

WHO MAKES THE NEWS?



“Always fight for advancements and reforms. Never tolerate injustice and corruption; always fight against demagoguery of all sides, without losing compassion for poor; always stay committed to the public good; never be content with printed news; always be radically independent; never be afraid to challenge something wrong, and unjust”

Joseph Pulitzer, 1847-1911

BOSNIA AND HERZEGOVINA

Global Media Monitoring Project 2005 National Report 2005



Acknowledgements

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GMMP 2005 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO that 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 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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Preface

Mass media are constantly and powerfully present in our lives. Radio, television, Internet... we are spending more time to watch, listen, read, and use mass media than anything else.

Media news are especially powerful because they are our basic source of information about what is happening in the world, although they do not offer us simple "window to the World". Media news are deciding about which information we would receive, which news we should see, listen, and read. Through that, media news are influencing our system of values, attitudes, and standards, so our idea who we are and who are other people, as men and women, is influenced by media message.

GLOBAL MEDIA MONITORING PROJECT 2005

On February 16, 2005, world media were carefully monitored. Thousands of people from 76 countries worldwide monitored gender representation in media, and presenting of women and men in TV news, radio, and newspapers. This third "Global Media Monitoring Project" was organized by Women's Program of World Association for Christian Communications (WACC). WACC represents global ecumenical organization, and its work on human dignity, justice, and peace has been based on belief that true communication presupposes understanding and cooperation between people of different religions and cultures. WACC Women's Program works for gender rights through supporting women's usage of communications aimed for their personal advancement, and improving local communities.

GMMP was created 1994 on the on the International Conference in Bangkok called "Women Strengthen (Improve) Communication," organized by WACC, in cooperation with two international women's networks. Thousands of women and men activists engaged on gender equality and communication issues were called to prepare one-day study about media portrayal of gender, in order to document participation of women and men and gender portrayals in world media. By doing this, they created good testing instrument, and well based, reliable, and comparable test that could be used for measuring future changes.

First GMMP, organized by NGO "Media Watch" from Canada happened on January 18, 1995. Thousands of volunteers from 71 countries analyzed over 15 000 news stories. Results were presented in publication "Global Media Monitoring Project: Women's Participation in the News," and provoked great interest on Fourth World's Conference of Women in Beijing. Five years latter, WACC Women's Program coordinated wider qualitative GMMP study. In GMMP 2000 Project updated original study from 1995, through involving new organizations in research, and preparing contextual study.

February 1, 2000, was monitoring day, it brought a lot's of excitement, and solidarity among women and men participants that gathered over 50.000 information recorded in 16.000 news stories. As French monitoring Group said "GMMP changes the way of 'reading' media, and it will help us to show other women and men journalists how and why things should change." Preliminary results of GMMP 2000 were presented at Beijing +5 Conference, organized in 2000, and results were published in the book under title "Who Makes the News?". This book presented detailed analysis of presenting gender in world media in 21 century. Since then, results of GMMP 2000 are used on different ways, and they are further developed and upgraded. They are used in academic articles to offer methodology for new processes, for example, advertising, or ethnicity. From fieldwork through policymaking circles, GMMP became tool for change.

With greater number of organizations, and participating countries, improved methodology of quantitative and qualitative analysis, interactive web page, national, regional, and global reports, GMMP 2005 is more interesting and more ambitious project than it was before.

Why is Important to Monitor Media?

There is no action in any field of life without proper argumentation, and concrete information. This rule "applies" also for media. To speak about under representation of women in media without information that will support this statement would be the same if you talk about unemployment, without saying how many people is waiting for job on Employment Bureau.

Monitoring media reports from gender perspective represents relatively new principle. It has been implemented through different methodology in different countries. First analysis of media with usage of common methodology was done in 1995. Women volunteers from 71 countries worldwide conducted analysis of more than 15 thousands of news stories. Since than, methodology of monitoring media reports was constantly updated, and improved. Nowadays, it offers not only quantitative, but also qualitative analysis of media contents.

