

# Media & Gender Monitor

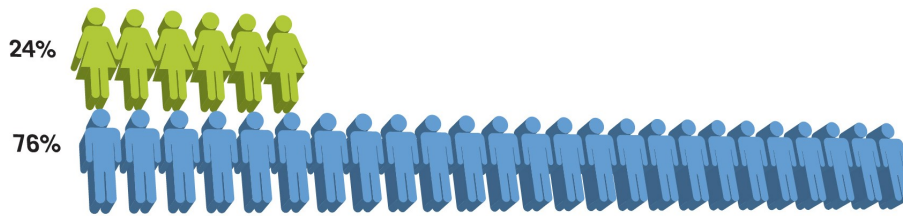
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## The Global Media Monitoring Project AN AGENDA FOR ACTION towards gender-ethical news media

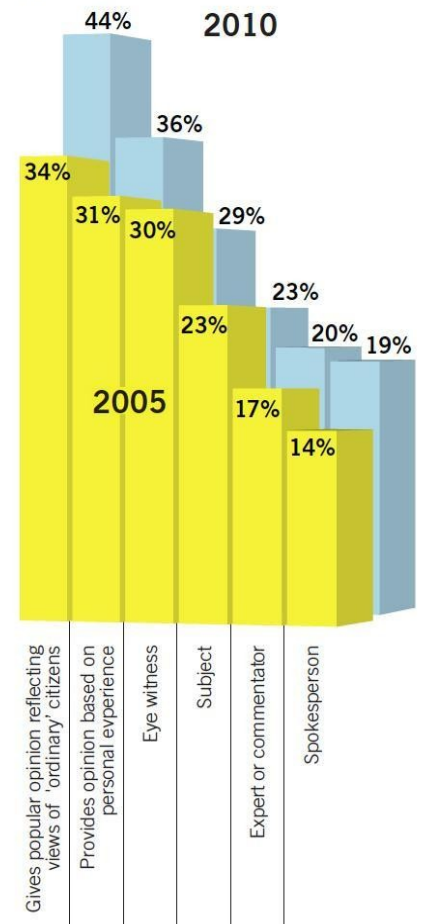
### Only 24% of News Subjects\* are Women



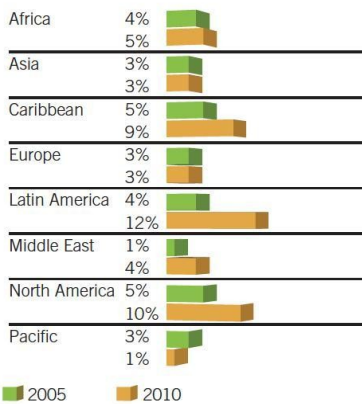
\* Defined as 'people who are interviewed or whom the news is about'.

### Functions of female news subjects: 2005-2010

The 2010 research shows that women are inching closer to parity as people providing popular opinion in the news, at 44%



### Stories where issues of gender equality or inequality are raised, by region: 2005-2010



### News stories citing gender equality or human and women's rights instruments: 2010

| Region                | % stories  |
|-----------------------|------------|
| Africa                | 13%        |
| Asia                  | 8%         |
| Caribbean             | 9%         |
| Europe                | 9%         |
| Latin America         | 5%         |
| Middle East           | 22%        |
| North America         | 21%        |
| Pacific               | 2%         |
| <b>Global average</b> | <b>10%</b> |

From *Who Makes the News: Global Media Monitoring Project* report. WACC, 2010  
[www.whomakesthenews.org](http://www.whomakesthenews.org)

## EDITORIAL

*"I was quite intrigued by the findings, especially because we work very hard to stop the perpetuation of gender and race stereotyping. [...] I will address the staff and share the findings with them in an effort to conscientise them and get them into a mindset of breaking the mould.. [...] I accept the critique wholeheartedly, it has certainly opened my eyes to what we may have taken for granted".*

In his reaction to the findings of the fourth Global Media Monitoring Project (GMMP 2010) research, one executive editor in an important South African news media house sharply captures the essence the GMMP.

First, the Project's vision to nurture a critical questioning by media professionals and audiences alike, of gender gaps, biases and discrimination in the news media. Questions about invisibility, marginality, negative portrayal and silencing of certain voices on the basis of gender. Second, to create an understanding by different actors of their ability to be agents for change. Third, to spur action within and outside the media for the larger project of transformation towards gender-ethical news media.

The South African news editor rightly invokes his newspaper's internal practices and equally important, the broader society's agency in this situation. Further, the impact of progressive journalistic practice that endeavors to ensure accountability to otherwise marginalized groups is diminished in a media environment that is either less aware about the concerns or impervious to the critiques. As well, to the extent that media audiences fail to actively engage with media practitioners on their output, they contribute to maintaining the status quo.

The current issue of *Media and Gender Monitor (MGM)* brings together action plans emerging from the GMMP findings. The plans highlight specific actions for each set of change agents—media decision makers, practitioners, journalism training institutions and civil society groups, among others. The global action plan is intended to accelerate the pace of change as well as also re-direct progress to areas of media policy and practice that constrain advancement towards more gender-just news media. The regional action plans underscore areas identified as key for special follow-up by the respective GMMP networks. In this issue as well are stories of some of the ways in which the networks continue to demonstrate their commitment to the plans in practice.

It is the hope that the action plans will speak to and resonate with readers in their specific locations as news media professionals, audiences, trainers, researchers, activists and others engaged in particular ways with news media.

  
Sarah Macharia, Editor

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Chandra Iyengar releases the GMMP 2010 India Report in Mumbai at a Network of Women in Media, India. event. She is flanked by Kalpana Sharma and Shai Venkantaman.



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**Annexes**

- National data tables
- List of 108 participating countries



\*A global report, several regional and national reports document the findings of the Fourth Global Media Monitoring Project (GMMP 2010). A 4-page brochure complements the report by providing highlights of some

