories by male reporters.

Nonetheless, the larger percentage of stories that reinforce rather than challenge stereotypes suggests a need for media practitioner awareness on understanding, recognizing and challenging stereotypes in reportage.

Whether stories (1) challenge gender stereotypes, (2) reinforce the stereotypes or (3) neither reinforce nor challenge gender stereotypes.   2010

	Reinforce Stereotypes	Challenge Stereotypes	Neither Reinforce nor Challenge
Africa	78%	5%	18%
Asia	53%	7%	40%
Caribbean	28%	3%	69%
Europe	47%	6%	47%
Latin America	24%	14%	62%
Middle East	93%	7%	0%
Pacific	25%	4%	71%

Sex of reporter in stories that (1) reinforce gender stereotypes, (2) challenge the stereotypes or (3) neither reinforce nor challenge gender stereotypes.   2010

	%F	%M
Reinforce gender stereotypes	41%	50%
Challenge gender stereotypes	11%	6%
Neither reinforce nor challenge gender stereotypes	45%	40%

5. Case Studies

The case studies in this section appeared in the news on 10 November 2009. It is telling that stories that reinforce stereotypes were far more readily available than stories that challenge stereotypes, as the monitors reported. That most of the stories challenging stereotypes were received from the Latin America region confirms the statistical findings on the higher prevalence of such stories from the region in contrast to others.

Case Study 1: A story that reinforces stereotypes

Denmark. *B.T*
Michelle Obamas kærligheds-tips
(Michelle Obama's love tips)

Summary

This short article summarizes an interview given by US First Lady Michelle Obama to *Glamour* magazine – publication based in the United States of America. The article notes that readers of *Glamour* have voted Michelle Obama as the most important woman of the year.

Analysis

The article begins with a short introduction "*the first lady caught the world's most powerful man, now she gives the rest of us some good advice*". This lead-in paragraph captures the overall theme and focus of the article which is written by two female journalists. It implies that having attracted and married the current president of the USA the First Lady is now giving advice to other women on how to "catch" powerful men. The article continues:

Denmark. *B.T*
Michelle Obamas kærligheds-tips
(Michelle Obama's love tips)

"With bare upper arms, a stunning red dress and a brilliantly white smile the 45-year old Michelle Obama adorns the cover of the magazine Glamour where readers have elected her one of the most important women this year."

The overwhelming focus on her appearance ("bare upper arms", "brilliantly white smile" and "stunning red dress") at once diminishes her position as "very important woman". To emphasize this, her role in the news story is provide advice on 'what to look for in a man', to speak about 'what keeps her relationship with President Obama strong and stable', and to discuss her fashion style. She is the only source in the article.

The accompanying photograph which takes up a significant portion of the page is an intimate close-up shot of Michelle and Barack Obama. The camera angle highlights a smile on her face as her husband seems to be whispering into her ears. Although the article describes her as "important" and a "45 year- old super woman," there is no reference to her Ivy League education or her highly successful career prior to becoming the First Lady. The story reinforces a stereotype that a woman's goal is to attract, attain and keep a man.

Conclusion: Together the image and the text imply that she is a devoted wife who does everything to please her spouse. This includes dressing and smiling appropriately. The underlying message is that dressing and smiling like Michelle Obama, can enable women to attract and keep powerful men.

Case Study 2: A gender-blind story

Czech Republic: Lidové noviny
Young (male) doctors don't want to become obstetricians

Summary

The story outlines how a combination of low salaries and the high risk of malpractice litigation is resulting in male doctors increasingly declining to be obstetricians. The result is an impending shortage of obstetricians in the Czech Republic. The journalist notes a recent case where a doctor was found guilty following the death of a newborn child. The article quotes three doctors, one lawyer and a spokesperson for the Ministry of Health. All sources cited are men. The lawyer states that the female patients and their relatives are becoming more aware of their rights and that this had led to an increase in lawsuits. The story indicates that the Ministry of Health is aware of the issue and has launched a scheme to increase the number of obstetricians.

Analysis

The story cites several sources: three doctors in gynaecology and obstetrics, one lawyer specializing in medical law and one spokesperson for the Ministry of Health. All of these are men. This fails to represent a gender balance of sources. According to the statistics the percentage of women physicians in the field of gynaecology and obstetrics in the Czech Republic in 2006 was 41.8%. This is certainly not a male dominated specialization within the medical profession in the country. The gender imbalance in news sources highlights how men's opinions are frequently foregrounded in news regardless of the availability of female sources and the issues – in this case, an issue that concerns women.

