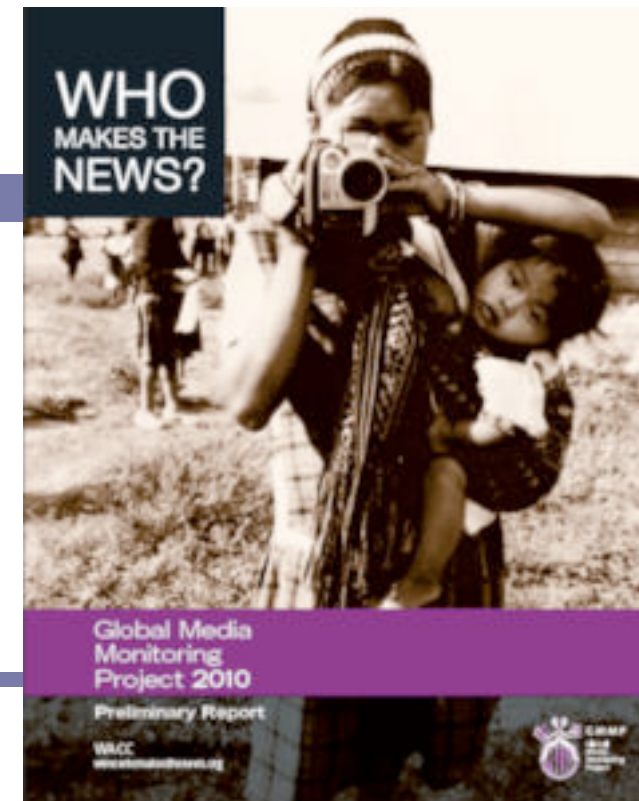




Who makes the news?

*Loredana Cornero
President of
COPEAM Women Group
General Annual
COPEAM Conference
Paris, April 9, 2010*



Who makes the news?

The GMMP

GMMP is the largest research and advocacy initiative in the world.

GMMP objective is to achieve fair and balanced gender representation in and through the news media.

GMMP is the flagship news media research project of the World Association for Christian Communication (WACC)



Who makes the news?

The GMMP research

GMMP researches in 1995, 2000, and 2005 consistently show that women's voices are silenced through:

- stereotyping
- lack of representation in news media coverage



Who makes the news?

The GMMP research

The GMMP is a confirmation that the concerns on 'women and the media' contained in the Platform for Action and the Beijing Declaration adopted in 1995, are not only more pressing than ever but they have gained currency as a need to be prioritized on the women's rights' agenda.



Who makes the news?

The Fourth GMMP

National coordinators in each participating country organize volunteers to monitor:

- selected newspapers
- television news
- radio news

Partners from women's grassroots groups, other civil society organisations, media associations and academia from almost 130 countries across the world registered to participate in the GMMP.

This is the largest number of countries ever to take part in the GMMP



Who makes the news?

Preliminary Partial Results

- 42 countries in: Africa, Asia, Latin America, Caribbean, Pacific Islands and Europe.
- 6,902 news items
- 14,044 news subjects, including people interviewed in the news.



Who makes the news?

Preliminary Partial Results

- 24% of the people interviewed, heard, seen or read about in mainstream broadcast and print news are female
- 16% of all stories focus specifically on women.

Who makes the news?

Preliminary Partial Results

Givers of popular opinion in news stories

near parity

Providers of personal experience

men predominate with approximately 60%

Experts and authorities interviewed

less than 1 out of every 5 is female

Who makes the news?

Preliminary Partial Results

- **48%** of all news stories **REINFORCE** gender stereotypes
- **8%** of news stories **CHALLENGE** gender stereotypes
- **19%** of the news **IDENTIFY** women by their familial relationships (wife, mother, daughter) **5 times more often than men**



Who makes the news?

Preliminary Partial Results

News stories by female reporters

- are much fewer than news stories by male reporters.
- have considerably more female news subjects than stories by male reporters
- challenge gender stereotypes almost twice as often as stories by male reporters



Who makes the news?

Finally

In news coverage women remain grossly underrepresented compared to men

In mainstream news reports there is a paucity of women's views and opinions compared to male perspectives.