This is especially important from the angle of analyzing gender relations on global level, because this qualitative analysis tells us how to overcome prejudices, and step out from gender assigned roles.

Different stereotypes are dominant in different cultures. However, some stereotypes about women and men are universal. Women are generally perceived as non-ambitious, dependant, irrational, and very often they are presented as sex symbols. Men are mostly accompanied with attributes as wise, independent, rational, etc.

Some news are clearly challenging stereotypes, while some news are supporting stereotypes. Through media images, people easily identify with some persons, and their attitudes. Because of this, responsibility of media for ways of presenting some messages is greater, because besides informing, media are also educating public.

The last monitoring included volunteers from 76 countries, and they analyzed 13 thousands of texts and stories from television, radio, and printed media.

Not only women's nongovernmental organizations, but also academics, experts of various fields, ad politicians, use results of Global Media Monitoring Project. Results of media monitoring could be very useful for every country that participated in this initiative, especially as lobbying tool for changing policies of media companies that are not sensitive enough for "women's issues," as well as developing new methodologies for monitoring media contents.

Why We Participated in This Initiative?

We believe it is very important for us to participate in GMMP 2005, since the activities of United Women Banja Luka and Helsinki Citizens' Assembly Banja Luka, especially programs that promote gender equality in media, is to monitor media on daily basis. We participated in GMMP 2005 in order to gain new experiences and knowledge, but also to see where are B&H media in comparison to other countries when it comes to professional reporting, and gender equality issues in media.

This was the first time that Bosnia and Herzegovina participated in global media monitoring. Since media in B&H are creating public opinion, only through conducting detailed research we can develop evidence-based recommendations of what should be changed in media reporting, and develop recommendations for further joint actions with women and men journalists. We succeeded to gather useful information to respond to this task.

During the previous period, we were organizing similar activities, and we were monitoring similar projects implemented on the local level. All of these activities were mainly monitoring quantitative representation of women and men in media. When we looked into monitoring guidelines, coding sheets and previous report of GMMP 2000, our wish to join this initiative was even greater. The challenge was great - to examine not only representation of women and men in media, but also to prepare qualitative analysis of ways how media report about women and men. We also wanted to learn how to identify subtle forms of stereotyping roles of women and men in media, but also how to direct more attention to stories that were promoting gender equality, which were unfortunately very rare.

Although we had experiences in media monitoring, we are very pleased for the opportunity to contribute to GMMP 2005. It enabled us to enhance our media monitoring skills, watch news from different perspective, learn new methodology, and get results that could be used for future public advocacy actions to improve gender equality in media of Bosnia and Herzegovina.

