

**WHO
MAKES THE
NEWS?**



New Zealand

Global Media Monitoring Project 2015 National Report



Acknowledgements



GMMP 2015 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

GMMP 2015 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 2015 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.



Noncommercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in no way affected by the above.



With support from



Acknowledgements

Thank you to Associate Professor Margie Comrie for invaluable support and assistance with planning, coding, and writing up the NZ data. Thanks to Nigel Lowe (Massey University) for technical support, and to Dr Cathy Strong (Massey University) for reviewing the final draft and providing many helpful suggestions. Thanks also to Dr Chris Rudd from Otago University, and the various other coders listed in Annex 2.

Susan Fountaine, Massey University
NZ Coordinator, GMMP 2015

Preface

Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- 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 fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.³ Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth 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 (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media. In NZ, this success is in the form of the continued, relatively even proportions of men and women presenting and reporting the news, across the range of platforms monitored (television, radio,

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

³ Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

newspapers, online news sites, Twitter). However, while at times over GMMP history NZ has performed particularly well in terms of representation of women (for example, in 2000, NZ topped the global statistics for female news sources in political stories with 45%, compared to 11% in Australia, 18% in the US and 9% in the UK), the 2015 results show NZ regressing in the key measure of female news subjects.

National context

- NZ has a proud history of women's equality, but media monitoring remains vitally important given the accompanying complacency this tends to engender. Our disappointing results for the GMMP5 are inconsistent with the rhetoric of the mid-2000s, when women's successes (occupying the roles of Governor-General, Prime Minister, Chief Justice, Parliamentary Speaker and leading our largest company, Telecom) were widely reported in the media. The contemporary media landscape is increasingly event and conflict-driven, occasionally prompting coverage of gender-related flashpoints but little in-depth analysis⁴. The individualistic focus of such news tends to reinforce an image of progress by glossing over systemic inequalities – a pattern referred to as “enlightened sexism”. Systematic monitoring is vital in this sort of environment.

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.

- NZ has taken part in every GMMP, with Massey University (1995, 2000, 2005, 2015) and Victoria University (2010) coordinating the country's response. The GMMP data has been published in various academic journals (*The Communication Journal of New Zealand*, *Pacific Journalism Review*) and results promoted via media and community talks. Academic staff, students, and various community members, male and female, have all contributed to the coding over the years.

Executive Summary

- The largest topic of news on monitoring day in NZ was Celebrity, arts & sports (35%), reflecting the dominance of cricket coverage following NZ's win, the previous night, in the Cricket World Cup semi-final. Women's presence as news subjects was lowest in this category of news, with women news subjects most likely in stories about Science & health.
- Across the traditional platforms of newspaper, television and radio, women were just 18% of news subjects, with a slightly higher presence (23%) in online media (internet news and Twitter) – a drop from 2010. In terms of identified occupation, women news subjects were over-represented in the categories of office and service workers (80%) and health and social workers (67%) but comprised just 4% of sportspeople and 7% of businesspeople. Comparable proportions of male and female news subjects appeared as victims and survivors in news stories, with a markedly higher proportion of women identified by their family status (23% compared to 10% men). Interestingly, rates of family identification for both men and women were higher in NZ than globally, and have increased since 2010. While there were far fewer of them, female news subjects were more likely to be quoted in stories than their male counterparts (71% versus 60%). Women newspaper subjects were also more likely to appear in photographs than men, although this pattern was different in online news.
- Overall, a relatively even 47% of NZ reporters were women, although women reporters in NZ were less likely than their global counterparts to write stories with women as a central focus and to use

⁴ Fountaine, Susan and Comrie, Margie. (2016) New Zealand media coverage of women and women politicians. *Politics in the media*. NZ: Auckland University Press.

female sources. Women make up more than half of news presenters in NZ, with younger age groups of women dominating; just 4% of female presenters were over 50, compared to 52% of men.

- Overall, 7% of NZ news stories had women as a central focus, compared to 10% globally. NZ was also below average in terms of highlighting issues of gender equality or human rights – with just one story in the entire sample (compared to 9% globally; this category of news has been increasing around the world since 2005). Similarly, while 4% of global stories were judged to challenge stereotypes, just one story (less than 1%) did so in NZ.

