

	1995		2000		2005	
Who Makes the News? News Subjects	% Women	% Men	% Women	% Men	% Women	% Men
News Subjects	17	83	18	82	21	79
Story Topics:						
Celebrity, Arts & Sport	24	76	23	77	28	72
Social & Legal	19	81	21	79	28	72
Crime & Violence	21	79	18	82	22	78
Science & Health	27	73	21	79	22	78
Economy	10	90	18	82	20	80
Politics & Government	7	93	12	88	14	86
Function in Story:	N/A ²	N/A	N/A	N/A		
Popular Opinion					34	66
Personal Experience					31	69
Eye Witness					30	70
Subject					23	77
Expert					17	83
Spokesperson					14	86
News Subjects Portrayed as Victims:	29	10	19	7	19	8
Who Makes the News? Reporters and Presenters						
Presenters	51	49	49	51	53	47
Reporters	28	72	31	69	37	63
Reporters in Story Topics:	N/A	N/A				
Celebrity, Arts & Sport			27	73	35	65
Social & Legal			39	61	40	60
Crime & Violence			29	71	33	67
Science & Health			46	54	38	62
Economy			35	65	43	57
Politics & Government			26	74	32	68
% of Female News Subjects by Gender of Reporter	N/A	N/A	24	18	25	20
Who Makes the News? News Content						
Stories with Women as a Central Focus		N/A		10		10
Stories that Challenge Gender Stereotypes		N/A		N/A		3
Stories that Reinforce Gender Stereotypes		N/A		N/A		6
Stories that Highlight Gender (In)Equality		N/A		N/A		4

² Not applicable. Where there is no data shown, this is because the data from 1995 and/or 2000 is not comparable with the 2005 data. This is either because this data was not collected in 1995 and/or 2000 or because the way in which the data was collected in 1995 and/or 2000 differed from 2005.

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WHO MAKES THE NEWS?



“ **Always** fight for progress and reform. Never tolerate injustice or corruption; always fight demagogues of all parties - never lack sympathy for the poor; always remain devoted to the public welfare; never be satisfied with merely printing news; always be drastically independent; never be afraid to attack wrong ”

Joseph Pulitzer, 1847 - 1911

Global Media Monitoring Project 2005

For the full global report go to:
www.whomakesthenews.org



Mass media are a constant and powerful presence in our everyday lives. From radio, to newspapers and from television to the Internet, we spend more of our leisure time worldwide watching, listening to, reading and using mass media than any other activity.

The news media are particularly powerful because they are our principal source of information about what is happening in the world, yet they do not simply offer a "window on the world". They routinely decide what information we should receive, what news we should watch, hear and read. In doing so, the news media influence our beliefs, attitudes and standards, so that our idea of who we and others are, as female and male, is influenced by media messages.

Who Makes the News?

The Global Media Monitoring Project

First conducted in 1995 and then again in 2000 and 2005, the Global Media Monitoring Project (GMMP) maps the representation of women and men in news media worldwide. GMMP is the most extensive global research into gender in news media ever undertaken.

On 16th February 2005 hundreds of women and men in 76 countries around the world participated in the third ever GMMP. They monitored almost 13,000 news items on television, radio and in newspapers.

GMMP 2005 is co-ordinated by WACC, an international non-governmental organisation which promotes communication for social change, in collaboration

with Margaret Gallagher, consultant for the project and the data analyst, Media Monitoring Project (MMP), South Africa.

The data for GMMP 2005 were collected through the amazing voluntary effort of hundreds of individuals and organisations - including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists' associations, alternative media networks and church groups¹

The following summary outlines the key findings of the full report which can be found at www.whomakesthenews.org

¹ The data shown in this document was collected on 16th February 2005. It is a one-day snapshot of the representation of women and men in news media worldwide. This data is supported by the results of GMMP 1995 and 2000 and numerous other regional and national studies conducted over the last 30 years.

News Subjects

Women's views and voices are marginalised in the world's news media

Women constitute 52% of the world's population yet make up only 21% of people featured in the news. Women are most underrepresented in radio where they are only 17% of news subjects as compared with 22% in television and 21% in newspapers.

Men's voices dominate in hard news.

Men are the majority of news subjects in all story topics. Even when women do feature in the news, they are more likely to be found in 'soft' stories such as celebrity and arts where they make up 28% of news subjects and least likely to be found in 'hard' news stories about politics and government (14%) and the economy (20%).

Men dominate as spokespersons and experts.

86% of all people featured in new stories as spokespeople are men. Men also make up 83% of all experts. Women are much less likely to be considered experts in media coverage. Instead they are more often present as voices expressing personal experience (31%) or popular opinion (34%).

Women are more than twice as likely to be portrayed as victims than men.

Female and male victims are common currency in news programmes. However, women are disproportionately represented in this way with 19% of women portrayed as victims compared with 8% of men.

Reporters and Presenters

News is still mainly reported and presented by men.

The only exception is among television presenters. 57% of television news stories are presented by women. Elsewhere women are a minority. This imbalance is most evident in newspapers where only 29% of newspaper items are written by female reporters.

Female reporters are more likely to cover 'soft' news.

Men tend to cover the 'hard' topics - news that is perceived as 'serious'. Only 32% of stories on politics and government are reported on by female journalists as compared with 40% of stories on social issues such as education or family relations.

More female news subjects are found in stories reported on by female journalists.

In stories reported by women, 25% of news subjects are women as compared with 20% of news subjects in stories reported by men.

News Content

Women are very unlikely to be the central focus of a story.

Only 10% of news stories worldwide have women as a central focus. The proportion of these stories varies widely across different topics. Women are central to the news story in 17% of 'soft' topics such as celebrity news, sports or social issues. Only 3% of stories on economics and 8% of stories on politics and government have women as a central focus.

News stories are more likely to reinforce than challenge gender stereotypes.

Only 3% of stories challenge stereotypes compared with 6% of stories that reinforce gender stereotypes. More generally though, news content reinforces gender stereotypes by depicting a world in which women are relatively invisible.

Gender (in)equality is not considered newsworthy.

96% of news stories worldwide do not highlight issues of gender equality or inequality. The stories that do highlight gender equality or inequality make up only 4% of news stories.