By including only male news sources, the story exposes some of the assumptions inherent in the routine selection of news sources: that only men have the power and expertise to speak on news topics. The inclusion of the viewpoints of women and patient's rights organizations particularly on how the impending shortage of obstetricians will impact on pre-natal and postnatal care for women, could have added a different perspective to the story. One of the male doctors cited in the story, attributes the increase in lawsuits to "the psychological state of women before and after a delivery. [...] The society doesn't expect that anything can go wrong..." Pregnant women are portrayed as persons incapable of making rational decisions. Readers are left with the impression that the male obstetricians are under pressure from psychologically unstable female patients.

The article's use of language is not gender aware either. In the Czech language there are two ways of referring to male and female doctors - léka /léka ka or doktor/doktorka. These are common and frequently used in Czech. The story, when talking about the doctors, only uses the male form, thus rendering women physicians invisible and reinforcing the stereotype that only men hold positions of power and authority. The only female attribute used in the article is when describing the (psychologically unstable) patients. When one of the doctors, a representative of the Czech Gynaecological and Obstetrician Society, comments on the shortage of experienced obstetricians in the regions, he indicates that the field of obstetrics used to be a women's domain. The article does not however explore why the number of women in the profession has declined comparatively over the years.

Conclusion

The article misses an opportunity to explore the gendered implications of the impending shortage of obstetricians on women. Its failure to include female news sources on an issue that has potential consequences for women is also a missed opportunity for a gender responsive coverage.

Czech Republic: Lidové noviny
Young (male) doctors don't want to become obstetricians

Case study 3:
A story that is
gender-aware

Zimbabwe: The Chronicle
Focus on women to end hunger

Summary

This feature length article uses the recent commemoration of the International Day for Rural Women (October 15) and World Food Day (October 16) to reflect on the gendered dimensions of the food production process and the economy in general. It highlights the importance of empowering women farmers by developing and implementing gender responsive food production initiatives. It suggests that without access to secure land, property rights and credit, women benefit least from agricultural initiatives and the food production process even though they contribute the most to these. The story cites published reports, as well as a woman and a man to underscore the need for developing and implementing sustainable solutions to food shortage in parts of Africa. The accompanying picture shows women tending to crops in the field.

Analysis

The story raises important issues about women's participation in the economy. Its focus on rural women also brings attention to a group that is frequently the most invisible in news coverage. The article illustrates how gender inequality impacts on access to food. It highlights the nature of gender inequalities in property and land rights as well as access to credit and to illustrate how such inequality impacts women and men differently: 'Inequalities between men and women, whether a product of economics, "culture" or both, certainly mean that women work hardest to produce food and water, yet benefit the least from their work because they have less power over the resources they produce, and ultimately take responsibility for". The story is written by a woman who calls for agricultural policies that recognise the centrality of women in boosting food production in Africa, arguing that inclusion of women in farming policies is an important means of ensuring sustainable food production and transforming communities. Women are often excluded in such matters resulting in their claim to land, for example, being dependent to their marital status.

Conclusion

In the context of Zimbabwe's current political and socio-economic crisis, where the government's land redistribution programme has been heavily skewed towards the appropriation of land to men, this article raises awareness about the impact of economic and land policies that do not take gender into account. In highlighting the vital role played by rural women in the agriculture sector and calling for gender responsive economic and agricultural policies, the article brings a fresh perspective to understanding the nature and impact of gender inequality.

Zimbabwe: The Chronicle
Focus on women to end hunger

6. Special Focus On Beijing +15

To coincide with the 15 year review of the progress made in the implementation of recommendations in the Beijing Platform for Action (BPFA) , the GMMP sought to highlight selected issues contained in the critical areas of concern in the BPFA, namely, poverty, gender-based violence, peace, women & economic participation, and women & politics.