A DAY IN THE NEWS IN NEW ZEALAND

- The Black Caps' win in the Cricket World Cup semi-final was a significant story in NZ on 25 March 2015, and dominated the local media. Otherwise the news agenda was fairly wide ranging (a variety of health, accident, business and crime stories), with few ongoing or “big” stories. Notably, there was little political news.
- While the cricket headlines mean 25 March was “atypical” in many respects, it is also not unusual for sports stories to dominate the news agenda in NZ, particularly when national cricket and rugby teams are doing well on the international stage. It is also not unusual for such stories to be heavily male dominated, as they were on monitoring day. For instance, across the five **news** pages the *NZ Herald* devoted to cricket reportage, there were no stories written by female reporters, and only one instance of a female voice (a fan).

THE CONTEXT

- **Country background:** NZ has no daily national newspaper, but a number of regional publications (four of which were sampled). Media ownership in NZ tends to be concentrated in the hands of a small number of cross-media owners, so the sample was selected to ensure a diversity of ownership was represented, as far as possible.
- **Media monitored:** Daily newspapers were selected to ensure a mixture of size, ownership and location: The *New Zealand Herald* (largest circulation), *Dominion Post* (second largest newspaper and based in Wellington, the capital city and centre of government), *Manawatu Standard* (a smaller, regional paper circulating locally to the GMMP coordinator) and the *Otago Daily Times* (the only non-chain owned newspaper in the country, serving the lower South Island).

The television sample comprised news programming from the dominant television stations, with 100% NZ reach: state owned TV1 (part of TVNZ), TV3 (privately owned) and the Maori Television Service (a smaller indigenous channel, publicly funded).

NZ has a highly deregulated radio market and a large number of radio stations, many of which are regionally based but share content through common newsrooms and owners. We monitored Radio NZ (national, public service radio), Newstalk ZB and Radio Live (the dominant commercial stations), and Radio Dunedin (a South-Island based, regional alternative).

Two online news sites were selected – nzherald.co.nz and stuff.co.nz. These two are by far the main online news providers in NZ and are connected to newspaper newsrooms (the *NZ Herald* newspaper for the former, and the various Fairfax owned newspapers, including the *Dominion Post* and *Manawatu Standard*, for Stuff).

Finally, the Twitter feeds of many of the above outlets were also monitored: RadioNZ, the Maori Television Service, stuff, nzherald, newstalk zb, radio live, One News, TV3. Not all these Twitter feeds met the minimum number of tweets (15) on the monitoring day (although most were close).

- **The monitors:** A total of 14 people contributed to the 2015 coding. Ten students worked together with a former newspaper journalist and media tutor, Wendy Shailer-Knight, and coded under a shared name. The rest of the coding was done by three academics (Susan Fountaine and Margie Comrie from Massey University and Chris Rudd from Otago University).
- The NZ sample comprised 172 stories, and 344 people identified as subjects of news stories. It should be noted that all countries' contributions are weighted to ensure the appropriate level of representation in the global statistics (see the note on methodology at the end of this report).