# GMMP 2010

## Gender & media monitoring research

### Report excerpt\*

|   | 2000    |       | 2005    |       | 2010    |       |
|---|---------|-------|---------|-------|---------|-------|
|   | % Women | % Men | % Women | % Men | % Women | % Men |
| <b>NEWS SUBJECTS</b>                                |         |       |         |       |         |       |
| <b>All media</b>                                    | 18      | 82    | 21      | 79    | 24      | 76    |
| Television  | 22      | 78    | 22      | 78    | 24      | 76    |
| Radio   | 13      | 87    | 17      | 83    | 22      | 78    |
| Newspapers  | 17      | 83    | 21      | 79    | 24      | 76    |
| <b>Main Story Topics:</b>                           |         |       |         |       |         |       |
| Celebrity, Arts & Sport                             | 23      | 77    | 28      | 72    | 26      | 74    |
| Social & Legal                                      | 21      | 79    | 28      | 72    | 30      | 70    |
| Crime & Violence                                    | 18      | 82    | 22      | 78    | 24      | 76    |
| Science & Health                                    | 21      | 79    | 22      | 78    | 32      | 68    |
| Economy   | 18      | 82    | 20      | 80    | 20      | 80    |
| Politics & Government                               | 12      | 88    | 14      | 86    | 19      | 81    |
| <b>Function in Story:</b>                           |         |       |         |       |         |       |
|   | n/a     | N/a   |         |       |         |       |
| Popular Opinion                                     |         |       | 34      | 66    | 44      | 56    |
| Personal Experience                                 |         |       | 31      | 69    | 36      | 64    |
| Eye Witness   |         |       | 30      | 70    | 29      | 71    |
| Subject   |         |       | 23      | 77    | 23      | 77    |
| Expert  |         |       | 17      | 83    | 20      | 80    |
| Spokesperson  |         |       | 14      | 86    | 19      | 81    |
| <b>REPORTING AND PRESENTING THE NEWS</b>            |         |       |         |       |         |       |
| <b>% Stories presented on Television and Radio</b>  | 49      | 51    | 53      | 47    | 49      | 51    |
| Television  | 56      | 44    | 57      | 43    | 52      | 48    |
| Radio   | 41      | 59    | 49      | 51    | 45      | 55    |
| <b>% Stories reported</b>                           | 31      | 69    | 37      | 63    | 37      | 63    |
| Television  | 36      | 64    | 42      | 58    | 44      | 56    |
| Radio   | 28      | 72    | 45      | 55    | 37      | 63    |
| Newspapers  | 26      | 74    | 29      | 71    | 33      | 67    |
| <b>% Stories reported - Main story topics:</b>      |         |       |         |       |         |       |
| Celebrity, Arts & Sport                             | 27      | 73    | 35      | 65    | 38      | 62    |
| Social & Legal                                      | 39      | 61    | 40      | 60    | 43      | 57    |
| Crime & Violence                                    | 29      | 71    | 33      | 67    | 35      | 65    |
| Science & Health                                    | 46      | 54    | 38      | 62    | 44      | 56    |
| Economy   | 35      | 65    | 43      | 57    | 40      | 60    |
| Politics & Government                               | 26      | 74    | 32      | 68    | 33      | 67    |
| <b>% of Female News Subjects by sex of Reporter</b> | 24      | 18    | 25      | 20    | 28      | 22    |
| <b>NEWS CONTENT</b>                                 |         |       |         |       |         |       |
| <b>% Stories that Challenge Gender Stereotypes</b>  | n/a     |       | 3       |       | 6       |       |
| <b>% Stories that Highlight Gender (In)Equality</b> | n/a     |       | 4       |       | 6       |       |

key findings in an easy-to-share format.

All resources are available for free download at [www.whomakesthenews.org](http://www.whomakesthenews.org). The global and highlights reports are published in English, French, Spanish and Arabic.



# A roadmap to accelerate progress in the portrayal and representation of women in the news\*

\*excerpt from *Who makes the news? GMMP 2010 report* (WACC, 2010)

The GMMP research shows an increase of 6 percentage points in women's presence as subjects in the news since the year 2000. If conditions remain unchanged and the rate of progress is maintained, it will take at least 40 more years to reach parity. The plan of action below is intended to accelerate the pace of change as well as also re-direct progress to areas of media policy and practice that constrain advancement towards more gender-just news media.

*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.

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

Media practitioner associations, journalist unions and media owners with support from governments:

5. Adopt and apply policies on gender parity in media
6. Promote women's leadership in media

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

Civil society organisations with support from governments, international non governmental organisations and the private sector:

7. Carry out gender and media sensitisation initiatives.
8. Build a new social imagination of gender-fair, gender-balanced media as women's human rights.
9. Undertake gender and media monitoring initiatives.

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

11. Work 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.

Media practitioner associations, journalist unions and media owners with support from regional and international organisations:

14. Establish gender sensitive media codes of practice.



Françoise Mukuku, GMMP country coordinator for the Democratic Republic of Congo responds to reporters following the launch of the GMMP 2010 report.

Source: Françoise Mukuku./GMMP Network, WACC 

# Une feuille de route pour accélérer le progrès dans la description et la représentation des femmes dans les nouvelles\*

\*extrait de *Qui fait les nouvelles: Rapport du GMMP 2010*. (WACC, 2010)

La recherche du GMMP démontre une augmentation de 6 points de pourcentage de la présence des femmes comme sujets des nouvelles depuis l'an 2000. Si les conditions demeurent les mêmes et que le rythme des progrès se maintient, il faudra plus de 40 ans pour atteindre la parité. Le plan d'action vise non seulement à accélérer le rythme du changement, mais également à réorienter les progrès vers les domaines des politiques et des pratiques médiatiques qui contraignent les avancées vers des médias plus équitables sur le plan des genres.

*En partenariat avec les rédacteurs, les organismes de réglementation des médias, les associations de journalistes, les institutions d'enseignement, les gouvernements, les agents du domaine des communications et de l'information et la société civile, entre autres :*

1. Compiler et faire la promotion d'annuaires régionaux identifiant les femmes expertes.

Sous le leadership des formateurs du domaine des médias, des établissements d'enseignement et des chercheurs de la sphère journalistique, avec le soutien des gouvernements et des organisations régionales et internationales:

2. Créer des programmes éducatifs et des modules 'genre et médias' dans les écoles, les établissements et les centres de formation en journalisme.
3. Doter les gestionnaires et les formateurs de compétences leur permettant de mettre en application les modules afin de former des professionnels des médias attentifs

aux questions de genre.

4. Former les propriétaires, les éditeurs, les directeurs généraux de la radio et de la télévision, les rédacteurs en chef, les directeurs, les producteurs et les animateurs d'émissions sur les questions de genre et sur le reportage équilibré en matière de genre.

Sous le leadership des associations de praticiens des médias, des syndicats de journalistes et des propriétaires de médias, avec le soutien des gouvernements:

5. Adopter et mettre en application des politiques sur la parité de genre dans les médias.
6. Promouvoir le leadership des femmes dans les médias.

*En partenariat avec les rédacteurs, les organismes de réglementation des médias, les associations de journalistes, les institutions d'enseignement, les gouvernements, les agents du domaine des communications et de l'information et la société civile, entre autres:*

Sous le leadership des organisations de la société civile et avec le soutien des gouvernements, des organisations non gouvernementales internationales et du secteur privé:

7. Réaliser des initiatives de sensibilisation à la question « genre et médias ».
8. Bâtir un nouvel imaginaire social qui place les médias justes et équilibrés en matière de genre au rang des droits humains des femmes.
9. Lancer des initiatives de monitoring sur le genre et les médias.
10. Forger des partenariats, des coalitions et des réseaux positifs, avec les conseils des médias, les associations de médias et d'autres orga-

nisations.

11. Travailler avec les agences intergouvernementales et les ONG de femmes pertinentes, de sorte à élaborer des plans d'action nationaux et régionaux sur la question « genre et médias ».
12. Soutenir les médias de femmes comme alternatives, parallèlement à leur travail visant à transformer les médias grand public.
13. Mettre en branle des campagnes de revendications en faveur de politiques qui respectent la liberté d'expression.