The topic 'gender-based violence' includes stories on feminicide, harassment, rape, trafficking and female genital mutilation. Grouped under 'economic participation' are news items on women's participation in economic processes, in informal or precarious work, paid employment and unpaid labour. Under 'poverty' are general stories including those pertaining to housing, social welfare and aid. Grouped under 'peace' include stories on general peace issues, negotiations and treaties. Under 'women's political participation' are
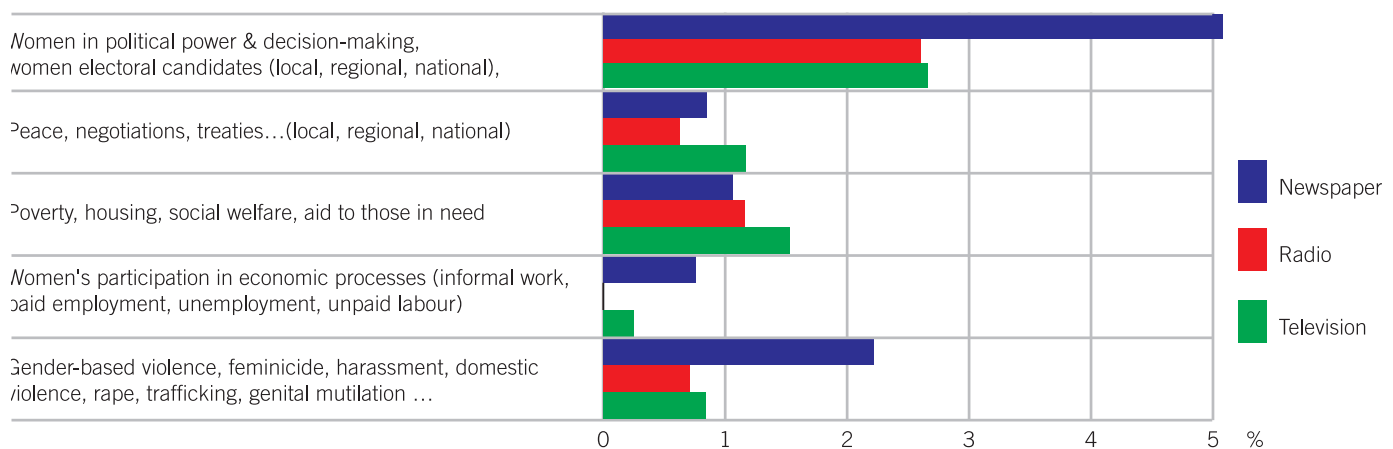
news items on women electoral candidates, and women in political power and decision making.

Of the selected topics, all receive an average total of less than 1.5% of news media coverage across the three mediums, apart from issues on women's political participation which receive 3.4% media attention. The attention to women's participation in economic processes is indeed dismal, only 0.3% of total media coverage. When we consider the distribution of coverage across the three mediums we find that this topic has an almost nil likelihood of airtime on mainstream radio newscasts.

Print news contained the highest coverage on all five selected themes. The conclusion may be drawn that newspapers would be the most effective medium for issues of concern to women to reach the mainstream news agenda.

Surprisingly radio contributes the lowest proportion of stories on all five themes. Further, monitors identified no coverage on issues related to women's economic participation in the monitoring day's radio broadcasts. This implies that of the three mediums, mainstream radio is least likely to contain news on issues of concern to women. This is concerning given that radio reaches populations that television and print news are unable to for various reasons. While community media that may be filling this niche were not included among those monitored, the finding illuminates another area for action and policy.

Selected topics of critical concern. Share of news coverage. **2010**

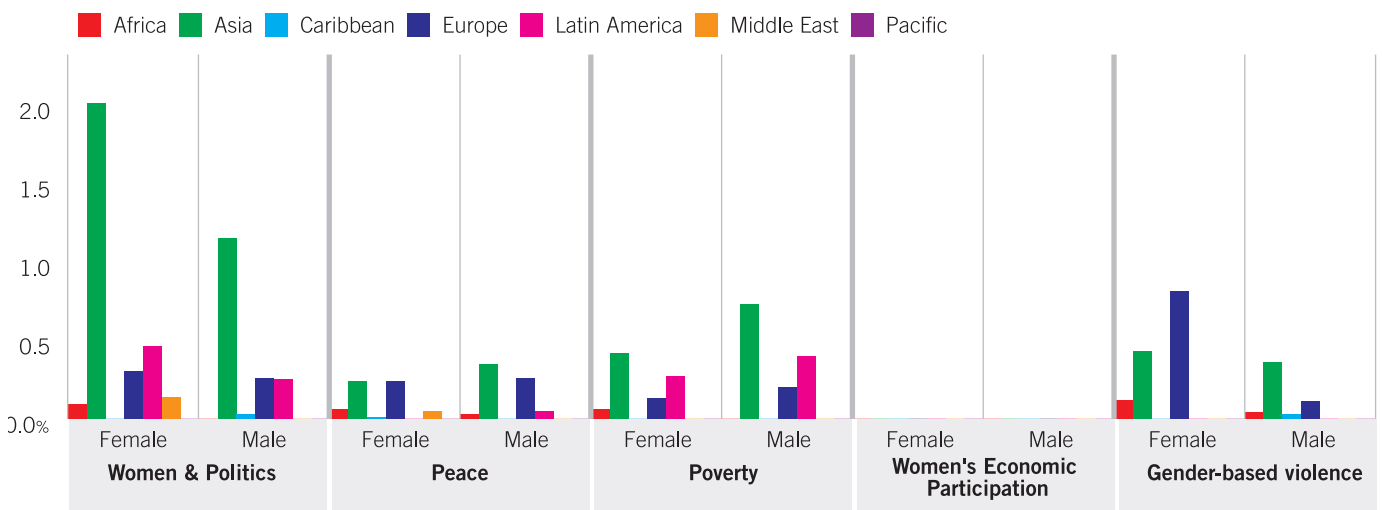|		Newspaper
Women in political power & decision-making, women electoral candidates (local, regional, national),		Radio
Peace, negotiations, treaties...(local, regional, national)		Television
Poverty, housing, social welfare, aid to those in need		
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)		
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation ...		