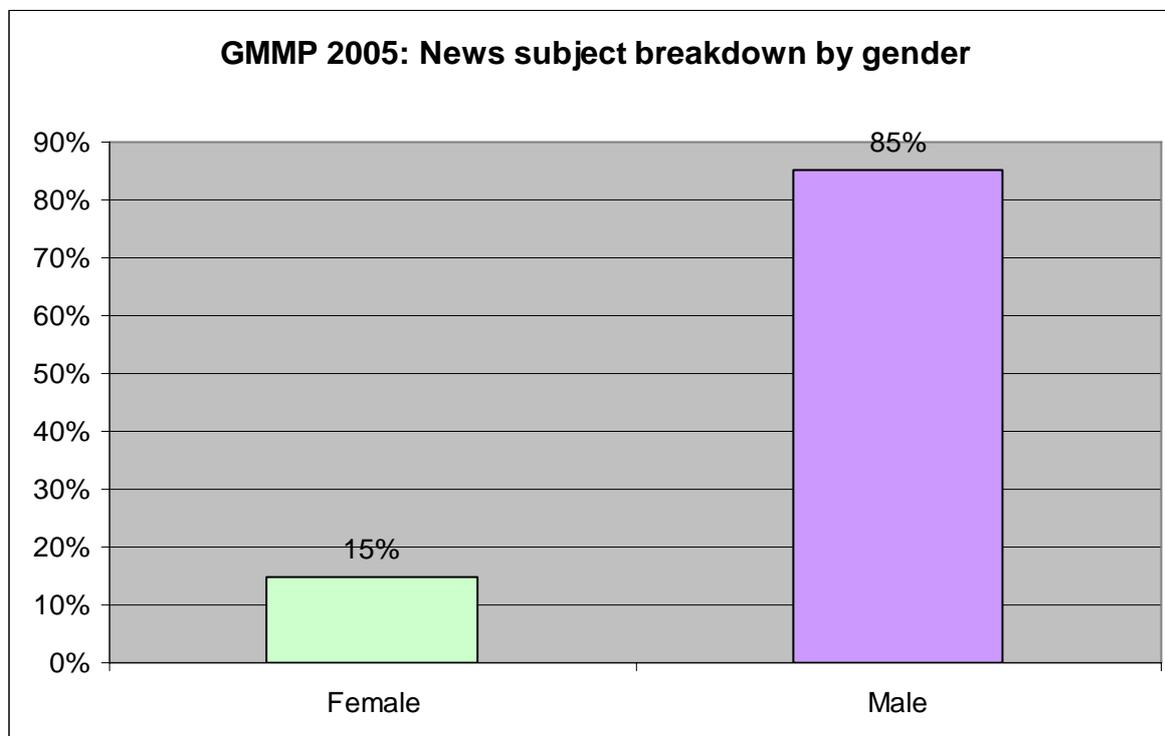
SHORT SUMMARY

1. Results for Bosnia and Herzegovina - Global Media Monitoring Project 2005

Monitoring	TV News	Radio News	Newspapers	Total
Total	3	3	4	10
Individual News	46	52	51	149
Persons in news*	183	164	224	571

*Including women and men presenters, reporters, and news subjects

Women	Men	Women	Men	Total
52%	48%	51	48	99
49%	51%	33	34	67
15%	85%	57	324	381



1a. February 16, 2005 in the news of Bosnia and Herzegovina:

Two-month crisis of the government in Bosnia and Herzegovina was resolved in the eve of media monitoring day in Bosnia and Herzegovina. People's Assembly of Republika Srpska (one of the two B&H entities) voted for composition of a new Government proposed by Pero Bukejlović, Mandatory. Out of 16 positions in a new RS Government, he appointed two female ministers. Appointment of a new RS Government was dominant in all news stories of electronic and printed media on the media-monitoring day. However, only one media that we selected for monitoring presented this event on different way. In fourteen years of existing RS Governmentⁱ, and its eight sessions, there were only two female ministers (in two sessions 1996 - 1998 when woman was Minister of Information of RS, and 2001 - 2005 when woman was minister of Justice of RS). In the eve of elections for a new Government of RS, women's organizations made pressure on Mandatory for composition of a new RS Government, and today Prime Minister in technical mandate (16.02.2006), and requested respect for the Gender Equality Law in Bosnia and Herzegovinaⁱⁱ, which in Article 15ⁱⁱⁱ regulates obligation of all official institutions, including executive governance, to pay attention on equal representation of women and men in decision-making structures. Although Prime minister understood equal representation as ratio of 14 male ministers, and 2 female ministers, public comments were describing him as extremely gender sensitive.

One Example of Qualitative News Analysis in Order to Illustrate the Issue of Invisibility of Women and Women's Voice in the News

News Analysis:

For the first time in its history, Government of RS has two female ministers. The news story directs attention on the Prime Minister of RS, which made RS Government gender sensitive with appointing two female ministers. The news story used statements of newly appointed female ministers. Minister of Local Self-Governance of RS said this represents true progress for Republika Srpska, but she also emphasized that previous sessions of the RS Government had women. Minister of Finance of RS said women would largely improve work of RS Government, because they are more creative, diligent, capable, and responsible. News story also included statement of the Director of the Gender Center of RS Government, where she said that gender equality could not be measured by number of ministerial positions hold by women. In her statement used in this story, president of a women's association requested full implementation of the Gender Equality Law in B&H, and half seats for women in RS Government, and all decision-making positions. The news story also included a statement of female political analyst. She pointed that progress from two female ministers in past eight sessions of RS Government to two female ministers in current session exemplifies true advancement, and a good twist. She said that these two female ministers should prove they are good. This would open a space for other women, and create argument that women should have more space in executive governance. At the end of a news story, female journalist emphasized that Prime Minister of RS had another one female candidate for ministerial position, but she did not pass appointment process, because she did not fit into ethnic key, as obligatory principle for appointment in governance institutions in B&H.