Sous le leadership des associations de praticiens des médias, des syndicats de journalistes et des propriétaires de médias, avec le soutien d'organisations régionales et internationales:

14. Établir des codes de pratique médiatique sensibles au genre.

*...Un journalisme juste, équilibré est un journalisme éthique qui à son tour ne peut être atteint que par le truchement de l'équité, à la fois dans le contenu des nouvelles et dans la salle de rédaction.*

—Mindy Ran, *Qui figure dans les nouvelles?* Rapport du GMMP 2010.

# Una hoja de ruta para acelerar el avance en la presentación y representación de las mujeres en las noticias\*

\*extracto de *¿Quién figura en las Noticias?: Informe del GMMP 2010*. (WACC, 2010)

La investigación del GMMP muestra un incremento de 6 puntos porcentuales en la presencia de las mujeres como sujetos de las noticias desde el año 2000. Si estas condiciones permanecen y se mantiene la tasa de avance tomará por lo menos 40 años alcanzar la paridad. El plan de acción *infra* busca no solamente acelerar el paso del cambio sino redirigir el avance hacia las áreas de políticas y prácticas en los medios que obstaculizan el avance hacia medios noticiosos con equidad de género. Las acciones retoman los objetivos estratégicos que aparecen en la sección J relativa a “la mujer y los medios de difusión”, en la Declaración y Plataforma de Acción de Beijing adoptada en 1995, que en primer lugar reconoce la importancia de la observación de los medios como herramienta para el cambio hacia la igualdad de género.

*En alianza con editores, órganos reguladores de los medios, asociaciones de periodistas, instituciones de formación, gobiernos, funcionarios de comunicación e información, y la sociedad civil entre otros:*

1. Compilar y promover el uso de directorios de Mujeres Expertas.

Bajo la dirección de docentes/capacitadores, instituciones de enseñanza y formación en materia de medios, e investigadores con apoyo de gobiernos, organizaciones regionales y organizaciones internacionales:

2. Crear planes de estudio y módulos sobre “género y medios” en escuelas, instituciones y centros de enseñanza y formación en materia de medios.
3. Proporcionar a directores e instructores las destrezas necesarias para aplicar los módulos para formar profesionales de los medios con sensibilidad de género.

4. Capacitar en asuntos de género y reporte con equilibrio de género a los propietarios de los medios, directores de publicación, directores generales de radio y televisión, editores en jefe, directores de programación, productores y animadores.

Bajo la dirección de las asociaciones de los profesionales de los medios, sindicatos de periodistas y propietarios de los medios con apoyo de los gobiernos:

5. Adoptar y aplicar políticas de paridad de género en los medios.
6. Promover el liderazgo de las mujeres en los medios.

*En alianza con editores, órganos reguladores de los medios, asociaciones de periodistas, instituciones de formación, gobiernos, funcionarios de comunicación e información, y la sociedad civil entre otros:*

Bajo la dirección de las organizaciones de la sociedad civil con el apoyo de los gobiernos, organizaciones no gubernamentales internacionales y el sector privado:

7. Llevar a cabo iniciativas de sensibilización de género y medios.
8. Construir una nueva imaginación social de equidad de género y

equilibrio de género en los medios en tanto que derechos humanos de las mujeres.

9. Llevar a cabo iniciativas de monitoreo de género y medios.
10. Forjar alianzas positivas, redes y coaliciones con los consejos de medios, asociaciones de medios y otras organizaciones.
11. Trabajar con las agencias intergubernamentales pertinentes y con las ONG de mujeres, desarrollar planes de acción nacionales y regionales sobre “género y medios”.
12. Apoyar los medios a cargo de mujeres y por mujeres como una alternativa, al mismo tiempo que se sigue desarrollando trabajo para transformar los medios masivos.
13. Realizar campañas de promoción a favor de políticas que defiendan la libertad de expresión.

Bajo la dirección de las asociaciones de los profesionales de los medios, sindicatos de periodistas y propietarios de los medios con apoyo de las organizaciones regionales e internacionales:

14. Establecer códigos de práctica con sensibilidad de género en los medios.

Lanzamiento del informe GMMP en España



Source: Elvira Altés./GMMP Network, WACC 



# Global Media Monitoring Project

## Regional Plans of Action (2011-2014)

### North America

The reality of women's lives and experiences remain relatively marginalized in North American news media. This in turn reinforces gender stereotypes and guides the way we see our world. Further, the habitual representations of gender in the news become entrenched as journalistic conventions – short-cuts to meaning that continue to reinforce themselves through repetition, regardless of their impact or accuracy.

Some of the actions that may help increase the relative invisibility of women as newsmakers include:

1. Advocacy and lobbying to promote change through dialogue and raise our expectations for how our news *should* be. Too often women and media activists become resigned to unequal representations in the news, and media professionals become immune to reports that critique their work. Yet, we need to continue to expect more from the news media, and make these expectations clear to those who run news organizations. There is a habitual pattern of coverage that under-represents, misrepresents and stereotypes women in North America, and this needs to change.
2. Creating targets and goals. Over the next five years, media organizations and advocacy groups can develop targets for improvement, choosing a few key areas and focusing on those, and provide updates on the results.
3. Ongoing monitoring – the GMMP provides both a template and a data base for advocacy and research organizations to continue to monitor the news in North America over the next five years. Groups can focus on local media, and compare their results to those identified here. Where is local media doing better and where is it doing worse? Small media organizations are far more open to community input, especially if accompanied by suggestions for change.
4. Skill development – Using these and other tools, groups can increase media analysis skills in the community by holding workshops for youth, women and other marginalized groups on media monitoring and advocacy.
5. Promote Communication Rights. Efforts from civil society groups to promote and enhance communication rights have become increasingly vocal. Groups such as WACC and others across North America advance the concept of communications rights and work towards ways to enshrine such concepts through active engagement and advocacy. See for example, the Centre for Communication Rights – [www.centreforcommunicationrights.org](http://www.centreforcommunicationrights.org).

### America Latina

Es indispensable continuar acciones y emprender nuevas acciones que aporten en la transformación de los medios de comunicación, de manera tal que las noticias reflejen la realidad social y cuenten con una representación justa y equilibrada de mujeres y de hombres.

Para esto proponemos:

1. Impulsar espacios de capacitación y jornadas de profesionalización para editores de medios desde un abordaje de género
2. Creación de observatorios ciudadanos de la comunicación en cada país de la región, observatorios que cuenten con representación de organizaciones sociales, instituciones públicas, gremios de periodistas para realizar monitoreos nacionales de noticias
3. Impulsar la creación de un observatorio regional de medios de comunicación
4. Creación de incentivos (premios) dirigido a reportajes que tomen en consideración la equidad de género
5. Generar espacios de capacitación dirigidos a la sociedad civil sobre lectura crítica de mensajes mediáticos

- Grupo de Apoyo al Movimiento de Mujeres del Azuay (GAMMA), Ecuador. [www.gammaecuador.org/](http://www.gammaecuador.org/)

### Update from Canada

*In November 2010 at the annual Media Democracy Day in Vancouver we had a panel discussion about the representation of women in the news, using the GMMP results as the starting point. Acknowledging the continued relative invisibility of women and alternative sexual identities in contemporary media, as well as the perpetuation of images of sexualized gendered violence, the panellists explored the role media makers and citizens have in producing a more just media system for all genders and sexualities. For International Women's Day 8 March 2011, I organized two related events. The first event was a training workshop for women in non-governmental organisations to write op ed pieces and be quoted as experts in their field. The second was a public talk about the gender gap in the news.*

*Read more about the seminar discussion at <http://pages.cmns.sfu.ca/mdd/panel-2-2/>.*

*- Kathleen Cross, PhD. GMMP Coordinator, Canada*

# Global Media Monitoring Project

## Regional Plans of Action (2011-2014)

### Caribbean

What can be done to promote the fair and balanced representation of women and men in the news?