Only 9% of news stories mention gender equality policies or human and women's rights legal instruments.

Who makes the news?

Comparison with results of the three previous editions of the GMMP

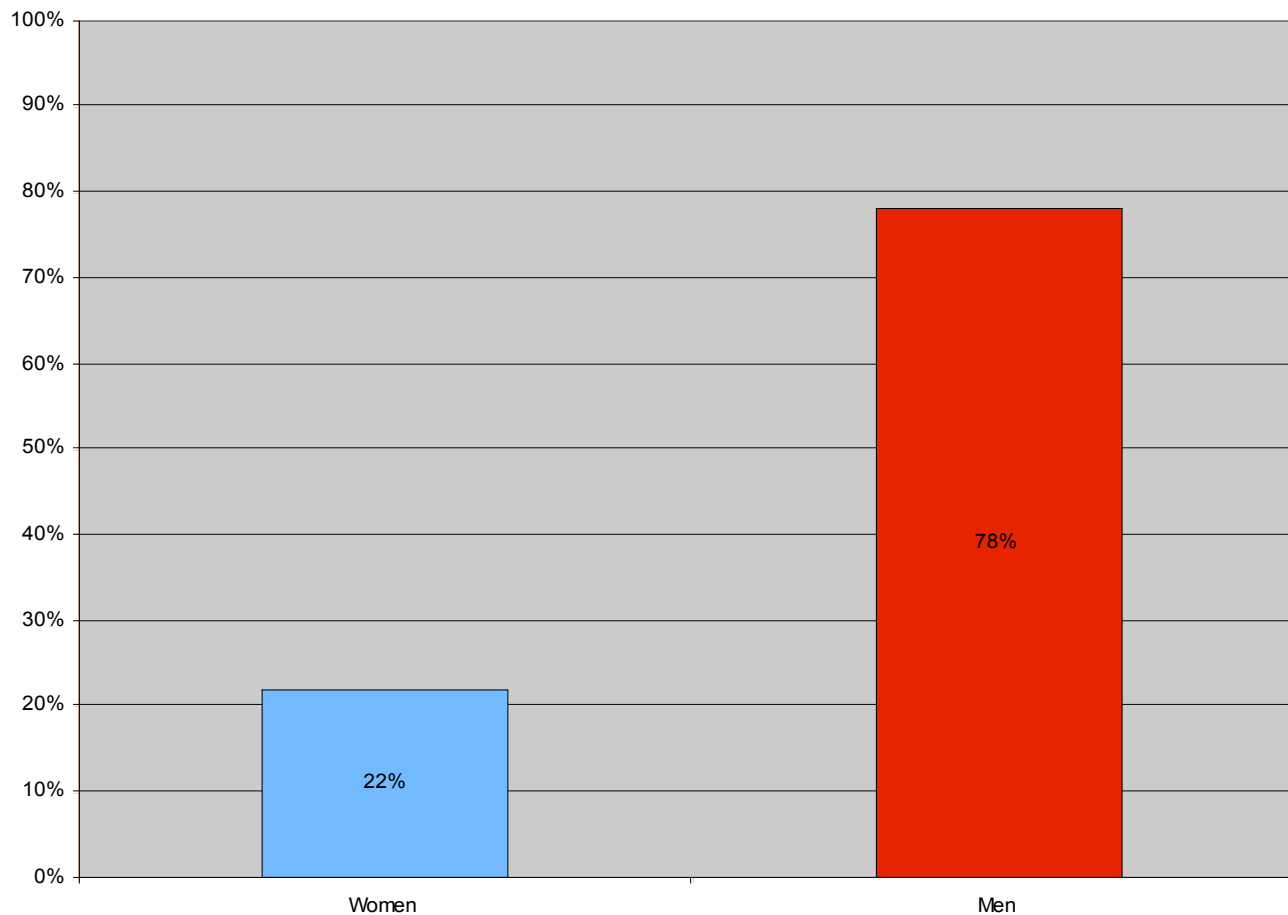
- Female news subjects have increased from 17% to 24% in the last 15 years.
- Popular opinion in the news is now nearly at parity, compared to 2005 when at 66% popular opinion was largely provided by men



Who makes the news?