TOPICS IN THE NEWS

- On the sample day, GMMP topic results fell into seven aggregated categories: Science & health; Social & legal; Crime & violence; Celebrity, arts & sport; Economy; Politics & government; Other.
- **NZ topics 2015:** As noted earlier, in NZ the monitoring day coincided with the Black Caps semi-final win in the Cricket World Cup, which was widely covered (by newspapers in particular; the *NZ Herald* devoted its first five news pages to this; the *Otago Daily Times* most of its front page). Thus, the largest topic category of NZ news was Celebrity, arts & sports (35%), followed by Social & legal (28%), and Crime & violence (15%). Politics & government (11% overall) and Economy (8% overall) were covered to varying extents across the media forms, with a very small proportion of Science & health (2%) and other news topics (1%) generally.
- **NZ topics 2010:** In 2010, Sports, celebrity & media was also NZ's biggest topic category, but was then followed by Politics & government (a much smaller category in the 2015 sample).
- **NZ topics (non-aggregated, 2015):** Looking more closely at the non-aggregated topic areas for NZ, it is clear that the cricket story was a key influence on the results. A quarter of NZ stories were specifically about sports, by far the largest single category of news (41 sports stories, largely cricket, followed by 15 disaster stories, 13 violent crime and 12 domestic politics). This is particularly notable given GMMP samples do not include sports news pages and segments; in other words, all the sports stories in the global and NZ samples appear on standard "news" pages or within the mainstream sections of news bulletins.
- **NZ topics and reporters:** Reflecting the overall dominant topics, for both female and male reporters the largest category of story topic was Celebrity, arts & sports news (31% of women and 44% of men reported on this topic). As previously noted, the dominance of cricket on the news agenda impacted on this particularly high figure for men – none of the newspaper or online cricket stories was written by a female reporter. The second topic category for both males and females was Social & legal news (both 26%). Female reporters were more likely than their male counterparts to report on the Economy (14% compared to 8%), and Crime & violence (14% compared to 10%), and slightly less likely to cover Politics & government (11% compared to 13%).

THE NEWS

A key measure for the GMMP is the overall presence of women and men in the news, as news subjects.

- **NZ news subjects 2015:** Across the traditional media platforms of newspaper, television and radio, women were just 18% of NZ news subjects. This presence was slightly higher (23%) in online media (internet news and Twitter combined).
- **NZ news subjects compared:** NZ's 2015 results are lower than the global average of women as 24% of persons heard, read about or seen in the news (the same global average as achieved in GMMP 2010), and a marked drop from NZ's 2010 findings where women were 23% of news subjects. As some other points of comparison, NZ's result of 18% sits alongside Australia on 27%, US on 38% and UK on 28%. It is interesting to note that the NZ results, in the early days of GMMP, tended to be above average (26% female news subjects in 2005, compared to the then global average of 21%), then on a par (23% compared to 24% in 2010); now, our progress is clearly below average. Conversely, other regions such as Latin America show clear progress; women were 16% of news subjects there in 1995, and 29% in 2015.
- **NZ news subjects by topic:** Women's presence was highest in Science & health stories (in NZ, as it was globally, with 33% and 35% respectively), and lowest in Celebrity, arts & sports news (12%).

Globally, the gender gap was widest in Political & government news; here NZ did slightly better than the global average, with women present in 20% of news stories on this topic, compared to 16% worldwide. NZ women's low showing in the Celebrity, arts & sports news category reflects the dominance of Black Caps cricketing news on the monitoring day. This is not a pattern confined to NZ. The global report, in a table capturing the bottom 10 topics in which women are likely to be present, has "sports, events, players, facilities, training and funding" as its number 3.

- **NZ news subjects by medium, compared:** Globally, female news subjects are slightly more likely to be present in online media (26% compared to 24%), and the same pattern holds in NZ, albeit with a slightly wider gap (23% women's presence in online news compared to 18% in traditional news).
- **NZ news sources:** The GMMP data also capture the numbers of female and male news subjects who are quoted as news sources in stories. Women made up 19% of sources in print news stories, 22% of sources in television, and 25% in internet news on monitoring day in NZ. While there were far fewer of them, women news subjects were more likely to be quoted in news stories than their male counterparts. 71% of female news subjects were quoted in stories, compared to 60% of male news subjects.
- **NZ newsmakers, by occupation:** Overall, 57 out of 344 news subjects were not identified in stories in terms of their occupation, but where occupation was identified, the following observations can be made of the NZ data. The single largest category of news subjects was sportsperson/athlete (84 of news sources fitted into this category), followed by government/politician (53) and business person (28). However, women made up very small proportions of these large categories, comprising just 4% of sportspeople/athletes and 7% of business people, and a slightly better 21% of politicians. Instead, women were over-represented in the occupational categories of office and service workers (80%) and health and social workers (67%), and more equally represented in the category of academic, lecturer or teacher (44%).
- **NZ news subjects, by function:** All people who appeared in stories were coded for their function in the news stories, as either a subject, spokesperson, expert or commentator, provider of personal experience, eye witness, or provider of popular opinion. In NZ, most people were subjects (159), spokespersons (80) and sharers of personal experience (40). Women comprised less than a third of all these functional categories (13% of subjects, 21% of spokespersons and 28% of personal experience). The category where women contributed the highest proportion was popular opinion (38% of people categorised in this way were women).

