

**WHO
MAKES THE
NEWS?**



Serbia

Global Media Monitoring Project 2010 National Report



Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

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



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Global Context

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

National context

- Last decade's of political and social changes in Serbian society has not reached satisfactory level of positive impacts. There are not enough positive effects which could impact women and especially their empowerment, particularly in the public sphere. Civil society has the potential to make a useful contribution if given the necessary channels and support. Although there suppose to be significant impact of civil society (NGOs, citizen's associations, churches, trades unions etc) in the drafting process of the several important documents such as: Poverty Reduction Strategy of Serbia (PRS), Antidiscrimination law, National action plan for women, followed by further involvement in implementation and general monitoring - participation of civil society has not taken place in the implementation of the reforms agenda, much as they should have done. International and local NGOs are still mainly targeting the socio-economic integration of the most vulnerable groups (e.g., Roma, refugees and IDPs, the elderly and handicapped), and the fight against human trafficking and domestic

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

violence. Social reforms in health and education have been approved but are slow to be implemented. Pension reform has been approved, and the strategy to address unemployment is being elaborated.

‘National Strategy for improving position of women and empowering gender equality’ that was adopted in February 2009, recommends the increased number of women in decision making processes and implementation of GE on all levels and areas in politics. Strategy also propose work on empowering the GE in education, work on improving economical position of women, improving women’s health and GE in health policies, as well as work on prevention and allaying violence against women and improving the protection of victims. Strategy is also proposing work on elimination of gender stereotypes in Media and promotion of GE in Media. National strategy to improve the position of women and promote gender equality, also recommends the gender equality in Media and elimination of discrimination, misogyny and gender stereotypes in Media, there is still a problem in implementation of the proposed Acts. The changes are very slow; there is a lack of external body/commission that could control the implementation of the Strategy and also Law on GE, especially in the concept of the discrimination of women and other minority groups in Media.

As regards women’s rights, Gender equality law has still not been ratified. The level of violence against women, including domestic violence remains a serious concern. Violation of women's rights often goes unreported. NGOs have played a key role in raising awareness of this problem. The legal provisions on protection of economic and social rights are largely in place in Serbia. Enforcement of the existing legislation is not fully ensured.

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

A DAY IN THE NEWS IN SERBIA

- **10 November 2009.**

There were several important topics that had been covered by breaking news on this day. First, most of the breaking news was dedicated to the celebrations of the day before – the International day against fascism and anti-Semitism. Many governmental officials and ministries gave their opinions and impressions about that day and its importance. Second, there was a lot of news dedicated to the new flu that appeared in the Country, so Ministry of health and some medical officials said that there is possibility that they announce epidemics. Also, one of the events was that it was arrested several members of one organized crime group involved in the dealing of drugs and weapons and also human trafficking.

THE CONTEXT

- **Country background:**

The role of civil society organizations in Serbian media haven't changed for last 15 years. In general, media still have very negative attitude toward this groups and their reporting is still streamed against their work. In this concept, women's organization are specially neglected and pictured in negative way by media. That shows also the data that only 1% of media coverage about women is dedicated to the work of women's organizations and gender equality in general.

Second, most of women's organizations in Serbia don't have well (and most of them none) cooperation with the Gender Equality bodies and mechanisms in Serbia and they are not involved in their decision making processes. This lack of cooperation is also transferred and has direct negative influence on the Media reporting on women's and other minority's organizations and their work. Women activists are very often defended and misinterpreted in Media.

Although the freedom of expression is protected under the Constitution, media don't present clearly this term and very often they are using it as a reason for allowing the speech of hate, misogyny, extreme nationalism and stereotyping.

Also, very often in media it can be found very stereotyped and misogyny comments (especially about women) of the interviewed persons, experts, comments of the users and some other third person or story subject. Media/journalists very often comment that this is what some third person said, and that he/she has right on freedom of speech regardless if this is something the media would agree or not. The term, by both our experience and also research results, is very often misused in Media.

Although potentially having an important role to play in challenging the fixed meanings, the media has more often been part of the problem rather than the solution. Gender as a social category is a social construct, which suggests that the creation of gender discourse is not completed or fixed, but a process.