Preliminary Results in Italy

News Subjects

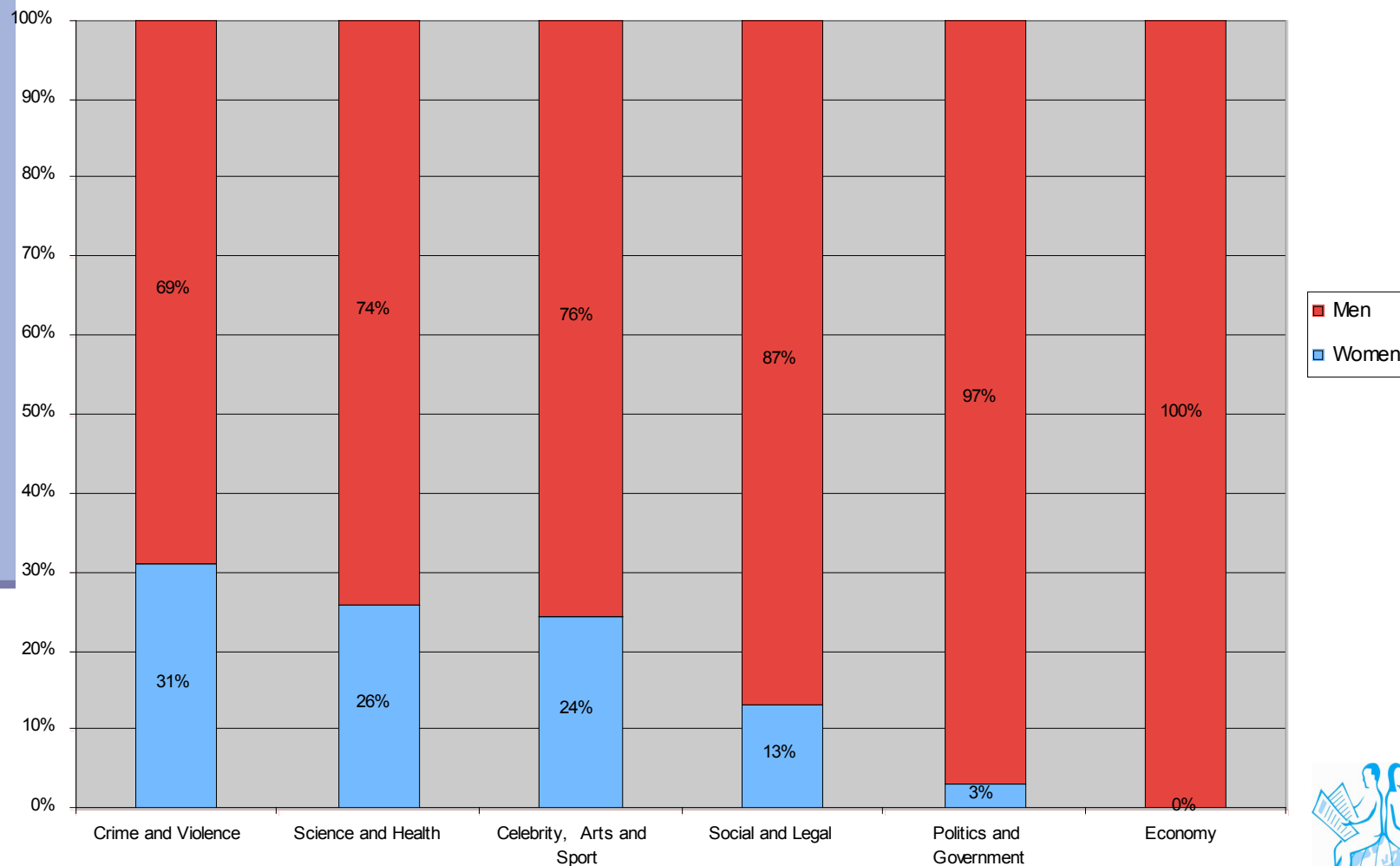


Only 22% of news subject concern women

Who makes the news?