0   1   2   3   4   5   %

Turning to the regional breakdown of stories in each medium, we find that out of the selected five themes, women's political participation ranks highest on the news agenda across all regions. Women's economic participation ranks lowest on television and print news, being practically non-existent in radio newscasts.

The regional patterns in print news coverage on peace, poverty and women's economic participation are more or less similar with marginal differences in the female to male ratio of reporters in general.

The proportion of stories by female reporters tends to be higher than those filed

by male reporters on two of the selected themes, namely, gender-based violence and women's political participation.

Asia stands out as a region where the total percentage of stories reported by women across all themes in the three mediums exceeds the total percentage of stories

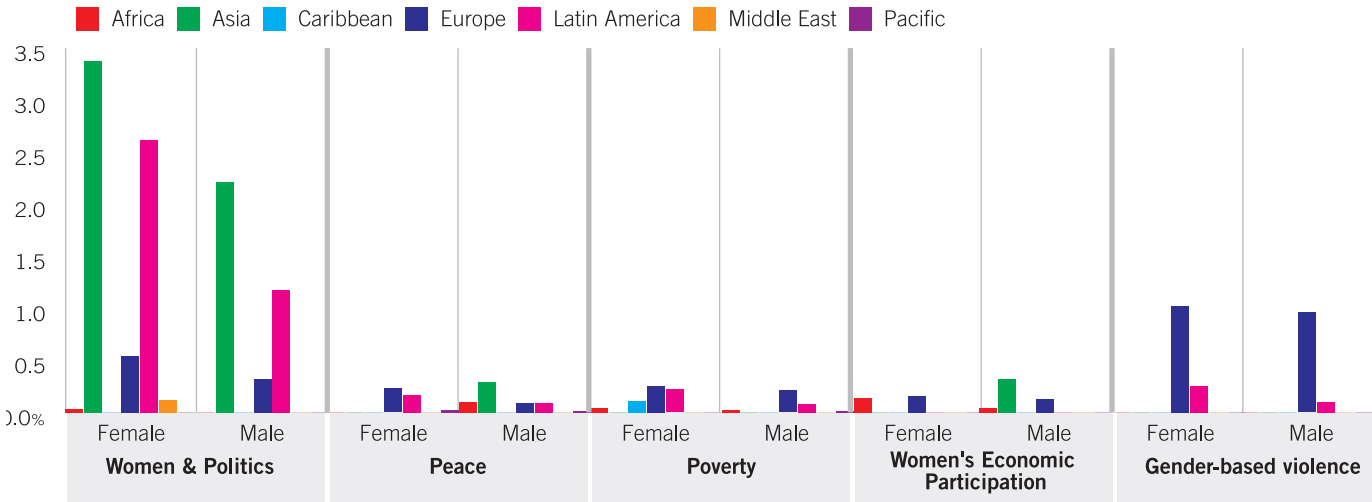Selected topics. Percentage of stories on radio by sex of reporter*. **2010**

Selected topics. Percentage of stories on television by sex of reporter*. **2010**
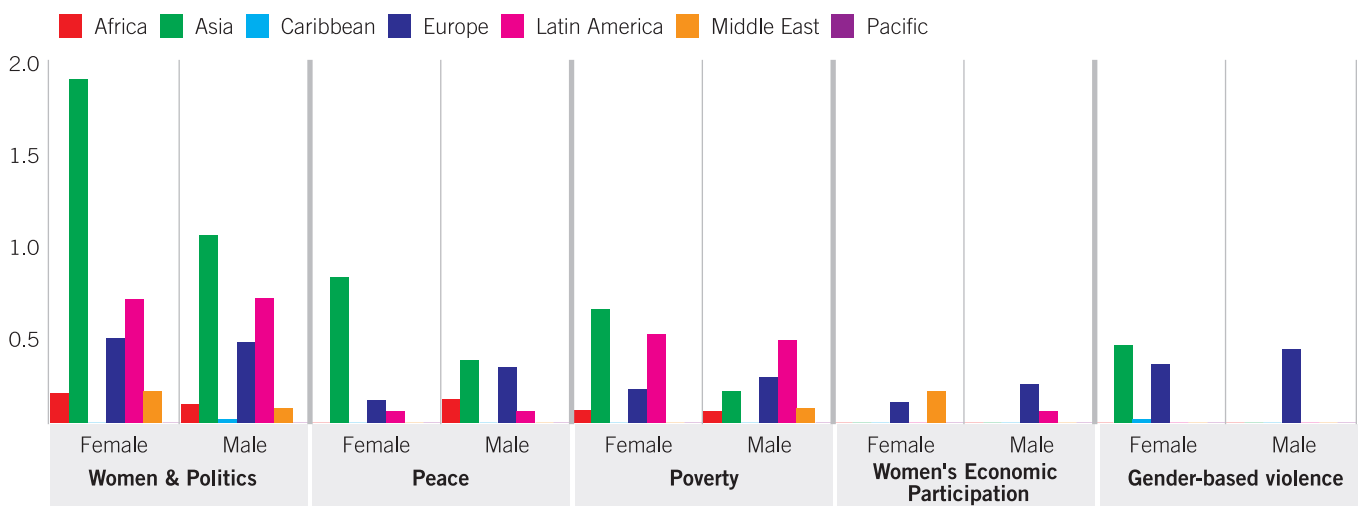
* Where bars absent no news items appeared in this medium in the respective region on 10 November 2009