#### *Media houses/media industry*

1. Introduce gender-awareness training for media practitioners at all levels – reporters, camera crews, producers, editors, managers, etc. Liaise with stakeholders with gender expertise who can provide expert training : NGOs, academic institutions, etc.
2. Adjust all Codes of Practice/Conduct, Style Books, Codes of Ethics to make sure they include gender-awareness
3. Develop and introduce a Gender Policy with guidelines that affect operations within the media house as well as output (content)
4. Revisit mission of Media House to find balance between profit-making and socio-ethical responsibility.

#### *Citizens, civil society organisations (as media consumers )*

1. Find strategies to make effective use of GMMP results to narrow the gaps between the work to democratize media and the work on gender equality
2. Media activists and gender activists have yet to create sufficient synergies in their areas of work, to have more impact
3. Training of Trainers to create a “Regional GMMP Task Force” (Women’s Media Watch-Jamaica key in this) in order to develop a cadre of dedicated individuals who will be able to effectively: make use of GMMP results; encourage media monitoring by citizens or youth groups, using a gender-lens, and/or the GMMP coding methodology; spearhead training for civil society to increase awareness of gender as it relates to the media, in order to facilitate their participation as media ‘watchdogs’
4. NGOs and scholars with expertise in Gender and Media must find a strategy to integrate gender into the curriculum of all communication courses for Community Colleges.
5. Civil society sector needs to be more proactive in forging relationships with the media and learning more about how the news media work;
6. Conduct research into existing Codes of Practice/Conduct, Style Books, Codes of Ethics to find out what exists, and whether they include gender
7. Advocate for the following policies: Gender Policies in media houses, Codes of Ethics, Broadcasting Standards that include gender-awareness, National Media and Communications Policy that includes gender .
8. Civil society organizations in many territories of the region need to go beyond their national borders to strengthen ties within the rest of the Caribbean and world wide, to build capacity in gender-equality activism and media activism.

**-Women’s Media Watch (Jamaica). GMMP regional coordinator, English-speaking Caribbean. [womensmediawatch.org](http://womensmediawatch.org)**

### Middle East & North Africa

1. Focus on advocacy in the Arab region, and use the findings to engage media in ways to improve gender representation in media, in collaboration with the national media associations as well as media training institutions.
2. Fill the knowledge gap of male and female journalists regarding national and international legislations concerning women's issues and the mechanisms related, as well as providing the persons responsible for communication with information sources on women's rights; information holds a considerable importance in the area of human rights, thus women's rights, the profession of persons responsible for communication is in total research, sending out and exchanging information.
3. Encourage local and regional seminars and training courses on media and women's rights in order to sketch an effective role for mass media in disseminating and advocating the culture of women's right, encourage media persons to participate effectively in the seminars and push towards setting a code of media professional ethics regarding featuring women's issues and guarantee a minimum of media tackling and presentation of these rights, through the different reporting means, such as reportages, interviews, commentaries and analytical articles and establish a gender-sensitive media code of practice
4. Encourage feminist organisations and human rights organisations to create coalitions with the task of publishing an annual report on the image of men and women in the different media, preparing and implementing campaign against negative and stereotypical images of women, encourage and press the continuation of media that highlight positive images.
5. Encourage the creation of media monitoring units that work in monitoring the image of men and women in media and press.
6. Designate annual awards to be given to various organisations for best reportage, topics, photographs, journalistic feature of women's issues and women's rights, as well as those that present the actual reality in which women live, in an objective and anti-stereotypical manner.
7. Focus on capacity building of networks that work in monitoring the image of men and women on the regional level, such as the Arab Network for monitoring and changing the image of men and women in media, which comprises many organisations and media persons from different Arab countries, and at the same time create links between regional and Arab networks so that there would be ongoing campaigns.

**-Appropriate Communication Techniques for Development ([www.actegypt.org](http://www.actegypt.org)) and CEOSS ([www.ceoss.org.eg](http://www.ceoss.org.eg)). GMMP regional coordinators for Middle East and North Africa**



# Global Media Monitoring Project Regional Plans of Action (2011-2014)

## Pacific/Oceania

While Pacific women have collaborated with media executives to develop the Pacific Women in Media Action Plan – Pacific media organizations are yet to fully integrate the plan (and so Pacific women are challenging the status quo as the producers of our own print and electronic media. Women also operate community radio stations. We are media correspondents, producers of video documentaries, Information providers, Communicators and Media Activists.

15 years on, since the adoption of the Beijing Platform for Action, there is a need to continue to review and transform media policy and content, but there is also a critical need to continue to invest in the development, production and distribution of our own media.

15 years ago, the adoption of Section J was an important milestone for women in the media – well aware of the reality of the growing commercialization of media content and corporatization of public media spaces.

15 years ago however, Section J was not a Pacific priority when it came to gender equality and women's empowerment and even the incorporation of Media and ICTs as a regional priority in the revised Pacific (Women's) Platform for Action in 2004 does not fully address content and linkages with the other 11 critical areas of concern.

What is needed are practical and policy related strategies which can demonstrate why and how women are missing in national and regional decision making processes as portrayed through the news-media. This requires greater emphasis to be placed on investment in women's own or community media initiatives as well as in the implementation of the Pacific Women in Media Action Plan, adopted in Nadi, Fiji Islands (September 2006) which provides a comprehensive series of recommendations developed in consultation with media executives. This requires urgent action by Pacific media organisations, working in collaboration with women's human rights and media networks:

Some recommendations for media organisations:

1. Promote gender sensitivity and the use of gender-inclusive language
2. Ensure that media policies, including codes of ethics, are consistent with gender equality commitments
3. Expose all staff to all aspects of media work, including technical and IT-based production as part of career development

We call on the Pacific Islands News Association (PINA) to develop a gender equality policy for adoption at the next PINA convention, and assist members in implementation.

## Africa

Immediate review of prohibitive laws / policies and administrative procedures (in both print and electronic media) that to date impede women's advancement in news career development is needed. Media houses in Africa should encourage women's equal and full participation in gathering, writing and producing hard news (such as in politics, crime, violence and science and technology). Media houses should put in place gender responsive policies that will see more women employed as new casters / reporters in technical areas.