This news story requires analysis that is more detailed. The story would be much more informative if it included opinions of male politicians, because it could have very different dimension. However, regardless to that, this news story includes good sources of information. This news story succeeded to connect some of the reasons that contribute to unequal position of women in Republika Srpska.

- **Monitoring:** Nine volunteers from United Women Banja Luka and Helsinki Citizens Assembly Banja Luka participated in GMMP 2005 for Bosnia and Herzegovina (Natalija Petrić, Aleksandar Živanović, Dragana Dardić, Nada Golubović, Šanja Vukša, Miroslav Samardžić, Aleksandra Radeta Stegić, Amela Bašić, and Sanela Živković).

- **TV Stations:**
 1. BHT1 - Central News at 19:00
 2. ATV BL - Central News at 19:00
 3. NTV Hayat - Central News at 19:00

Radio Stations:

1. BH1 - News at 17:00
2. NES Radio - News at 18:30
3. Radio of RS - News at 16:00

Newspapers:

1. Independent Newspapers
2. Glas Srpske
3. Oslobodjenje
4. Dnevni avaz

- In total, we monitored 149 news stories, and 571 persons in the news.

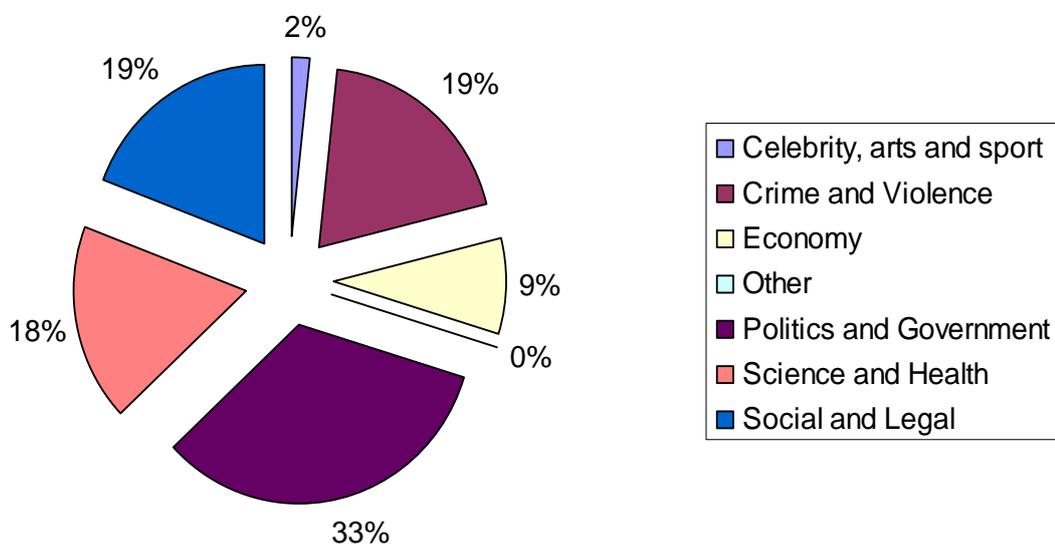
2. Women and men as news subjects in television, radio, and newspaper articles

Television				Radio				Newspapers			
Female		Male		Female		Male		Female		Male	
N	%	N	%	N	%	N	%	N	%	N	%
19	18%	85	82%	13	16%	67	84%	25	13%	172	87%

3. Presence of Women and Men in News Subjects in Major Topic Areas

Topic	Female	Male
Celebrity, arts and sport	1	19
Crime and Violence	11	65
Economy	5	33
Other	0	0
Politics and Government	19	159
Science and Health	10	23
Social and Legal	11	25
Total	57	324