Selected topics. Percentage of stories on newspaper by sex of reporter*. 2010

Legend: Africa ■ Asia ■ Caribbean ■ Europe ■ Latin America ■ Middle East ■ Pacific

	Women & Politics	Peace	Poverty	Women's Economic Participation	Gender-based violence
	Female / Male	Female / Male	Female / Male	Female / Male	Female / Male

Y-axis: 0.0%, 0.5, 1.0, 1.5, 2.0, 2.5, 3.0, 3.5

reported by men. This is particularly so on issues pertaining to women's economic participation and to peace in radio and television newscasts.

In all, it is surprising to find such minimal coverage on issues that are of prime concern to at least 52% of the world's population. This finding strongly suggests the need for engagement and collaboration among government – signatories of the BPFA , media practitioners, civil society and gender equality experts for these and other priorities in the BPFA to find space at the core of the mainstream news media agenda.

Denmark

* Where bars absent no news items appeared in this medium in the respective region on 10/11/2009

7. Recommendations FOR THE 15 YEAR REVIEW OF THE BEIJING PLATFORM FOR ACTION

This document is drawn from directions indicated in the findings of the Global Media Monitoring Project (1995 to 2010) as well as agreements adopted by media practitioners, trainers and representatives from civil society organisations and government agencies at regional and global events on 'gender and media' convened by the WACC during the period 2007 to 2008. The agreements are: *Nairobi Declaration on Gender and Media Advocacy*, 2007; *Déclaration de Dakar sur le Plaidoyer Genre et Médias*, 2007; *Outcomes statement of the Pacific Region Gender and Media Advocacy Training workshop*, Suva, October, 2007; *The Caribbean Region Gender and Media Advocacy Plan Of Action*, Kingston, 2008; *Propuesta De Plan De Incidencia Para La Region De America Latina Y El Caribe*, Quito, 2008; *Declaration from the international consultation on 'gender and media'*, Cape Town, 2008.

The recommendations are intended to not only accelerate the pace of change but to also re-direct change to focus on areas of media policy and practice that restrict women's participation as equal partners with men.

Strategic objective J.1.

Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication.

In partnership with editors, media regulatory bodies, journalist associations, training institutions, government, communication and information, and civil society among others

1. Compile and promote the use of regional directories of Women Experts. Specific actions:

   a. Create a regional on-line and print version of the directory of women experts covering diverse thematic areas.

   b. Partner with existing networks and contacts in the region to develop the directory.

   c. Distribute the directory to media in order to increase the presence of women as sources in the news.

Under the lead of media trainers, journalism training institutions and researchers with support from governments, regional organisations and international organisations:

2. Create 'gender and media' curricula and modules in schools, journalism training institutes and centres,

3. Equip managers and instructors with skills to apply the modules to train gender sensitive media professionals

4. Train media owners, publishing directors, director generals of radio and television, chief editors, programme directors, producers and animators on gender issues and gender-balanced reporting

Under the lead of media practitioner associations, journalist unions and media owners with support from governments:

5. Adopt and apply policies on gender parity in media

   a. Encourage adoption and application of policies on gender parity. Rectify gaps

   b. Act to strengthen policy implementation systems favourable to media development and promotion of gender responsiveness and gender equality in the media

6. Promote women's leadership in media

   a. Encourage training and re-training of women media professionals

   b. Support the creation of news agencies which originate in women's networks and organizations for new practices in the media portrayal and representation of women to emerge.

Strategic objective J.2.

Promote a balanced and non-stereotyped portrayal of women in the media.

