

Who makes the news?

Not who you think, as shown by the research of the Global Media Monitoring Project (GMMP), the flagship news media research project of the World Association for Christian Communication (WACC). The GMMP is the largest research and advocacy initiative in the world aimed at fair and balanced gender representation in and through the news media. It is unique in involving grassroots community organizations, university students and researchers, media practitioners and others, all of whom participate on a voluntary basis.

GMMP research from 1995, 2000, and 2005 shows consistently that women's voices are silenced through stereotyping or lack of representation in news media coverage. The GMMP shows how, when unquestioned, the routines and practices of journalism frequently result in news stories that reinforce gender stereotypes.

GMMP 2009/2010 is being implemented with the generous support of the United Nations Development Fund for Women (UNIFEM).

Is anything different in 2009?

This November, media monitors all the over the world will participate once again in a Media Monitoring Day—a one day massive, global effort to collect data on how women and men are portrayed in their local news media.

The timing of the media monitoring for November means the results will be published in time for key global processes scheduled for 2010, including the Beijing +15 Review and the Millennium Development Goals Review Summit.

But does monitoring make a difference?

Yes! The data generated by the monitoring project provides incontrovertible evidence—facts and figures—of the need for improvement. Backed up with concrete examples of news stories that illustrate the ways in which stereotypes are reproduced, the data provide a strong platform for action. The data mirror back to media practitioners their output from a gender perspective, demonstrating the need to view fair and balanced gender portrayal as an ethic of media professionalism.

What's involved in monitoring?

National coordinators in each participating country organize volunteers to monitor selected newspapers, television and radio news broadcasts. There are monitoring guides for each medium with examples that take monitors through a step-by-step process on how to code and compile the information for every news story monitored. Monitors look for information such as the numbers of

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women and men in the news, the types of story in which they are found, and the roles they play in the news.

How can I get involved?

-Volunteer as a media monitor, and become part of a global network spanning over 100 countries. Inform your GMMP national coordinator about your interest to participate by contacting them at www.whomakesthenews.org/regional-and-national-coordinators-2009-2010.html

-If your country and national coordinator is not listed, propose an organization as a national coordinator! It is hoped that at least 40 countries that have not participated previously will do so. Send your proposal to www.whomakesthenews.org/contact-us.html.

-Spread the word to colleagues, family, friends! Raise awareness of the GMMP's findings and its upcoming Media Monitoring Day with key stakeholders in your organization or in its communications tools.

-Link your organization's website to the GMMP website, www.whomakesthenews.org.

-Visit the website to discover more ways of getting involved. There is an online forum on which you can share ideas or add topics for discussion.

Aren't there already lots of people doing this?

Not enough. Numerous countries do not yet have a national coordinator. Others have coordinators and not enough monitors. Remember, participation is open to any individual, association or organization interested in media monitoring research, intrigued by the gender dimensions of media, or in need of "hard" evidence to support their work for gender-just news media.

Where do I get more information?

Visit www.whomakesthenews.org or e-mail your national coordinator through the website.