Preliminary results in Italy

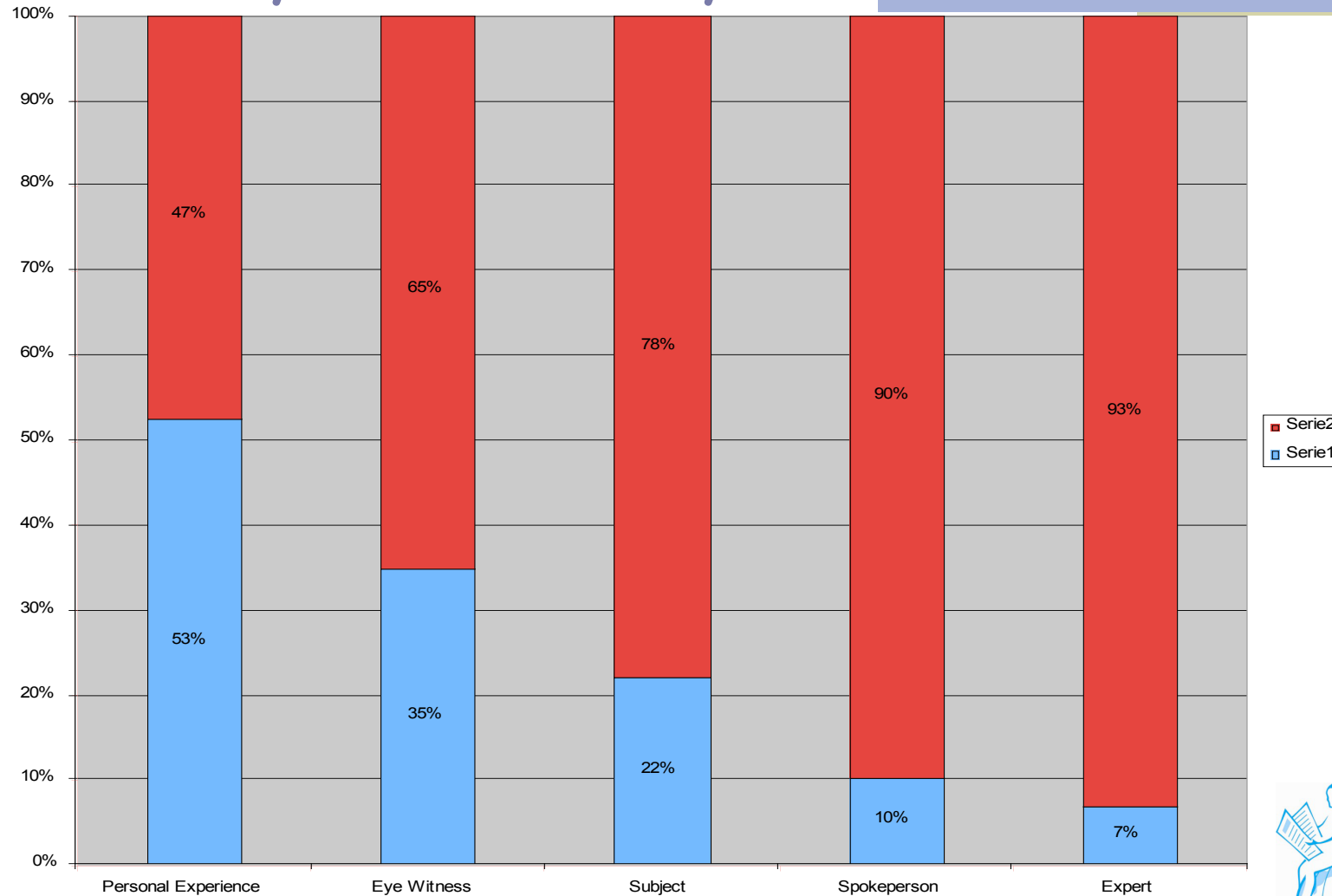
Main Topics



Who makes the news?

Preliminary results in Italy

Function in Story



Who makes the news?