The global report notes that it is as providers of personal experience (in traditional media) and popular opinion (online) where women have made their greatest progress in addressing the gender gap over the past ten years. In this way, it is possible that women are benefiting here from the general shift in media outlets towards "softer" news.

- **NZ "victims" in the news, compared:** The GMMP examines the extent to which people appear as victims in news stories and how such victims are portrayed in the media. In NZ, on monitoring day, the proportion of news subjects who were portrayed as victims was small, around 7%. Many more male news subjects were identified as victims (22) than women (4); these proportions are comparable when considering women were only 18% of news subjects overall. All the female victims and almost half of the male victims (41%) were victims of accident and natural disaster. Male news subjects were also depicted as victims of various types of crime (domestic and non-domestic, religious based and war crimes). The NZ finding is not consistent with global results, which show that overall women are around twice as likely to be portrayed as victims. In NZ 2010 findings, 14 out of 26 (54%) of identified victims were women.
- **NZ victims' portrayal as "survivors":** In some instances, victims in the news are also portrayed as survivors. In the very few instances this occurred in NZ, the pattern was the same for male and females (67% of male and female victims were portrayed as survivors), but "what" they survived was different – for women, accidents and natural disasters and for men, mainly non-domestic crime.

- **NZ news subjects identified by family status, compared:** In NZ, a higher proportion of female (23%) than male news subjects (10%) was identified by family status. These proportions are higher in NZ than globally, for both genders, and are also higher for both genders than in NZ's 2010 results (where it was 19% for women and 4% for men). Worldwide, in 2015, 19% of women and 5% of male news subjects were identified in news stories in terms of their family status.

A closer look at the local data suggests the relatively high male figure here is at least partly connected to the wide reporting of two fathers' legal action in the aftermath of their sons' suspension from a Christchurch school (e.g. the *Dominion Post* headline for its story on this was "Rowing injunction could have cost dads \$20,000").

- **NZ reporters' use of family status identification, compared:** Male reporters in NZ were more likely than female reporters to identify their female news subjects in terms of family status (26% of the female subjects they wrote about were defined in this way, compared to 18% for women) and less likely than women to identify their male news sources in this way (5% compared to 10%). This differs slightly from the global findings, where male reporters exhibit a stronger tendency to identify their subjects, both male and female, in terms of family status. In the NZ results for 2010, it was found that female reporters were more likely than men to identify both male and female sources in terms of family status.
- **NZ images in the news, compared:** News photographs, as they appear in newspapers, are another key area of analysis for the GMMP. In NZ, a much higher proportion of female newspaper subjects appeared in photographs than male – 21% of women compared to 9% of men. This trend, of women being more likely to appear in news photographs, is consistent with the global results, although globally, the difference between men and women is less marked, and a higher proportion of both female and male news subjects are shown in photographs (30% and 23% respectively). This is also different from the NZ 2010 results, which showed men more likely to appear in newspaper photographs – 17% of male news subjects and 10% of women.

WHO DELIVERS THE NEWS?

- **NZ overall reporters and presenters, compared:** Women's visibility as reporters and presenters of news is an important area of analysis for the GMMP. In NZ, there was not a notable gender gap in terms of media personnel. In fact, on 25 March, women made up 64% of the presenters and reporters on radio news and 51% on television, and 46% of print reporters. Overall, 47% of NZ reporters were women (compared to 45% in Australia, 27% in UK and 39% in US). This is much more balanced than the global result of 37% female reporters and 49% female presenters, and a shift from 2010, when 38% of broadcast presenters and reporters were female.
- **NZ presenters and reporters by age, compared:** The apparent age of television announcers and reporters was also coded. The global pattern here is that "younger presenters on screen are predominantly female, but the scales tip dramatically at 50 years old when men begin to dominate the news-anchoring scene" (GMMP 2015, p.50). A very similar trend is apparent in the NZ data. The single largest age category for women presenters (48%) was 19-34 years old, followed closely by 35-49 years old (44%). Just 4% of women presenters were 50-64. For male presenters, the single largest category was 52% in the 50-64 year range, followed by 29% in the 35-49 year range.