### Specific Recommendations

1. Increase engagement with media decision makers to develop friendly and gender responsive policies in the newsroom that would see more women recruited and engaged in news sourcing and casting in Africa.
2. Target setting. For Africa to reverse the prevailing gender imbalances, the GMMP working together with other stakeholders need to set clear targets for legal and policy change to create enabling environment for women media practitioners. The targets could range from state / public broadcasting agencies to private media houses and training institutions.
3. Increased engagement with media regulatory authorities to adopt international best practices on gender and media regulations. Sensitize media houses on gender balanced reporting and fair coverage.
4. Expand and build a fair and gender balanced reporting on issues of concern to women, the rights of the girl-child in Africa.

- *African Woman & Child Features Service.* [www.awcfs.org](http://www.awcfs.org)

## Update from Fiji

*I was invited to be the chief guest speaker at the University of the South Pacific Journalism Programme Awards Night on November 4, 2010 where I spoke about the GMMP results. The presentation got some good coverage in the Fiji Times.*

*(Excerpts from the speech)*

*"The findings of GMMP 2010 are a reminder that as the women's movement we have to strengthen our advocacy and communication through the media. Media organisations also need to consider their role in addressing the gaps revealed by the GMMP and identify their contribution to enabling a society where women and men, in all our diversities are represented through media content.*

Full text at <http://www.whomakesthenews.org/news/informing-a-new-generation-of-media-practitioners.html>

**-Sharon Bhagwan Rolls, femLINKPACIFIC (Fiji). Pacific/Oceania region GMMP coordinator**

# Who Calls the Shots? Media and Gender Justice in Africa

Cathey Ouma, WACC Africa Region

The Africa Region of the World Association for Christian Communication (WACC-AR) had an opportunity to share on the findings of the Global Media Monitoring Project 2010 at a conference for Women Leaders and Ambassadors of Hope which was organised by Churches United Against HIV and AIDS (CUAHA), in Nairobi Kenya from 5-7 October 2010. The main purpose of the three-day conference was to recognize that women church leaders are in the right position to be agents of change and ambassadors of hope in their communities within the framework of being an HIV and AIDS competent church.



Conference participants.

Source: Cathey Ouma/WACC 

The objectives of WACC-AR's presentation "*Who call the shots: media and gender justice in Africa in the context of HIV and AIDS*" were three-fold: To increase the awareness of women church leaders on the power and role of news media in society; to sensitize participants on the shortcomings and limitations of the media with regard to gender; and, to help participants explore approaches to increase the representation and coverage of women by the news media.

The presentation noted that in Africa only 19% of the voices heard or read about in the news media represent women compared to the global rate of 24%. The research had however found a relatively higher tendency for gender-aware stories on HIV and AIDS in contrast to stories on other Millennium Development Goals of poverty, education, environment and building global partnerships.

The presentation challenged women church leaders to be vigilant of the news media in their respective countries, including the church news media, with a view to increasing voices of women through both church and secular media. The participants took away with them copies of the GMMP report for use in their advocacy work for more gender-fair media.

Sixty women and 5 men, from fifteen countries representing the CUAHA constituency in Eastern and Southern Africa attended the conference. Of the 15 countries, 10 were included in the GMMP 2010 media monitoring research.

CUAHA is an ecumenical network of churches and Christian organisations uniting churches and creating a shared commitment to HIV and AIDS issues. The Ambassadors of Hope is an advocacy program of CUAHA which aims at communicating a positive, life-affirming message through HIV and AIDS infected and affected role models in different countries of East and Southern Africa.

"...si notre rapport national du GMMP devait porter un titre, ce serait bien :

*'Ou sont passées les femmes?'*

car a l'école du journalisme, la majorité des étudiantes sont des filles mais les choses changent une fois dans le monde du travail..."

– Françoise Mukuku, *Si Jeunesse Savait*. République Démocratique du Congo

Les journalistes, les étudiants et les organisations de la société civile ont manifesté un grand intérêt pour l'étude du GMMP au Burkina Faso. Après le lancement des résultats, un étudiant en journalisme a décidé de faire son mémoire de fin de cycle sur ce thème. Ceci montre combien la recherche a suscité l'intérêt des professionnels.

– Habi Ouattara, Burkina Faso

Au Togo, six organes de médias ont participé au lancement du rapport GMMP. Trois journaux et trois radios ont publié le communiqué de lancement du rapport et moi même, j'ai été reçu dans une émission de grande écoute sur la radio "FREQUENCE UN" pour expliquer ce que c'est le GMMP.

– Assiongbon Francis Pedro AMUZUN, Togo

# Gender-ethical news media and implications for peace-building

Sarah Macharia

*"The evidence gathered points to news media support of a social imaginary that excludes and discriminates against women. As we know, exclusion and discrimination are the pillar of subordination" (Nidya Pesántez in *Who makes the news*, GMMP 2010 report, WACC)*

The Global Media Monitoring Project (GMMP) research findings provide a lens to understand how skewed gender power relations are structured through news media discourse and imagery. In this article, we consider an argument for gender justice as an ethic in journalistic professionalism, as an approach through which media practitioners and the broader body of communicators may contribute towards building a culture of peace.

It is often said that peace is more than merely the absence of war. The twin concepts of 'peace and security' imply freedom from personal, structural, economic and cultural violence. A feminist definition of peace holds central the values of equality, justice and freedom from discrimination on the basis of any type of difference - whether gender, race, ability, class, ethnicity or other. The pursuit of peace implies the continued struggle to dismantle hierarchical social relations that prop up, justify and perpetuate inequitable power relations of dominance and subordination.

The news media are implicated in this struggle, as allies in the pursuit of peace, as proponents in maintaining the status quo or as protagonists shifting positions across different locations of this spectrum. Some may argue that professional journalism ideally strives to observe ethics and standards of accuracy, balanced coverage and factual reporting, among other tenets. In effect, in the same manner that societies have become increasingly polarised along competing political or ideological positions, news journalism privileges certain positions over others. Certain interests are

accorded grossly disproportional airtime over others, certain voices audience over others.

The GMMP starkly evidences the veiling of real world diversity in the world depicted in mainstream news. We see a tendency in both traditional and new forms of news media to depict gender-based discrimination, injustices and inequalities as 'normal'. The perpetuation of such portrayal thwarts a rupture of the status quo to enable the emergence of a more equitable world.

Reflecting on the GMMP evidence of gender bias, discrimination and stereotyping in news media content, Nidya Pesántez argues that the media's power lie in their ability to influence the 'social imaginary', defined as the mass common sense governing behaviour, actions and attitudes. (WACC, 2010) Gender power relations portrayed through lenses that discriminate against women, that stereotype 'masculinity' and 'femininity' and that present gender inequalities as 'normal', serve to reinforce, justify and perpetuate social imaginaries that support a similarly skewed view of the world.

To the extent that media are a conduit and shaper of culture, me-

dia also hold the power to construct alternative social imaginaries in which women in particular thrive free of discrimination and the stereotypes that limit their abilities and restrain the possibilities available to them.