Monitoring the media's portrayal of women and finding strategies to challenge gender stereotyping in the media have been long standing concerns of gender and media activists throughout the world. The common agreement among these two groups is that the dominant notions about gender (as well as about race, or ethnicity, and other factors of differentiations among people) are strongly dependent on the media, since the process of representation is central to the media itself. While the media represents topics, events, situations, persons and groups it attributes to them a certain meaning. In relation to the process of representation, stereotyping (whether gender based, racial or ethnical) is precisely an attempt to fix 'the preferred' meaning.

Beside slow changes in last two years, the media in Serbia still don't offer a balanced image of the diversity of women's lives and their contribution to the society and world progress, and they often reinforce the stereotyped images and roles of women.

- **Media monitored:**

Newspapers: Danas, Blic, Press, Politika

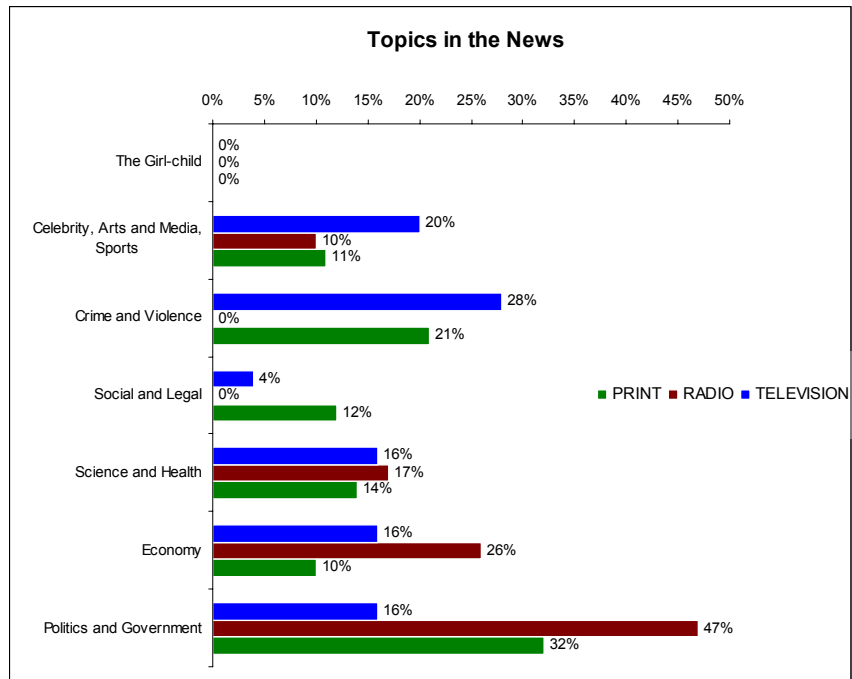
Radio: Radio Beograd 1, Radio 21, Radio Vojvodina, Radio Studio B, Radio Beograd 2

TV: RTS 1, B92

TOPICS IN THE NEWS

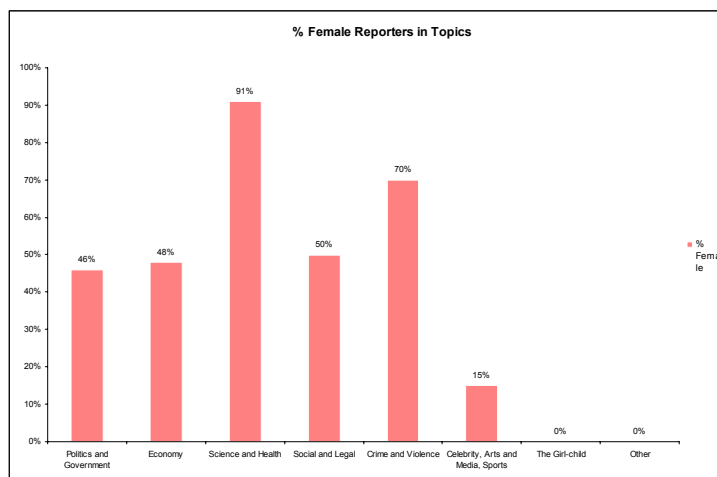
- **Topics in the news:**

	Topic	2010			N
		PRINT	RADIO	TELEVISION	
1	Politics and Government	32%	47%	16%	61
2	Economy	10%	26%	16%	31
3	Science and Health	14%	17%	16%	26
4	Social and Legal	12%	0%	4%	8
5	Crime and Violence	21%	0%	28%	19
6	Celebrity, Arts and Media, Sports	11%	10%	20%	19
7	The Girl-child	0%	0%	0%	0
8	Other	0%	0%	0%	0