Aidan White, IFJ Secretary General attributes the persistence of gender-unfair and stereotyped media content to 'economic interests and age-old customs at work'.[13] As he rightly points out, the relationship between, on the one hand, the enactment of policies and the increase in the numbers of women in media, and on the other hand the decrease in gender-unfair and stereotypical content is not linear. Deeply entrenched and more often than not unrecognized prejudices obstruct the institutionalisation of gender balance in media practice. The recommendations below are intended to provide practical guidelines for a professional ethic of gender-just media practice.

In partnership with editors, media regulatory bodies, journalist associations, training institutions, government, officials of communication and information, and civil society among others

Under the lead of civil society organisations with support from governments, international non governmental organisations and the private sector:

7. Carry out gender and media sensitisation initiatives. Specific actions:

   a. Sensitize the media on gender balanced reporting:

      i. Work in collaboration with national, regional, and international media associations as well as media training institutes to develop training and sensitization findings from media monitoring research such as the GMMP to address the gap in representation of women in the news

      ii. Engage the media in debates and dialogue on the GMMP findings to address the issues raised in the report.

   b. Expose both mainstream and community media to existing gender instruments which would guide gender responsive coverage.

8. Build a new social imagination of gender-fair, gender-balanced media as a part of women's human rights. Specific actions:

   a. Re-train media consumers to understand that violence in the media contributes to and reinforces a culture of violence.

   b. Re-train media consumers to challenge media that promotes, incites, glorifies, glamorizes, eroticizes or trivializes violence against girls and women.

   c. Train communities - women and men – in critical media literacy to 'read' media content from a gender perspective.

   d. Establish annual gender media awards in recognition of best practices in gender-fair, gender-balanced media practice.

   e. Create an interactive gender and media monitoring website for media users.

9. Undertake gender and media monitoring initiatives. Specific actions:

   a. Train trainers in media monitoring

   b. Develop a training manual for gender and media monitoring.

   c. Produce statistics and reference databases on the gender dimensions of news, advertising, entertainment, soap operas and telenovelas running over extended periods of time.

   d. Disseminate the results of studies by media observatories using audiovisual products that show the lack of coherence between media messages, country realities and the need for awareness of a reflective and critical approach to media.

   e. Share tools and experiences in policy and media monitoring

   f. Establish media monitoring working groups to undertake ongoing and consistent media monitoring at national level

   g. Work with media councils and media associations to implement action plans using the results of national media monitoring as evidence

10. Forge positive partnerships, networks and coalitions with media councils, media associations and other organisations

11. Working with relevant inter-governmental agencies and women's NGOs, develop national and regional action plans on 'gender & media'

12. Support women's media as an alternative at the same time as they work to transform mainstream media

13. Undertake advocacy campaigns for policies upholding freedom of expression

Under the lead of media practitioner associations, journalist unions and media owners with support from regional and international organisations:

14. Establish gender sensitive media codes of practice. Specific actions:

   a. Review existing media codes of ethics and communication policies to establish whether or not they are gender sensitive.

   b. Propose amendments of the codes to make them more gender responsive.

   c. Lobby for the adoption, dissemination and enforcement of these codes.

   d. Create awareness on policy advocacy tools

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13 White, Aidan. 2008. *The Ethical Journalism Initiative.* International Federation of Journalists.

Annexes

Annex 1. List of Participating Countries

Africa
Benin
Botswana
Burkina Faso
Burundi*
Cameroon*
Chad
Dem Rep of Congo
Ethiopia
Gambia
Ghana*
Guinea
Guinea Bissau
Ivory Coast
Kenya*
Lesotho
Liberia
Madagascar
Malawi
Mauritania
Mauritius
Mozambique
Namibia
Niger
Nigeria*
Republic of Congo
Senegal
Seychelles
Sierra Leone
South Africa*
Sudan*
Swaziland
Tanzania
Togo
Uganda
Zambia*
Zimbabwe*

Asia
Bangladesh
China
India*
Indonesia
Japan*
Kyrgyzstan
Malaysia
Nepal
Pakistan
Philippines*
South Korea
Sri Lanka
Taiwan*
Thailand
Vietnam*

Caribbean
Barbados
Belize
Dominican Republic
Grenada*
Guyana*
Haiti
Jamaica
Puerto Rico*
St Lucia*
St Vincent and
The Grenadines*
Surinam
Trinidad & Tobago

Europe
Austria
Belarus*
Belgium*
Bosnia & Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic*
Denmark*
Estonia
Finland*
France
Germany
Greece*
Hungary*
Iceland
Ireland
Italy*
Kosovo
Malta
Moldova
Netherlands*
Norway*
Poland
Portugal*
Republic of Georgia
Romania*
Serbia & Montenegro
Slovenia
Spain
Sweden*
Switzerland*
Turkey
United Kingdom