Media portrayal of gender then should be of concern to anyone intent to see the inception of less discriminatory, more inclusive and equitable societies, including journalists, reporters, editors and the broader range of media professionals who care about the impact of their practice on the lived realities of their audiences.

'Ethical journalism is about taking responsibility [...] Inherent in this responsibility is the concept that fair, balanced reporting *is* ethical reporting, which in turn, can only be achieved by equity, both in the news content, and within the newsroom'. (Mindy Ran in WACC, 2010) It thus is important for communicators to understand how their practice shapes the social imaginary and how an 'ethical journalism' approach can be a tool to cultivate the emergence of less discriminatory, more equitable societies.

The GMMP report presents an action plan intended to accelerate the pace of change as well as re-direct progress to areas of media policy and practice that constrain advancement towards more gender-ethical news media.

Such news media in turn support an alternative vision of the world, one marked less by hierarchical social relations and more by attention to the values of equality, justice and freedom from discrimination that lie at the heart of peace.

*\*Who Makes the News? GMMP 2010 report. WACC, 2010.*

[www.whomakesthenews.org](http://www.whomakesthenews.org)



# Resources for media monitoring, critical media literacy, training and advocacy

free download at [www.whomakesthenews.org](http://www.whomakesthenews.org)



Several resources are available for free download at [www.whomakesthenews.org](http://www.whomakesthenews.org), a website dedicated to news and information on gender and the news media. The website is a space to learn, network and share about our work. Media & Gender Monitor readers are encouraged to download materials for use in training and advocacy work, participate in the blog, and send us your news and events to share with the global network of individuals, groups, institutions and organisations that are in different ways engaged in work in this thematic area.

## Action and advocacy resources

**Who Makes the News? The Global Media Monitoring Project Report 2010**

Research findings on gender portrayal and representation in news media in 108 countries.

**Qui figure dans les nouvelles? Le Projet mondial de monitoring des médias 2010**

Résultats de recherche dans 108 pays.

**¿Quién figura en el Global de Medios?**

Resultados sobre la representación de género en los medios de comunicación.

**'Mission Possible': A Gender and Media Advocacy Training Toolkit**

Mission Possible: Gender and Media Advocacy Training Toolkit was developed following GMMP 2005 as a tool to build civil society capacity to lobby for gender-fair, gender-balanced media.

**Comprehensive guide**

The toolkit is available in two versions. The first is a comprehensive guide to media advocacy in French, English and Spanish. The comprehensive version presents the materials in two sections of several chapters each. Section One entitled 'Putting gender on the media's agenda' discusses the theory on gender and media advocacy. Section Two entitled 'How to transform media through policy to how to get the best results' provides practical advice on how to transform media through policy to how to get the best results.

**Download**

4.5 MB (English) (Español)

## Media monitoring tools and resources

**Tutorials on the monitoring methodology**

**Modules de formation sur**

**Newspaper monitoring methodology**

**Journaux**

PART 1. The Story. [PowerPoint](#) [PDF Version](#)

PART 2. Reports [العالمى الإحصائي](#) [مشروع الرصد الإحصائي](#)

PART 3. Analysis [مراجعة](#)

**Radio news monitoring**

70 من أكثر من 110 دولة حول العالم

Even if you have taken part in a previous GMMP, do read all the instructions carefully. For this fourth edition, changes have been made. This will enable the project to be as useful as possible to people in all regions while still allowing comparisons with results collected in the GMMPs of 1995, 2000 and 2005.

- Quantitative monitoring
- Qualitative monitoring

**The quantitative monitoring**

First, the study will collect quantitative (i.e. numerical) data. This part of the project will provide a detailed picture of the numbers of women and men in the world's news, the types of story in which they are found, the roles they play in the news etc. This information will be compiled for every news story monitored. For each of the three news media - television, radio and newspapers - a monitoring guide sets out the areas in which information is needed and the range of answers possible. Monitors will be asked to choose a number (or 'code') that corresponds to their answer, and to enter this code on a coding sheet. Each Monitoring Guide will take monitors through two step-by-step examples, showing exactly how to select the codes for each news story.

Remember each of the Monitoring Guides - and each of the Coding Sheets - is slightly different, because slightly different

**The monitoring materials**

All this information is included in the monitoring guides presented below as Documents (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15) (16) (17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27) (28) (29) (30) (31) (32) (33) (34) (35) (36) (37) (38) (39) (40) (41) (42) (43) (44) (45) (46) (47) (48) (49) (50) (51) (52) (53) (54) (55) (56) (57) (58) (59) (60) (61) (62) (63) (64) (65) (66) (67) (68) (69) (70) (71) (72) (73) (74) (75) (76) (77) (78) (79) (80) (81) (82) (83) (84) (85) (86) (87) (88) (89) (90) (91) (92) (93) (94) (95) (96) (97) (98) (99) (100) (101) (102) (103) (104) (105) (106) (107) (108) (109) (110) (111) (112) (113) (114) (115) (116) (117) (118) (119) (120) (121) (122) (123) (124) (125) (126) (127) (128) (129) (130) (131) (132) (133) (134) (135) (136) (137) (138) (139) (140) (141) (142) (143) (144) (145) (146) (147) (148) (149) (150) (151) (152) (153) (154) (155) (156) (157) (158) (159) (160) (161) (162) (163) (164) (165) (166) (167) (168) (169) (170) (171) 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## Blog

**Monitoreo de medios: una herramienta para construir ciudadanía**

Posted in [Español](#) on December 05, 2010 by [REDICAM](#)

El día 5 de noviembre presentamos algunos de los resultados del Monitoreo Mundial en el marco de una actividad convocada por la REDICAM en diversos derechos.

**European observatory on gender representation starts work**

Posted in [English](#) on March 07, 2011 by [Tim Meadley](#)

On January 17, 2011 the [Osservatorio di Pavia](#) started operating a European Observatory on gender representations: an on-going monitoring exercise on the visibility of women and men in 15 newscasts in Italy, France, Germany, United Kingdom and Spain. Building on the

**16 jours d'activisme et le lancement du rapport GMMP au Burkina Faso**

Posted in [Français](#) on December 07, 2010 by [REDICAM](#)

Les 16 jours d'activisme contre les violences faites aux femmes ici, au Burkina sont célébrés aussi bien par le Ministère de la Promotion des Droits Humains que par les organisations de femmes.

Par exemple, à la Marche mondiale des femmes/ Burkina Faso dont je suis membre, ce sont des activités de plaidoyer et de sensibilisation que nous

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**note that by uploading you agree that we may see it**

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## On social networking sites

**facebook**

**Sign Up** Global Media Monitoring Project (GMMP) is on Facebook

Sign up for Facebook to connect with Global Media Monitoring Project (GMMP).

**Global Media Monitoring Project (GMMP)**

**Wall** **Info** **Photos** **Video** **Events** **Discussions**

**Basic Info**

Name: Global Media Monitoring Project (GMMP)

Category: Organizations - Non-Profit Organizations

Description: The Global Media Monitoring Project is the largest and longest longitudinal study on gender in the world's news media. It is also the largest advocacy initiative in the world for gender justice in the news media.