There is less useful data for age of reporters, as many reporters were not visible on screen during their stories. Where television reporters did appear on screen in NZ, their age was coded. Almost all the female reporters were judged to be in the 19-34 year range, and most of the males in the 35-49 bracket.

- **NZ reporters, by scope and major topic.** As noted earlier, both male and female reporters were most likely to report on Celebrity, arts & sports stories, followed by Social & legal news. In terms of the scope of their reporting, nationally focused news was the single largest category for both male and female reporters (54% and 40% respectively), but for women this was followed by local news whereas for men it was news of a national and international (combined) scope. Interestingly though, women reported a higher proportion of internationally focussed stories (17%) than men (10%).

GENDER AND THE NEWS

- **Women's centrality in the news, in NZ and compared:** Overall, 7% of NZ stories coded on 25 March had women as a central focus. This compares to 10% of stories globally. Science & health stories were most likely to have women as a central focus (33% of this category had women as a central focus), followed by Social & legal stories (10% women as a central focus). No stories in the broad categories of Politics & government, or Crime & violence, had women as a central focus. Globally, it is the categories of economic and political news which are least likely to focus on women.
- **Women's centrality in the news and gender of reporter, in NZ and compared:** Both female and male reporters in NZ were less likely than the global average to write stories which focus centrally on women. Around the world, 14% of stories by women reporters and 9% by male reporters focus on women; in NZ, these figures were 11% and 8% respectively.

Given NZ's strong performance in the proportion of female reporters, the finding that they are less likely than their global counterparts to write stories focusing on women is clearly a lost opportunity for closing the gender gap.

- **Stories that highlight issues of gender equality or inequality issues, in NZ and compared:** Globally, the percentage of stories addressing issues of gender equality and inequality has been rising since 2005, and in 2015, 9% of stories fitted into this category. In regional terms, the African media recorded the highest overall proportion of stories highlighting gender equality issues, across a broad range of story topics. In NZ, however, just one story in the entire sample was coded as containing a reference to gender equality or human rights. This was a story about employees' workplace rights at a clothing retailer, written by a male reporter. In some respects, this story's focus on human rights, in terms of employment relations legislation, was a lost opportunity to apply a gendered lens to reportage. All the sources were male and "official", but the context of fashion retail is female dominated, meaning that those most affected by this retailer move are likely to be women – a perspective which is not explored. In 2010, there were 8 stories (4%) highlighting issues of gender equality/inequality.
- **Stories challenging or reinforcing stereotypes, in NZ and compared:** Globally, 4% of stories challenged stereotypes in 2015. Just one story in the NZ sample (less than 1%) was coded as challenging gender stereotypes, and this was an international Celebrity, arts & sports story, reported by a woman on one of the television networks, about actor Angelina Jolie's decision to undertake elective surgery to remove her ovaries. In 2010, 3% of stories were coded as challenging gender stereotypes in NZ (with no evidence that this was influenced by gender of reporter).
- **Does the gender of the reporter make a difference for the gender dimensions of NZ stories?** 24% of news sources in stories written by women were female, and 17% in stories written by men. In the global results, there is a less marked difference between female and male reporters' use of sources than there was in NZ (29 and 26%). In NZ, women were more likely to use female sources than men, but were short of the global average – and men fell even further short of their global average. The 2010 results for NZ show no pattern of women reporters choosing women sources.
- **Is there a difference between the proportion of stories reported by women in NZ that have women as a central focus and those reported by men?** Female reporters in NZ were more likely to write stories with women as a central focus – 11% of what they wrote compared to 8% of what men wrote. But female reporters in NZ were less likely than their global counterparts to write stories with women as a central focus. In 2010, it was found that of the small number of stories with women as a central focus and a clearly identifiable reporter (5 stories out of 98), women covered three.
- **Is there a difference between the proportion of stories reported by women that raise issues of gender equality or inequality and those reported by men?** There was only one NZ story in this category and it was written by a male. This story was possibly a lost opportunity to explore the gendered component of the human rights issue at stake in the retail employment context.
- **Is there a difference between the proportion of stories reported by women that clearly challenge gender stereotypes and those reported by men?** The sample size is too small to make meaningful conclusions. There was just one story in this category and it was reported by a woman.