GMMP 2005: Female news subjects per topic as % of all female news subjects



4. Who are Persons that "Make News" in B&H? Position /Occupation of Women and Men as News Subjects in B&H

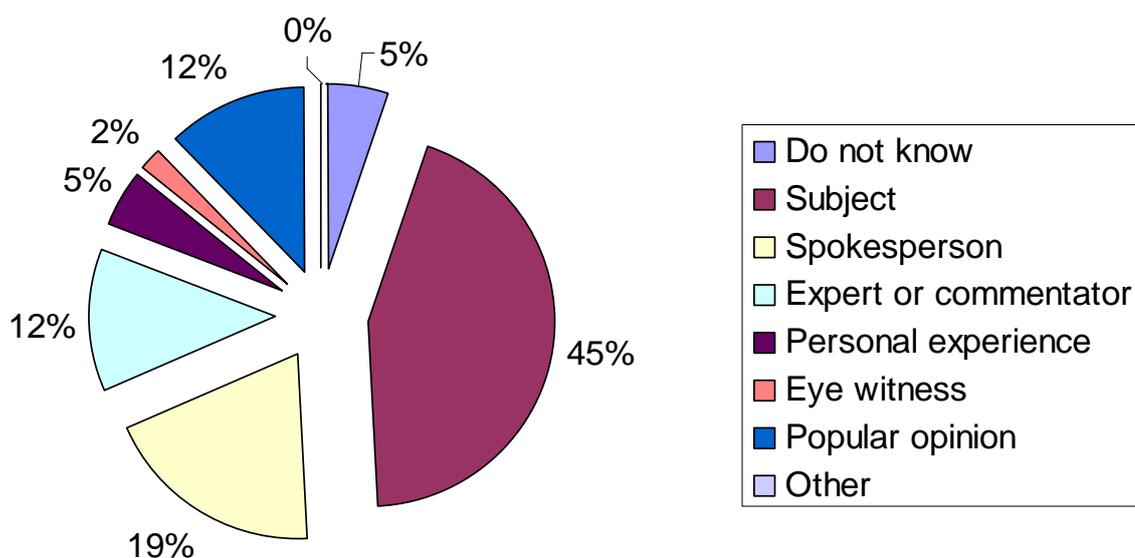
Occupation	Female	Male	Total	Female %	Male %
Not Stated	3	8	11	27%	73%
Royalty	1	3	4	25%	75%
Government official/politician	22	174	196	11%	89%
Government employee	3	23	26	12%	88%
Police/military	0	17	17	0%	100%
Academic/education	3	5	8	38%	63%
Health/social service	6	15	21	29%	71%
Science/technology	0	0	0	0%	0%
Media	4	10	14	29%	71%
Law	0	2	2	0%	100%
Business	4	14	18	22%	78%
Office / services	0	1	1	0%	100%
Trades/labour	0	4	4	0%	100%
Agriculture etc	0	0	0	0%	0%
Religious	0	2	2	0%	100%
Activist / NGO	2	16	18	11%	89%
Sex worker	0	0	0	0%	0%
Celebrity	0	1	1	0%	100%
Sports	0	6	6	0%	100%
Student	1	1	2	50%	50%
Homemaker	2	1	3	67%	33%
Child	2	2	4	50%	50%
Villager	2	10	12	17%	83%
Retired	2	3	5	40%	60%
Criminal	0	5	5	0%	100%

Unemployed	0	0	0	0%	0%
Other	0	1	1	0%	100%
Total	57	324	381	15%	85%

5. Functions of Women and Men as News Subjects in Bosnia and Herzegovina

Role	Female	Male
Do not know	3	9
Subject	25	155
Spokesperson	11	94
Expert or commentator	7	27
Personal experience	3	23
Eye witness	1	5
Popular opinion	7	11
Other	0	0
Total	57	324