- **Topics in the news by sex of Reporter**

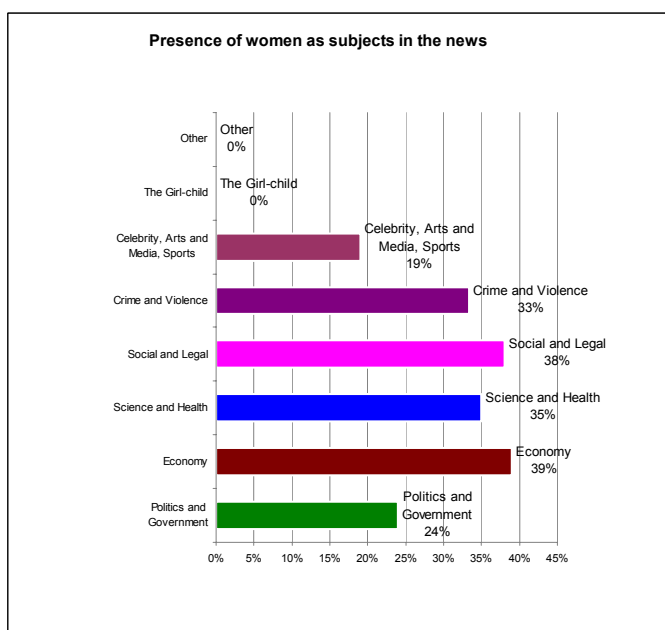
TOPIC	% Female	N-F	% Male	N-M
Politics and Government	46%	22	54%	26
Economy	48%	16	52%	17
Science and Health	91%	21	9%	2
Social and Legal	50%	1	50%	1
Crime and Violence	70%	7	30%	3
Celebrity, Arts and Media, Sports	15%	3	85%	17
The Girl-child	0%	0	0%	0
Other	0%	0	100%	0



THE NEWS

- Overall presence of women and men in the news in Serbia as news subjects, reporters and presenters:

Topic	Female %F		Male %M	
	2010	N	2010	N
Politics and Government	24%	22	76%	71
Economy	39%	18	61%	28
Science and Health	35%	21	65%	39
Social and Legal	38%	5	62%	8
Crime and Violence	33%	8	67%	35
Celebrity, Arts and Media, Sports	19%	6	81%	26
The Girl-child	0%	0	0%	0
Other	0%	0	0%	0
	28%	80	72%	207



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

	PRINT		RADIO		TELEVISION	
Sex	2010	N	2010	N	2010	N
Female	26%	16	27%	29	43%	35
Male	74%	46	73%	77	57%	46

- **News Sources:**

	Female %F		Male %M	
Scope	2010	N	2010	N
Local	29%	10	71%	34
National	33%	47	67%	93
National and other	15%	11	85%	60
International	37%	12	63%	20
Total	28%	80	72%	207

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

Story Topics	Female %F		Male %M	
	%F	N	%M	N
Women in political power and decision-making (local, regional, national),	0%	0	0%	0
Women electoral candidates (local, regional, national),	0%	0	0%	0
Peace, negotiations, treaties...(local, regional, national),	0%	0	100%	3
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	29%	15	71%	37
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	22%	5	78%	18
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	43%	3	57%	4
National defence, military spending, military training, military parades, internal security ...	0%	0	100%	8
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Economic policies, strategies, models (national, international) ...	58%	7	42%	5
Economic indicators, statistics, business, trade, stock markets ...	25%	1	75%	3
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	0	0%	0
Poverty, housing, social welfare, aid to those in need ...	0%	0	0%	0
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	0%	0	0%	0
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	36%	5	64%	9
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	13%	1	87%	7
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	0	100%	1
Transport, traffic, roads	67%	4	33%	2
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Science, technology, research, funding, discoveries, developments ...	0%	0	100%	3
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	14%	1	86%	6
HIV and AIDS, incidence, policy, treatment, people affected ...	0%	0	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	38%	19	62%	31

Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...	0%	0	0%	0
Environment, nature, pollution, global warming, ecology, tourism ...	0%	0	0%	0
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Development issues, sustainability, community development ...	0%	0	0%	0
Education, child care, nurseries, pre-school to university, adult education, literacy ...	100%	2	0%	0
Family relations, inter-generational conflict, single parents ...	0%	0	100%	1
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ...	50%	1	50%	1
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	0%	0	100%	1
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	0%	0	100%	1
Women's movement, activism, events, demonstrations, gender equality advocacy ...	0%	0	0%	0
Changing gender relations, roles and relationships of women and men inside and outside the home ...	0%	0	0%	0
Family law, family codes, property law, inheritance law and rights ...	0%	0	0%	0
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	33%	2	67%	4
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	0%	0	100%	10
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	14%	2	86%	12
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	50%	1	50%	1
Child abuse, sexual violence against children, trafficking, neglect.	0%	0	0%	0
War, civil war, terrorism, state-based violence ...	50%	1	50%	1
Riots, demonstrations, public disorder ...	0%	0	0%	0
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	25%	4	75%	12
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	50%	1	50%	1
Arts, entertainment, leisure, cinema, theatre, books, dance ...	50%	4	50%	4
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	0%	0	0%	0
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	0%	0	0%	0
Sports, events, players, facilities, training, policies, funding ...	4%	1	96%	21
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	0%	0	0%	0
Total	28%	80	72%	207

- **Who are the newsmakers?**

Position or Occupation	Female %F		Male %M	
	2010	N	2010	N
Royalty, ruling monarch, deposed monarch, any member of royal family ...	0%	0	100%	2
Government official, politician, president, government minister, political leader, political party staff, spokesperson ...	18%	12	82%	53
Government employee, public servant, bureaucrat, diplomat, intelligence officer ...	40%	22	60%	33
Police, military, para-military group, militia, prison officer, security officer, fire officer ...	16%	3	84%	16
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker ...	48%	11	52%	12

Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist ...	30%	3	70%	7
Science or technology professional, engineer, technician, computer specialist ...	0%	0	100%	2
Media professional, journalist, video or film-maker, theatre director ...	100%	1	0%	0
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	50%	3	50%	3
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	32%	10	67%	21
Office or service worker, non-management worker in office, store, restaurant, catering ...	0%	0	100%	3
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...	100%	1	0%	0
Agriculture, mining, fishing, forestry worker ...	0%	0	0%	0
Religious figure, priest, monk, rabbi, mullah, nun ...	0%	0	100%	1
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations ...	0%	0	100%	1
Sex worker, prostitute ...	0%	0	0%	0
Celebrity, artist, actor, writer, singer, radio or television personality ...	50%	3	50%	3
Sportsperson, athlete, player, coach, referee ...	0%	0	100%	20
Student, pupil, schoolchild	100%	1	0%	0
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	33%	1	67%	2
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	100%	2	0%	0
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	60%	3	40%	2
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	0%	0	0%	0
Criminal, suspect. Code this only if no other occupation is given, e.g. a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	0%	0	100%	22
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	75%	3	25%	1
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	0%	0	0%	0
not stated		1		3
Total	28%	80	72%	207

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

In most of the news women have following functions of the “Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)” in 75% and in giving popular opinion 67%. The function of women as experts or commentators is taken by only 18% of female news subjects. On the other side, men have a function of the experts and commentators in 82%.

Function in News Story	Female %F	Male %M	
	2010	2010	
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	30%	70%	
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	18%	82%	
Subject: the story is about this person, or about something the person has done, said etc.	23%	77%	
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	27%	63%	
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	75%	25%	
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people.	67%	33%	

- **Constructing ‘victims’ in the news:**

News subjects who are portrayed as victims appear with the highest percentage in the category “victim of accident, natural disaster, poverty, disease, illness...” where 60% are male and 40% female subjects. In category “victims of domestic violence” we have 67% of female news subjects and 33% of male news subjects.

In the category “victims of discrimination based on gender, race, ethnicity, age, religion, ability...” we have 100% of female news subjects.