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

Main topics of online news in NZ, compared: Most of the internet news topics fell into the broad categories of Social & legal (42%), followed by Crime & violence (17%), and Celebrity, media & sports (17%). An example of a widely covered Social & legal story from the monitoring day was the plane crash in the French Alps. NZ's internet news topics were different from the global pattern, which had Politics & government, and Social & legal news categories as the largest, with 27% of stories each. Just over a third of all NZ internet news stories were shared on Twitter, and a quarter were shared on Facebook.

Main topics of online news and gender of reporter in NZ: Women wrote low proportions of the most prevalent online topics above (38%, 25% and 0%) but wrote high proportions or all of the stories on the less prevalent topics (all of the online news stories on the Economy, and Science & health, and half of the Politics & government stories were written by women).

Twitter topics in NZ: The Twitter dataset mostly contained stories on the topics of health, disasters, crime, celebrity, arts and media, sports, domestic politics.

News subjects in the digital world

News subjects in online news, in NZ and compared: 30% of news subjects in Internet news in NZ were women; higher than the NZ result for traditional media, and comparing favourably with the global average of 25% for online news. By way of a comparison, the US did particularly well in this category, with 43%. Online, female visibility was highest in NZ in stories on Science & health (83%; this is also consistent with the global findings for this topic), and Crime & violence (44%), and lowest – in fact non-existent – in the categories of Economy, and Celebrity, arts & sports.

News subjects in multimedia components in online news, in NZ and compared: Women news subjects appeared in the multimedia components (including photographs) of stories just 17% of the time, and men 83%. This notably different from the global online result of 34% women and 29% men, which is more consistent with the proportions and gender patterns of traditional media (where women were more likely to appear in photographs and visuals than men). This low finding for women in online imagery in NZ in 2015 is however consistent with the 2010 NZ findings, where 16% of online photographs were of women.

Function of online news subjects in NZ: Of the total 69 people mentioned in NZ's online news, 41% filled the role of spokesperson, followed by 30% news subjects and 19% experts and commentators.

News subjects and family status, in online news in NZ: Ten percent of the news subjects were identified in terms of family status, and over half of these were women (57%).

Reporters' use of male and female sources in online news, NZ and compared: Online, male and female journalists in NZ tended to use female sources at a higher rate and in more similar proportions to each other than they did in traditional media: 32% of female reporters used female news sources, as did 29% of men (compared to 24% and 17% in traditional media). Women reporters online in NZ used female sources at a rate very close to the global average and men did much better than the global average. In the global results, there is a starker difference between the genders, with women being 33% of sources selected by female journalists and 23% of men.

Twitter news subjects in NZ, compared: 62 people were identified across the Twitter dataset – ten of which were women (16%) and 52 men (84%). This is lower than the global average, where women were 28% of the people mentioned in tweets (and US again did well here with 38% achieved). The female subjects appeared in stories on health, violent crime, celebrity, arts and sports.

Delivering the news in digital spaces*

Women reporters in online news in NZ: Overall, women wrote 53% of the online stories, which is higher than the global average for online news (42%), and continues the balanced results for women reporters in NZ in 2015. In NZ in 2010, 40% of the online stories were written by women.

*Note that none of the NZ tweets had identified authors.

Gender in digital news content

Reference to gender equality in online news in NZ: Only one story, a Health & science item, was coded as containing a reference to gender equality or human rights policies (a similarly low proportion as in the traditional media). This story, about a Human Rights Review Tribunal case involving a woman's experiences during childbirth, is discussed as a "good practice" example later in this report. There were two stories in this category in 2010.