Preliminary results in Italy

Providers of personal
experience

Nearly parity

Subject of the story

Women only 22%

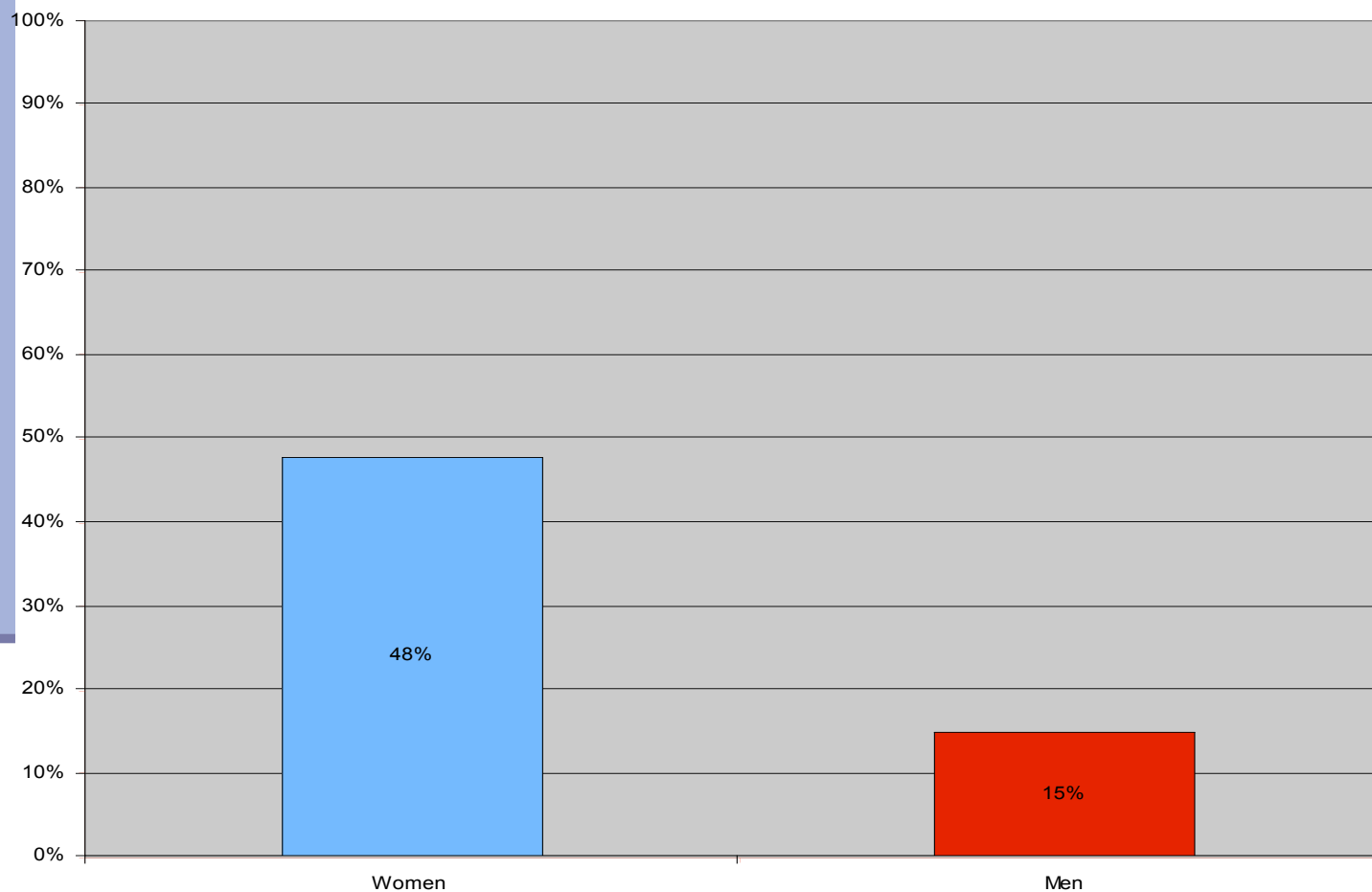
Experts and authorities
interviewed

Men predominate
strongly

Who makes the news?