		% Female	% Male
	Victim Type		
1	Victim of an accident, natural disaster, poverty, disease, illness ...	40%	60%
2	Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	67%	33%
3	Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	0%	0%
4	Victim of other crime, robbery, assault, murder ...	0%	0%
5	Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	0%	0%
6	Victim of war, terrorism, vigilantism, state-based violence ...	0%	0%
7	Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...	100%	0%
8	Other victim: describe in 'Comments' section of coding sheet ...	0%	0%
	Total	64%	36%

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

	% Female		% Male	
Whether identified by family status	2010	N	2010	N
No	26%	71	74%	202
Yes	64%	9	36%	5

- **Images in the news:**

	% Female		% Male	
Whether photographed	2010	N	2010	N
No	30%	26	70%	61
Yes	28%	9	72%	23

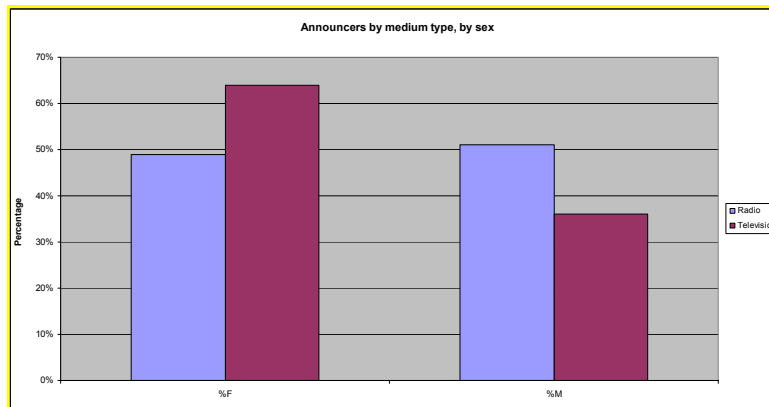
WHO DELIVERS THE NEWS?

- **Overall Presenters:**

	2010	N
Female	51%	70
Male	49%	66

- **Announcers:**

Media Type	2010		N
	%F	%M	
Radio	49%	51%	74
Television	64%	36%	25
Total	89%	11%	99



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

Women are announcers/reporters in 100% of the both local and national stories. The results are also showing that women are in 89% announcers/reporters of all stories.

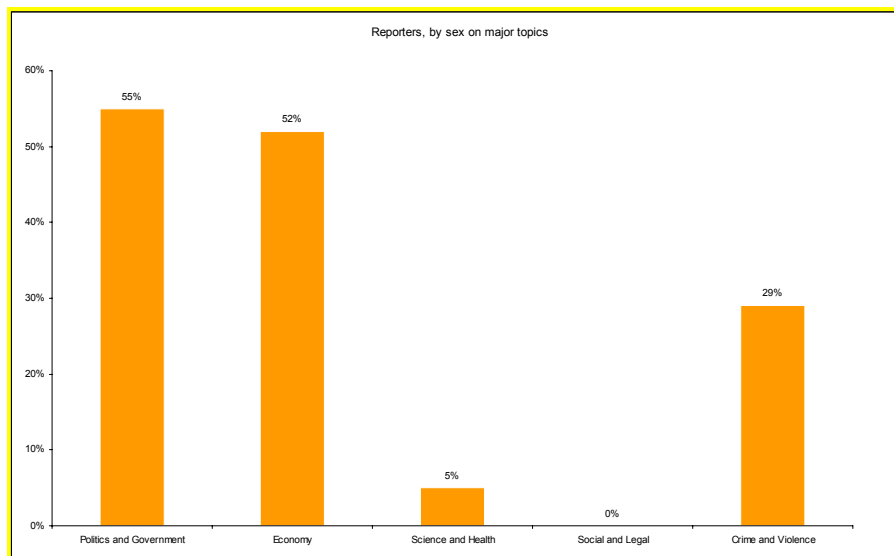
Media Type	% Female		% Male	
	2010		2010	
Local	100%		0%	
National	91%		9%	
National and other	100%		0%	
Foreign/International	69%		31%	
	89%		11%	

- Domestic and international news in your country by female and male reporters.