The GMMP is unique because it involves volunteer academics from grassroots community organizations, university students, academic researchers, media practitioners and others interested in gender and communication.

The global media monitoring day for GMMP 2009/2010 was 10... (read more)

Open: All content is public.

**Information**

Category: Organizations - Non-Profit Organizations

Description: The Global Media Monitoring Project is the largest and longest longitudinal study on gender in the world's news media. It is also the largest advocacy initiative in the world for gender.

## Partner projects

### **Me Deh Yah": Understanding the role of media and how it shapes ideas**

*Women's Media Watch, Jamaica*

*There is somewhat of a backlash towards women working on women's rights and gender equality, and this is because in Jamaica young men are in crisis. For example of the over 1,500 murders that take place each year the majority involve young men as perpetrators and victims. The society generally feels that young men need far more attention than young women.—Hilary Nicholson, Women's Media Watch, Jamaica.*

Nicholson's comment is made in the context of an assessment of challenges experienced by Women's Media Watch (Jamaica) when implementing the project designed to build awareness of the impact of media on human relationships, human rights and gender inequality. Supported by the World Association for Christian Communication (WACC), the project also purposed to counter sexism and violence in the media, with a particular focus on gender-based violence.

In spite of the challenges, the project succeeded in building participants' capacity to recognize and challenge the media's perpetuation of gender stereotyping which leads to gender-based violence and/or the violation of both children's and women's rights. The project enhanced critical thinking and awareness of the role of the media in the lives of youth and adults. Young women leaders, community leaders and some peer educators were introduced to methodologies to train others in their communities and networks on how to critique popular culture and understand its effects on relationships and values.

The project also built awareness among male participants on the negative portrayals of masculinity. It addressed how society is sometimes complicit in negative media portrayals and it encouraged men to recognize alternative ways of 'being man.'

The project included advocacy on sexism and violence in the media. Training and advocacy was supported by resource and advocacy materials which included research data from WMW's local Jamaica Media Monitoring Project (Ja-MMP - "Whose News and Views?") conducted during mid-2009, as well as the data from GMMP Report 2005. The WMW local survey provided data which is comparable to the global GMMP 2010 data. Support from the World Association for Christian Communication (WACC) allowed WMW to complete the Ja-MMP Research Report.

#### **Whose News and Views?**

A Survey of Women's and Men's Participation in the News in Jamaica



Women's Media Watch-Jamaica  
February 2010



### **Film: In the Mirror**

*Appropriate Communication Techniques for Development (ACT), Egypt*

The film presents a journey in the life of Hanaa, an Egyptian woman, who searches for her true self after having lived all her life seeing her reflection in the so-called 'mirror', *the media*. In her mind's eye, Hanaa contrasts her life since childhood to the image of women in Egyptian media as depicted during key moments of the country's political history.

The film spans one 24-hour day in Hanaa's life on her fiftieth birthday, during which she remembers the different situations she encountered in her lifetime.

The film features interviews with specialists in the fields of media, advertising, psychology and sociology, to help dissect media portrayal of women during each historic moment.

The film's focus is on the analysis of the nature and character of media makers, to illustrate how their ideologies, social and political attitudes influence their vision and subsequent portrayal of women's roles in different media forms.

Produced with support from the World Association for Christian Communication (WACC), the film was screened to an audience of media professionals, academia and the general public in December 2010 at the launch of the Global Media Monitoring Project (GMMP) report in Egypt.

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# Qualificação de mulheres negras para o direito humano à comunicação

*Observatório Negro, Brasil*

O projeto Qualificação e Mulheres Negras para o Direito Humano à Comunicação com objetivo de qualificar 30 mulheres negras de comunidades populares da Região Metropolitana do Recife, e mais adiante ampliando as atividades com as trabalhadoras domésticas, fortaleceu o entendimento da necessidade e importância da qualificação para o monitoramento da mídia nas ações de combate ao racismo. Dentre as atividades realizadas constaram reuniões preparatórias e de planejamento das atividades junto às mulheres participantes; oficinas sobre identidade, mito da democracia racial, estereótipos da população negra na mídia, democratização racial na comunicação, liderança e feminismo; dia de monitoramento de mídia global; seminário mulheres negras nordestinas no combate à discriminação racial na mídia; produção do guia de enfrentamento ao racismo na mídia.

A primeira oficina trabalhou o tema Identidade Negra e Gênero. As mulheres expuseram suas experiências pessoais com o racismo ao longo de suas trajetórias seja no espaço familiar, na escola ou no trabalho. As participantes trouxeram relatos sobre suas vivências em que se percebia as consequências do racismo para a constituição do sujeito negro na sociedade e como essas consequências influenciam na construção da identidade, levando o indivíduo a negar-se enquanto negro, e a afirmar-se a partir do momento em que se fortalece como sujeito.

Durante o andamento do projeto ocorreu o Dia de Monitoramento Global de Mídia, realizado no dia 10 de novembro de 2009, que contou com a participação de 05 integrantes do projeto atuando como pesquisadoras dos telejornais exibidos por um canal de televisão brasileira. O canal de



televisão escolhido foi a TV Jornal – integrante do Grupo Jornal do Comércio/ Paes Mendonça – tendo analisados os telejornais apresentados ao meio-dia e ao horário noturno, além do programa policial Bronca Pesada, exibido nos horários da manhã e meio-dia. A razão pela qual se escolheu o programa Bronca Pesada é o alto índice de audiência do referido programa no Estado, chegando aos 30 pontos de audiência diária. O programa exhibe casos de violência, tratando-os de maneira banalizada e expondo acusados e vítimas a situações vexatórias. Nesse contexto, o maior número de pessoas exibidas no programa seja na condição de acusados seja na condição de vítimas é formado por negras e negros, o que demonstra a naturalização com que a mídia trata a representação da pessoa negra, sempre no lugar relacionado com a criminalidade. Identificou-se, ainda, que a análise dos telejornais não permite uma identificação mais detalhada dos casos de racismo, tendo em vista que a forma mais evidente de manifestação das idéias racistas dá-se a partir dos personagens das telenovelas e nas propagandas comerciais.

Dentre as atividades previstas e realizadas houve o Seminário Mulheres Negras Nordestinas no Combate à Discriminação Racial na Mídia. O seminário contou com a participação de mulheres de oito estados do Nordeste do Brasil, estando ausente apenas o estado de Sergipe cuja representante foi acometida de

uma doença que impediu a sua participação. Além das participantes dos oito estados do Nordeste estiveram presentes participantes de organizações negras do Sul e Sudeste do País, integrantes da Articulação de Mulheres Negras Brasileiras – AMNB, na condição de convidadas. O objetivo do seminário foi partilhar experiências das mulheres negras no combate ao racismo na mídia, a partir do entendimento e aprendizado para uso dos mecanismos jurídicos de defesa dos direitos humanos da população negra e acesso ao direito humano à comunicação, qualificando-as para acessar o sistema de segurança e justiça na defesa dos direitos humanos da população negra. Nesse âmbito, discutiu-se também a conjuntura política e o panorama traçado para a comunicação após a Conferência Nacional de Comunicação – CONFECOM e a necessidade de organização e fortalecimento dos movimentos sociais frente os desafios que passam a se constituir no tocante à comunicação no Brasil. O projeto desencadeou o entendimento da necessidade para a qualificação das mulheres negras para o monitoramento do racismo na mídia, o que levou à busca por atividades de qualificação interna da equipe do Observatório Negro e desta para com as mulheres negras de outras organizações para o monitoramento da mídia e combate ao racismo.