Online stories challenging stereotypes: There were no instances of online stories challenging gender stereotypes (there was one in 2010).

Online stories with women as a central focus, NZ and compared: As in 2010, a small number of online stories in NZ had women as a central focus (3 in 2015, around 12%; compared to 7% in traditional news), and these stories were evenly split across the topics of violent crime, education, and health. Although the numbers are small, this is consistent with the global trend towards a higher proportion of women as a central focus in online news, compared to traditional news (although the global proportions are higher than NZ's, with 19% of online news stories focused on women, compared to 10% for traditional media).

Gender and Twitter, NZ and compared: Women were a central focus in NZ Twitter items on health and medicine, female fertility, violent crime, celebrity news, and arts and entertainment. In none of the Twitter items did the coverage challenge gender stereotypes. This was below the average figure of 4% globally.

GENDER AND JOURNALISTIC PRACTICE

It is pertinent to note the way in which the NZ news agenda itself was heavily masculine on 25 March, with the dominance of male sporting endeavour in the **news** pages of the nation's major newspapers and homepages of online sites. While women's sporting achievements have occasionally been subject to relatively high profile media coverage in the sports pages (e.g. women's rugby world cup), it is unheard of for a major daily to devote its first five pages to a women's team winning a semi-final of a global sporting event.

A small example of subtle stereotyping was highlighted by the two different ways that television networks in NZ described Angelina Jolie, in coverage of her decision to undergo elective surgery to remove her ovaries: One News referred to her as an "actress" whereas 3News used more complete and gender neutral descriptive terms, "actor and director". The global report included short case studies of the coverage received by the Angelina Jolie story in countries around the world; NZ's coverage was featured and given a "media public accountability" score of A for its gender lens and public's right to freedom of expression.

As noted in the quantitative data above, NZ media yielded few examples of news which challenged gender stereotypes, or which highlighted issues of gender and human rights inequalities.

GOOD PRACTICE CASES: International and Local

Two instances of good practice are discussed here. The first is an international example (television reporting of Angelina Jolie's elective surgery to remove her ovaries, in an effort to reduce her genetic risk for cancer). The second is also a health story – this one was locally produced and published on the NZ Herald website.

Example 1 - Angelina Jolie's elective ovarian surgery (reported on both One News and 3 News)

Short description: Two television news stories which draw heavily on Jolie's *New York Times* interview and earlier recorded television appearances. Other than the in-studio introductions, the content of both of these stories was not locally produced.

Objective/Purpose: The story reports Jolie's perspective on her decision to undertake preventative, major surgery. The 3News item also includes an interview with a fellow gene carrier who has made the same decision as Jolie, which downplays the "celebrity" angle to the story and makes this a story about proactive health decision-making more generally.

Summary: Both of these television news stories took seriously the issue of women's health and were told in a way which empowered rather than victimised women. This was particularly apparent in the 3News story which also included the perspective of another, non-celebrity woman, with the same genetic marker as Jolie, who had undergone the same surgery. While both of the items included various glamorous images of Jolie, these visual depictions were counterbalanced by the strong presence of Jolie's own words and voice, to tell her story (unsupported by any male figure, in the form of a partner or doctor, etc.). There was no subtext that such a woman (with no breasts or ovaries; potentially defying conventional ideals of femininity and fertility) was "second class" or incomplete. Overall, Jolie's decision was framed as a proactive choice, and was not sensationalised in gender terms.

Example 2 - Midwife censured for telling a patient to be "ladylike" during labour

Short description: nzherald.co.nz story about a midwife who changed her name after a Human Rights Review Tribunal decision that she provided "seriously suboptimal care" to a young mother.

Objective/Purpose: This is an example of "watchdog" journalism, where a reporter is following up with relevant parties about a tribunal outcome.