Scope of Story	% Female		% Male		N
	2010	N	2010	N	
Local	28%	5	72%		13
National	49%	26	51%		27
National and other	72%	21	28%		8
Foreign/International	25%	3	75%		9

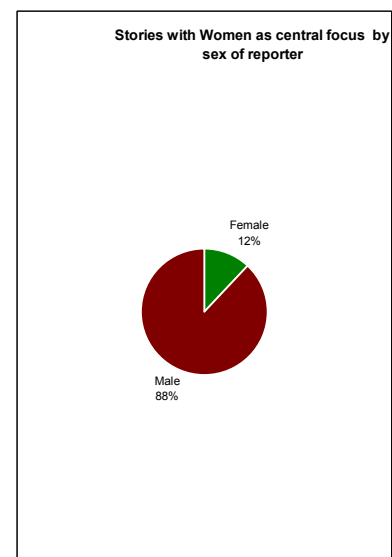
- **Major story topics in your country by female and male reporters.**

Reporters on major topics	% Female		% Male	
	2010	N	2010	N
Politics and Government	55%	26	45%	21
Economy	52%	15	48%	14
Science and Health	5%	1	95%	19
Social and Legal	0%	0	100%	1
Crime and Violence	29%	2	71%	5
Celebrity, Arts and Media, Sports	88%	15	12%	2
The Girl-child	0%	0	0%	0
Other	0%	0	0%	0
Total	58%	59	42%	62



GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:**
To women reporters 80% of female sources are not central focus and the same value counts for male reporters too. Only in two cases were women central figures to women reporters, and 21 for men reporters. In total, in all news covered both by male and female reporters, the appearance of women as a central focus is 12%.
- **Stories with women as a central focus, by topic**
Women as central focus appeared in the following topics:
 - Other domestic politics/government (local, regional, national), elections, speeches, the political process”
 - Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...
 - Other epidemics, viruses, contagions, Influenza, BSE, SARS ...



- Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...
 - Arts, entertainment, leisure, cinema, theatre, books, dance ...
 - Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...
 - Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...
 - Family relations, inter-generational conflict, single parents ...
 - Education, child care, nurseries, pre-school to university, adult education, literacy ...
 - Economic policies, strategies, models (national, international) ...
 - Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...
- **Stories that highlight issues of gender equality or inequality issues:**
 - In news topics: Economic policies, strategies, models (national, international) ...
 - Human rights, women rights, minority rights
 - Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...
 - Other domestic politics/government (local, regional, national), elections, speeches, the political process
- **Challenging or reinforcing stereotypes?**
 In news topics “ Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...”, „Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...“, „Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...“ and “ Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...”
 There are 24% of stories that reinforce, while only 11% challenge gender stereotypes. The rest (65%) do not target the issue.

GENDER TRENDS IN INTERNET NEWS

- N. A.

SUMMARY AND CONCLUSIONS

- **What do the findings tell you about media coverage of women and men in your country? If your country participated in GMMP 2005, how do the GMMP 2005 findings and the GMMP 2010 findings for your country compare?**

Findings are showing that there is no significant changes in the percentage of women who appear as news subjects. As we have participated in the last GMMP 2005, we have noticed that there are more women in power (politicians, directors etc.) who are giving their expert opinion, but also there is visible increasing of women in function of eye witness. Also, there is more women announcers and reporters comparing to last research. Generally, there are some positive changes but still very small.

THE NEXT FIVE YEARS

- What can be done in the next five years to promote the fair and balanced representation of women and men in the news in your country? For instance:
 - What can media houses do to counter or even eliminate gender-stereotypical reportage?

Media houses can i.e. follow the Media Codex about gender equality and other legislative documents, and to cooperate more with civil society organisations about these topics. Also, they could more actively participate in trainings and education about gender equality.

- What can citizens or media consumers do to encourage their local and national news media to produce gender-just reportage? That is, reportage that draws attention to issues that impact women and marginalized groups disproportionately, reportage that includes women views on all topics, reportage that draws attention to gender inequality, etc?

All citizens and media consumers can react by writing to media, proposing the low suits and to demand punishing those who are producing above mentioned reportages.

- What can civil society organisations do?

Civil society organizations can officially react; organize more trainings and workshops on the topics of gender equality and stereotipization, to make researches and analyses of media.

- Who else can play a role and how?

Mechanisms and bodies for gender equality could play the key role by influencing on the Lows and governmental bodies, women in power and gender experts can react, Faculties for media and communication in educating the students of journalism on gender sensitive reporting etc.

Annex. Methodology

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

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

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

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

WACC



WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999
Fax: +1 416 691 1997
Email: info@waccglobal.org
Web: www.waccglobal.org
www.whomakesthenews.org

Women's information-documentation Centre

ul. Jastrebačka 39, 11000 Beograd
tel/fax. +381 11 29 90 761
e-mail: indokcentar@gmail.com
web: www.zindokcentar.org