Latin America
Argentina*
Bolivia
Brazil*
Chile
Colombia
Costa Rica
Ecuador*
El Salvador
Guatemala
Mexico*
Nicaragua
Paraguay*
Peru
Uruguay
Venezuela

Middle East
Egypt*
Iraq
Israel
Jordan*
Lebanon*
Morocco
Palestine
Tunisia
United Arab Emirates
Yemen

North America
Canada
USA

Pacific
Australia
Fiji
New Zealand
Papua New Guinea*
Solomon Islands
Tonga

An asterix (*) indicates countries whose data is included in this preliminary report

Annex 2. List Of Virtual Working Group Members

Ahmar, Tasneem, Uks – A Research Centre, Resource and Publication Centre on Women and Media, Pakistan

Barnes, Corrine, Caribbean Institute of Media and Communication, Jamaica

Bhagwan-Rolls, Sharon, FemLINKPACIFIC Media Initiatives for Women, Fiji

Dharmaraj, Glory, General Board of Global Ministries, United Methodist Church, USA

Fierro Alexandra, Universidad Nacional de Colombia, Colombia

Graydon, Dr. Shari, Media Action, Canada

Guzmán, Dr. Maximiliano Dueñas, University of Puerto Rico, Puerto Rico

Joof-Cole, Amie, Inter-African Network for

Women, Media, Gender and Development (FAMEDEV), Senegal

Kamel, Azza, Appropriate Communication Technologies for Development (ACT), Egypt

Lowe Morna, Colleen, Gender Links, South Africa

Macharia, Sarah. World Association for Christian Communication, Canada

McMillan, Dr Kate, School of Political Science and International Relations Victoria, University of Wellington, New Zealand

Mukuku, Francoise, Radio OKAPI, Democratic Republic of Congo

Nasreen, Gitiara, Department of Mass Communication and Journalism, University of Dhaka, Bangladesh

Nicholson, Hilary, Women's Media Watch (WMW), Jamaica

Okello-Orlale, Rosemary, African Woman and Child Feature Service (AWC), Kenya

Pesantez-Calle, Nidya, Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA), Ecuador

Radics, Nebojsa, Lebanon

Savu, Violet, Fiji Media Watch, Fiji

Smith-Vialva, Judith , Southern African Media and Gender Institute (SAMGI), South Africa

Annex 3. Note on Research Methodology and Process

The methodology used for the 2010 Global Media Monitoring Project is broadly similar to that used for the 2005 GMMP. It was updated to refine some questions and to reflect new thematic concerns in the current news media environment. The task of methodology revision was accomplished by an international virtual working group (Annex 2) composed of university researchers and representatives from gender and communication groups.Gender Links and Media Monitoring Africa both based in South Africa provided valuable advice on refining the methodology. The working group refined the process, the tools and methodology, and selected a suitable date for the global monitoring.

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 in the countries of the world, 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.

In the case of television and radio news, monitors coded the most important newscasts of the day 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 was included for the first time in the global monitoring on a pilot basis in some 25 countries selected on the basis of the importance of the Internet as a news source for local news consumers. Analysis of the Internet news, not included here, will be included in the full report.

The quantitative research captured numeric 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 conducted analysis on the quantitative data.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of representing women and men 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. The result is a detailed and comprehensive examination of how women and men are represented in the news.

Participants were provided with clear instructions on how to code. 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[14] self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via

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14 At the GMMP website www.whomakesthenews.org

teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups. Monitoring guides were provided in Arabic (for the first time), English, French, Italian, Portuguese and Spanish.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, will be available with the Global Media Monitoring Project full report to be published in September 2010.

Annex 4. Regional and National Coordinators

Regional and national coordinators for countries included in preliminary report

Africa

Regional Coordinators

African Woman and Child Feature Service (AWC), Rosemary Okello-Orlale, Kenya

Réseau Inter- Africain pour les Femmes, Médias Genre et Développement (FAMEDEV), Amie Joof Cole, Senegal

Gender and Media Southern Africa (GEMSA), Glenda Muzenda and Lowani Mtonga, South Africa

National Coordinators

Burundi: Association des Femmes Journalistes du Burundi (AFJO), Dorothée Bigirimana

Cameroun: Nkong Hill Top Common Initiative Group (NCIG), Gospel Nti Mabotiji / Cameroon Radio Television (CRTV) / Etoa Epse Nkono and Barbara Béatrice

Ghana: Ghana Broadcasting Corporation, Charity Binka

Kenya: African Woman and Child Feature Service (AWC), Rosemary Okello-Orlale

Nigeria: Society and Media Initiative, Nkem Fab-Ukozor

South Africa: Gender and Media Southern African (GEMSA) Network, Glenda Muzenda and Lowani Mtonga