Summary: This story takes seriously the issue of women's health and experiences during childbirth, by reporting on a review process about suboptimal care, and following up, watchdog-fashion, on what has happened in the aftermath. Importantly, this is not a "simple" story to tell from a gender perspective. The naming of the midwife, while proactive in terms of informing other mothers of her history, hints at a broader anti-midwife sentiment in NZ, which likely has a gendered aspect to it. However, the story is "good practice" in its rejection of the notion that it is acceptable for a woman in childbirth to be told to act "ladylike". Although the female patient is described as a teenage mother, this has some relevance to the context of the case and is not sensationalised. The facts of the case are presented objectively. While the voice of the patient is not heard, this reflects standard practice in health tribunal cases and protects patient confidentiality. All the sources are women (and one appears in an accompanying photograph), and the story is written by a female reporter.

SUMMARY AND CONCLUSIONS

The 2015 results for NZ are disappointing. While GMMP5 shows the continuation of a relatively gender-balanced journalistic workforce (at least in terms of those writing and fronting the news), women are becoming less visible as news subjects, and the news agenda remains highly “masculine”, as evidenced in the dominance of sports news and the continued low proportions of stories engaging with gender issues. The data indicate that female reporters in NZ are less likely than their global counterparts to write stories with women as a central focus and to use female news sources, and are more likely to identify women in terms of their family status. This is against a backdrop of little local media attention paid to issues of gender equality and human rights, which is again at odds with global shifts over recent years.

Looking back over NZ’s GMMP history reinforces the notion that as the rest of the world makes progress, NZ is in fact regressing. NZ performed better than average in 2005, but dropped in 2010 while the rest of the world improved – then dropped again, even more markedly, in 2015, while the rest of the world remained stagnant. While it is important to note the potentially distorting impact of the cricket story on NZ’s overall performance on 25 March 2015, this event is itself a reminder of both the “power” of entrenched definitions of news, and the value of long term media monitoring.

Summary of global and NZ performance in key indicators (women reporters and subjects), 1995-2015

GMMP Year	Women reporters (global)	Women reporters (NZ)*	Women subjects (global)	Women subjects (NZ)*
1995	28%	-	17%	-
2000	31%	-	18%	-
2005	37%	42%	21%	26%
2010	37%	46%	24%	23%
2015	37%	47%	24%	18%

*Directly comparable country-level data is not available for 1995 and 2000.

ACTIONS IN THE POST-2015 ERA: A five-year plan

Over the next five years, the following actions will be taken to advance gender equality in and through the media in NZ.

- Communication students studying news media processes at Massey University will be trained in media content analysis around gender, and the NZ results will be included as set reading material. Gender analysis will continue to be a component of assessment in news media processes. Results will also be shared with colleagues at other universities, for possible inclusion in communication, politics and sociology classes.
- The NZ results will be shared with staff at the Massey University Journalism School, and they will be invited to share these results with other journalism educators in NZ, their students (future journalists) and those industry members, from a range of media, who sit on their Advisory Board.
- The local results will be released to the media through the University’s External Relations team, and the University’s expert commentator on gender and media will use the figures in any upcoming media interviews on diversity topics.
- The results will also be presented at university, academic and industry seminars, using the networks of those involved in preparing this report.
- The NZ results will also be shared with the National Council of Women, which has previously expressed an interest in undertaking research work around gender and the media.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, radio and television newscasts, online news sites and twitter feeds to monitor based on the national media density. This was done to ensure global results represented 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 was practiced 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. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

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 managing and processing the monitoring data.

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 2015*.

Annex 2. List of Monitors

Thank you to Associate Professor Margie Comrie (Massey University), Dr Chris Rudd (Otago University), Wendy Shailer-Knight, and News Media Processes students Jannica, Tayla, Ashley, Adam, Georgia, India, Sophie, Fatima, Samantha and Kirsty.

Thanks also to Dr Cathy Strong, for reviewing a final draft of this report.

WACC



WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999
Fax: +1 416 691 1997
gmmp@waccglobal.org
www.waccglobal.org
www.whomakesthenews.org

Susan Fontaine
School of Communication, Journalism &
Marketing
Massey University
Private Bag 11 222
Palmerston North
New Zealand
s.l.fontaine@massey.ac.nz

Global media monitoring project national report: New Zealand

Fontaine, SL

2016