GMMP 2005: Female news subjects by category as % of all female news subjects



6. Status in News in B&H - Women and Men News Subjects as Victims

Victim				Not a Victim			
%Women	Women	%Men	Men	%Women	Women	%Men	Men
11%	6	7%	22	89%	51	93%	302

7. Status in News in B&H - Women and Men News Subjects Mentioned by Their Family Status

Female				Male			
Family Status Mentioned				Family Status Mentioned			
No		Yes		No		Yes	
N	%	N	%	N	%	N	%
54	95%	3	5%	314	97%	10	3%

8. Status in News in B&H-Women and Men News Subjects Quoted in Newspapers

Quoted				Not Quoted			
%F	F	%M	M	%F	F	%M	M
36%	9	34%	58	64%	16	66%	114

9. Image in News in B&H - Women and Men News Subjects Appearing in Newspaper Photographs

Photograph				No Photograph			
%F	F	%M	M	%F	F	%M	M
24%	6	28%	49	76%	19	72%	123

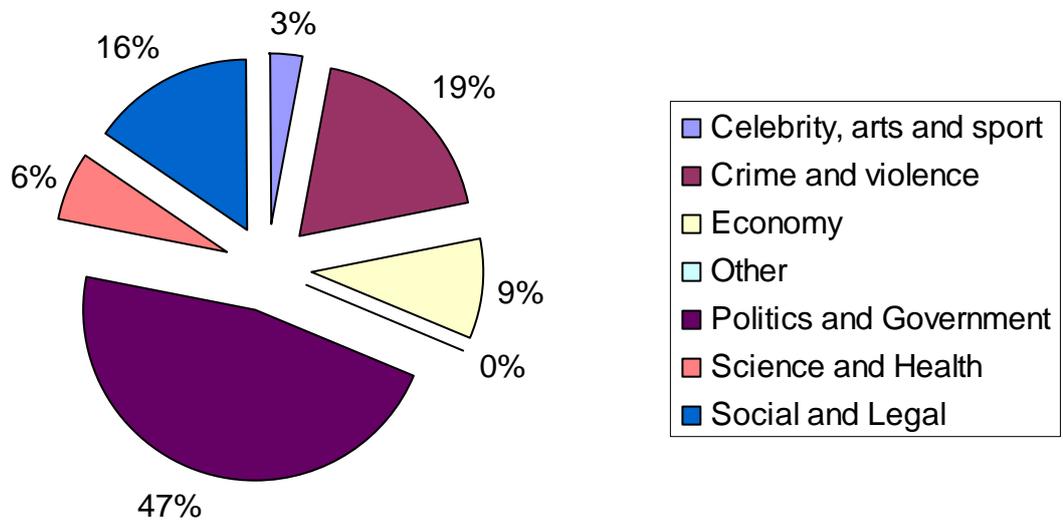
10. Who Delivers News in B&H? Women and Men Presenters, and Reporters in TV, Radio, and Newspaper News in Bosnia and Herzegovina

Television				Radio				Newspapers	
Presenter		Reporter		Presenters		Reporter		Reporter	
Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
16	19	23	18	35	29	7	10	3	6