Sudan: Association of Media Women in Southern Sudan, Apollonia Mathia

Zambia: Gender and Media Southern Africa (GEMSA) Network, Pepertual Sichikwenkwe

Zimbabwe: Media Monitoring Project Zimbabwe, Nhlanhla Ngwenya

Asia

Regional Coordinators

University of Dhaka, Gitiara Nasreen, Bangladesh

Communication Foundation for Asia, Teresita Hermano, The Philippines

Rural Women's Public Association (Alga), Olga Djanaeva, Krygyzstan

National Coordinators

India: Network of Women in Media, India (NWMI), Ammu Joseph

Japan: Forum for Children's Television and Media (FCT), Toshiko Miyazaki

The Philippines: Communication Foundation for Asia, Teresita Hermano / Miriam College, Lynda Garcia

Vietnam: Research Centre for Gender, Family and Environment in Development, Pham Kim Ngoc

Taiwan: National Chengchi University, Nien-hsuan Leticia Fang

Caribbean

Regional Coordinators

Women's Media Watch, Hilary Nicholson, Jamaica

Caribbean Institute of Media and Communication (CARIMAC), Corinne Barnes, Jamaica

Universidad de Puerto Rico, Maximiliano Dueñas-Guzmán, Puerto Rico

National Coordinators

Grenada: Grenada National Organisation of Women (GNOW), Elaine Henry-McQueen

Guyana: Artists in Direct Support, Desiree Edgehill

Puerto Rico: Universidad de Puerto Rico Lourdes, Lourdes Lugo-Ortiz

St. Lucia: Caribbean Association for Feminist Research and Action (CAFRA), Flavia Cherry

St Vincent and The Grenadines: SVG Human Rights & Women in Support of Equity, Sheron Garraway

Europe

Regional Coordinators

Be Aware, Be Emancipated (B.a.B.e.), Sanja Sarnavka, Croatia

University of Liverpool, Karen Ross, United Kingdom

National Coordinators

Belarus: Center for Gender Studies of the European Humanities University, Irina Solomatina

Belgium: University of Ghent, Sofie Van Bauwel / University of Louvain, Laurence Mundschau

Czech Republic: Open Society - ProEquality Centre Tereza, Wennerholm Caslavska

Denmark: Kontrabande, Birgitte Raben

Finland: Swedish School of Social Science, Jaana Hagelberg

Greece: Department of Journalism & Mass Communication, Aristotle University of Thessaloniki, Dimitra Dimitrakopoulou

Hungary: Hungarian Women's Lobby, Reka Safrany

Italy: Osservatorio di Pavia, Monia Azzalini / University of Padova, Claudia Padovani

The Netherlands: Radio Netherlands Training Centre Europa, Bernadette van Dijck

Norway: University of Oslo, Elisabeth Eide

Portugal: Instituto de Estudos Jornalisticos, Maria Joao Silveirinha

Romania: University of Bucarest, Daniela Frumusani

Sweden: Media watch group Allt är Möjligt, Maria Jacobson

Switzerland: Bureau de l'égalité entre les femmes et les hommes, Sylvie Durrer

Latin America

Regional Coordinator

Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA), Nidya Pesantez-Calle and Sandra López Astudillo, Ecuador

National Coordinators

Argentina: Instituto Movilizador de Fondos Cooperativos, Claudia Florentin and Marcela Gabioud

Brazil: Universidade Metodista de São Paulo, Sandra Duarte Souza / Rede Mulher de Educação e Associação Mulheres pela Paz, Vera Vieira

Ecuador : Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA), Nidya Pesantez-Calle and Sandra López Astudillo

Mexico: Comunicación e Información de la Mujer (CIMAC), Miriam González

Paraguay: Coordinación de Mujeres del Paraguay, Alicia Stumpfs / Radio Viva, Mirian Candia

Middle East and North Africa

Regional Coordinators

Appropriate Communication Techniques for Development (ACT), Azza Kamel, Egypt

Coptic Evangelical Organisation for Social Services (CEOSS), Amany Latif Ebied, Egypt

National Coordinators

Egypt: Appropriate Communication Techniques for Development (ACT), Azza Kamel / Coptic Evangelical Organisation for Social Services (CEOSS), Amany Latif Ebied

Jordan: Arab Women's Organisation, Layla Hamarneh

Lebanon: Maharat Foundation, Roula Mikhael

Pacific

Regional Coordinator

FemLink Pacific: Media Initiatives for Women, Sharon Bhagwan-Rolls, Fiji

National Coordinator

Papua New Guinea: Communication Arts Department at Divine Word University, Joys Eggins