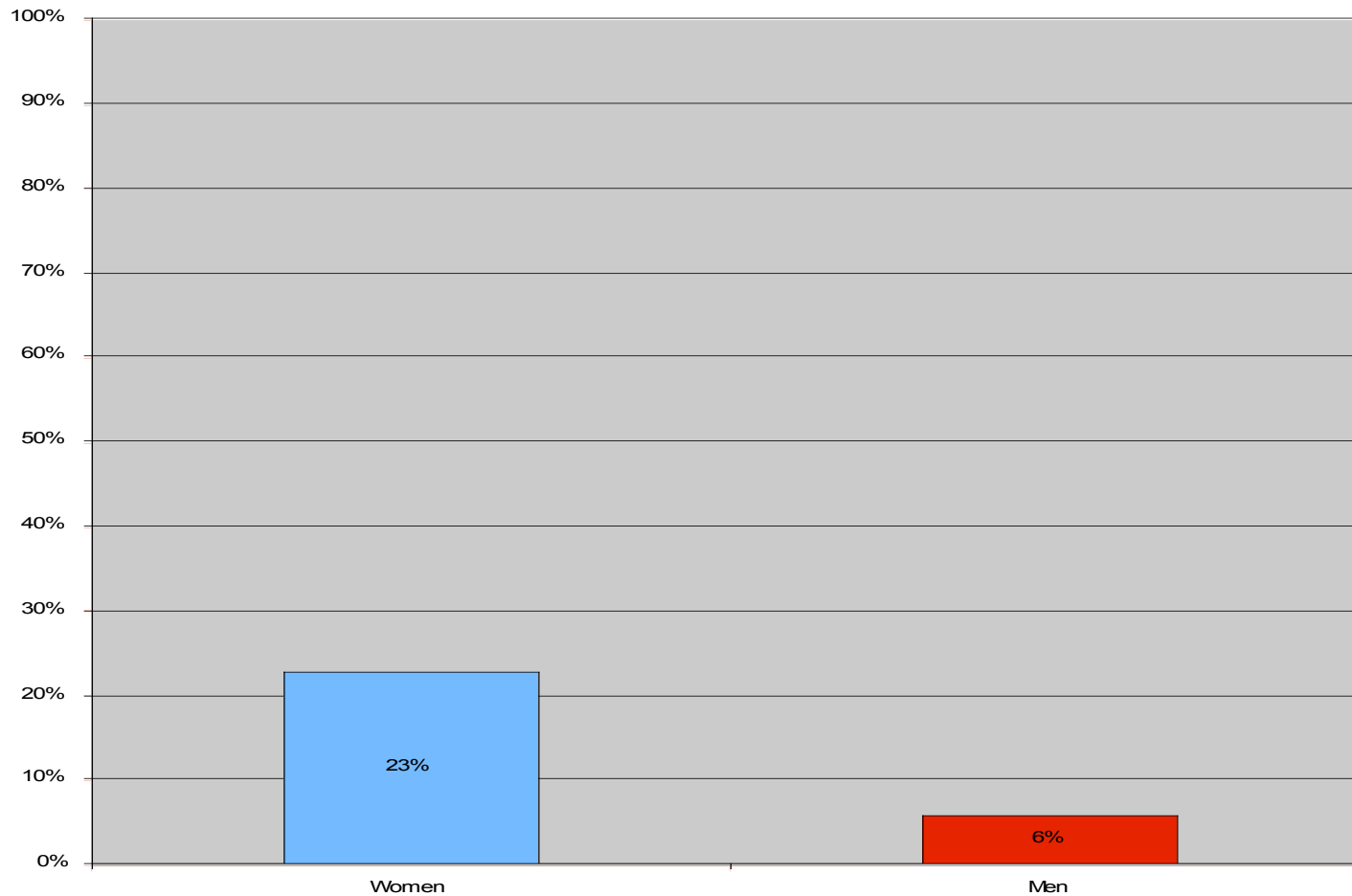
Preliminary results in Italy

Portrayed as Victim



Who makes the news?

Preliminary results in Italy Identified by Family Status



Who makes the news?

Preliminary Results in Italy

A Comparison

- 12% Stories that **REINFORCE** Gender Stereotypes
- 4% Stories that **CHALLENGE** Gender Stereotypes
- 23% of the news **IDENTIFY** women by their familial relationships (wife, mother, daughter) **4 times more often than men**





Who makes the news?

<http://www.whomakesthenews.org>

*Next appointment in
September 2010 with
GMMP final data
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