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*The GMMP network joins friends, partners and family in South Sudan to celebrate the life of GMMP country coordinator Ms. Apollonia Mathia who passed away on 18 March 2011 in Juba following a road accident.*

*Apollonia was a dedicated journalist and Executive Director of the Southern Sudan Media Women's Association (SSMWA). She was also a visionary; long before South Sudan became Africa's youngest state, Apollonia had successfully made a case to insert 'South Sudan' into the GMMP as a country in itself for the purpose of the monitoring.*

On behalf of the GMMP team from the Caribbean islands of St Vincent and the Grenadines, we send our deepest condolences to Apollonia's family and GMMP team members in South Sudan. her struggle to help the women in Southern Sudan must never be forgotten.

**Sheron Garraway, St Vincent**

As the coordinator for GMMP Tonga I wish on behalf of the monitoring team of Tonga to pay our condolence for the loss of Apollonia Mathia. Apollonia's work speaks for itself. We join all in prayers and may her soul rest in peace.

**Ms Betty Hafoka Blake, Tonga**

From Papua New Guinea, our deepest condolences to Ms. Mathia's family and friends. "Mipla stap wantaim yupla lo tingting na pre" (We are with you in thought and prayer). May she rest in eternal peace.

**Joys Eggs, Papua New Guinea**

Sincere condolences from all monitors in Mauritius. This is indeed a great loss. Our sympathy to the family.

**Loga Virahsawmy, Director, Gender Links (Mauritius and Francophone Office) President, Media Watch Organisation-GEMSA**

## **Celebrating the life of Apollonia Mathias GMMP national coordinator and the first female journalist in South Sudan**

*By Rosemary Okello. Executive Director, African Woman Child and Feature Service (Kenya)*

Being a trail blazer on issues around media and women, Apollonia's dedication to her work as a journalist can be equated with the long conflict between the South and North Sudan is largely believed to be Africa's longest and most brutal civil war after over two decades of conflict and bloodshed.

As a young journalist, Apollonia chose to stay within the country to highlight the plight of her country through her work with Sudan radio. She stood strong in the face of adversity and rose to be the most respected female journalist in South Sudan. In her own words, she portrayed the difficulties and pain that the Southerners lived through during those hard times, "As a mother raising young children, Sudan was no place to be. Those were dark times, being both father and mother to my children and taking care of my sick husband. I cannot say for sure what kept me going, but the lives of my children were on my hands and I had to be strong. I also had a dream to tell the Sudan story; I had lived through it, who else could tell it better than I?"

When she later joined the Juba Post as the only female editor, Apollonia had learnt how to juggle her family and professional life. By telling the Sudan story, she contributed to raising hope for Sudanese in Diaspora.

Our paths crossed in South Sudan about five years ago when I was working at the Juba Post. As a media consultant for UNDP and a researcher I was tasked to carry out a study on the capacity needs of women leaders in South Sudan with the aim to assess the gaps in view of the opportunities which the Comprehensive Peace Agreement (CPA) provided.

I was also tasked to deliver training for the women leaders and the women journalists with an aim of sensitizing them on gender reporting on the implementation of the CPA and also how the women can engage effectively with the media.

Apollonia being the senior journalist among a handful of young journalists expressed concerns then on the lack of experience among the women journalists and that there was no female editor in South Sudan. I suggested to her that she could ensure their issues were heard by forming a media women's association.

In 2008 when she had joined the BBC as their correspondent in South Sudan she informed me that she was ready to start the media women's association. Our collective brainstorming led to naming the initiative Southern Sudan Media Women's Association (SSMWA). We developed the constitution and the African Woman and Child Feature Service (AWC) donated the initial funds for its registration.

In 2009, SSMWA obtained a grant from the then UNIFEM South Sudan Office to implement a project intended to strengthen and promote women's rights in Southern Sudan during the countdown to the General Elections. The media was one of the major target group and during this time, we worked closely with Apollonia. Our work involved engaging with the media to transform the people of South Sudan through civic education and awareness to help the women understand the importance of their participation in the electoral process, both for elective leadership and as effective voters.

That many journalists had not covered elections before propelled SSMWA and AWC to conduct training for journalists and editors within Juba and in the several States. The training focused on understanding the gender dimensions within the electoral process, writing a gender-balanced story; ways in which media could give space for issues of importance to women and particularly approaches to profiling female electoral aspirants. The training and work increased SSMWA's visibility and ability to attract donor support. Together with Apollonia, we wrote funding proposals and SSMWA took off steadily to become the rock upon which many media women, some without prior journalism training, found space to engage and hone their skills.

When preparations for the 2010 Global Media Monitoring Project began, Apollonia became the face for the monitoring in South Sudan and for the first time in history, South Sudan was featured in a global report. Apollonia leaves behind a rich legacy, one based on the struggle for women's rights in and through the media.

# Network news

De la Communauté française de Belgique



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"Seulement 28% des personnes vues ou interrogées dans les médias de la Communauté française sont des femmes. C'est moitié trop peu, affirment des analystes des médias belges francophones qui, pour la première fois, ont participé à l'enquête internationale *Global Media Monitoring Project*.

Le constat de cette sous-représentation des femmes dans les médias constitue un point de départ : informer, sensibiliser et former, voilà les ambitions du projet *Quel genre d'infos ?*, coordonné par l'Association des journalistes professionnels, accompagné par la Fédération internationale des journalistes et soutenu par la Direction de l'égalité des chances du Ministère de la Communauté française de Belgique".

Lire plus à [www.quelgenredinfos.be/](http://www.quelgenredinfos.be/)



Layla Hamarneh, Arab Women's Organisation discusses the GMMP findings at the report launch in Jordan.

Source: Layla Hamarneh./GMMP Network, WACC

## European observatory on gender representation starts work

The Osservatorio di Pavia started operating a European Observatory on gender representations: an on-going monitoring exercise on the visibility of women and men in 15 newscasts in Italy, France, Germany, United Kingdom and Spain. Building on the experience of the GMMP, this European monitoring will focus on the numeric presence of women in TV newscasts, as news subjects as well as media professionals, but also on their roles and socio-demographic features.

In the news context the monitoring investigates stereotypes, as well as journalistic practices that may challenge them and bring gender-relevant issues and gender-sensitive perspectives into the daily news. The size of the monitored samples will allow to compare the 'gender setting' of Italian newscasts and that of main European newscasts, broadcasted through both public and private networks, in an approach that is meant to be broader and heuristically more promising than former research and monitoring experiences conducted in Italy to date.

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