11. Who Reports about What in B&H? Women and Men Reporters in Major Topic Areas

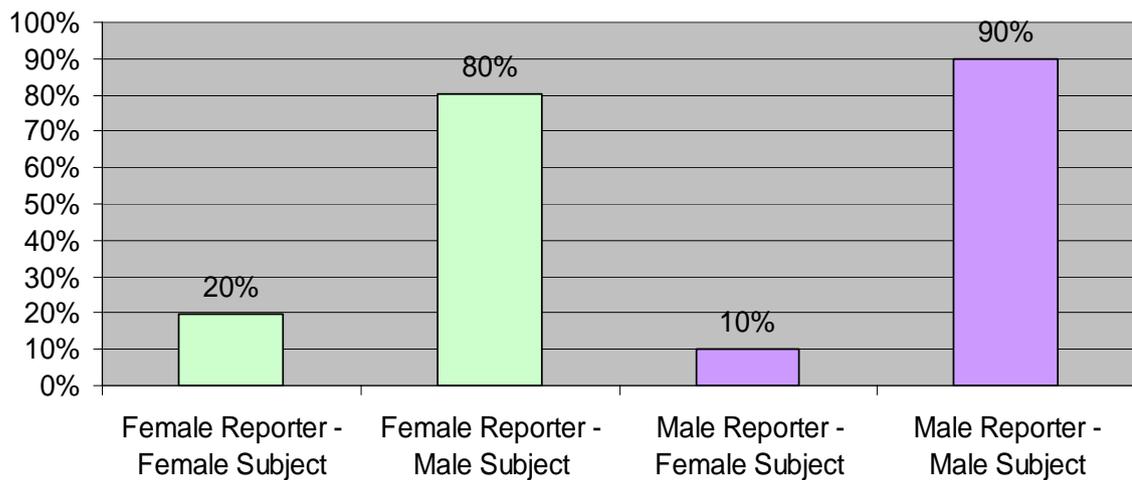
Topic	Female	Male
Celebrity, arts and sport	1	6
Crime and violence	6	7
Economy	3	2
Other	0	0
Politics and Government	15	13
Science and Health	2	3
Social and Legal	5	3
Total	33	34

GMMP 2005: Female reporters per topic as % of all female reporters



12. Women and Men Journalists and Topics in B&H. Is there More Topics in Stories Where Women are Central Focus Reported by Female Journalists in B&H?

GMMP 2005: Gender of subjects by male and female reporters



13. GENDER AND NEWS in B&H - Content of News Stories Focused on Women in B&H

Female Journalists				Male Journalists			
Female Topics		Male Topics		Female Topics		Male Topics	
N	%	N	%	N	%	N	%
24	20%	99	80%	13	10%	113	90%

14. GENDER AND NEWS in B&H - Topics in Stories Where Women are Central Focus in B&H

Celebrity, arts and sport	Crime and Violence	Economy	Other	Politics and Government	Science and Health	Social and Legal
1	0	1	0	0	0	1

15. News Stories that Clearly Challenge or Reinforce Gender Stereotypes in Bosnia and Herzegovina

Challenges stereotypes		Reinforces stereotypes		Neither	
%	N	%	N	%	N
1%	1	0%	0	99%	140

16. News Stories that Highlight Gender Equality or Inequality in Bosnia and Herzegovina

Yes		No	
%	N	%	N
1%	1	99%	142

17. What We Can Do in the Next Five Years to Promote Fair and Balanced Representation of Women and Men in Bosnia and Herzegovina?

Recommendations:

- Networking and cooperation of women and men individuals, organizations, and institutions that are active in the area of media, and public relations, for common actions on improving media reporting
- Advocacy, and lobbying for gender equality in employment in media, improving reporting about gender equality, and introducing concepts and criteria for reporting, in order to promote gender equality
- Developing monitoring media skills through trainings
- Developing skills for qualitative media analysis (media education)
- State level initiatives
- Gender sensibilization and training of women and men employed in media
- Continuous media monitoring on national and regional level
- Analysis of rules and regulations for employing people in media, and broadcasting area, and monitoring implementation of these rules and regulations
- Informing public about mechanisms for influencing on professional reporting in media

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ⁱ www.guide2womenleaders.com/Srpska.htm

ⁱⁱ Official Gazette of B&H, No. 16 from June 16, 2003

ⁱⁱⁱ Article 15. Bodies of the state and local self-governance, managerial bodies of companies, political parties and other non-profit organizations shall ensure and promote equal representation of men and women in the process of management and decision-making.

In order to achieve goals set in Paragraph 1 of this Article, competent authorities shall undertake any interim measure to be used to improve gender imbalance in government bodies of all levels. Programs and plans shall contain measures aimed at improving gender representation.

In order to ensure equal representation of genders, percentage of women in government bodies on all levels including the judiciary, the legislative and the executive, as well as all other public offices, committees and boards, including participation in bodies representing the state internationally shall, as a rule, reflect equal gender representation.