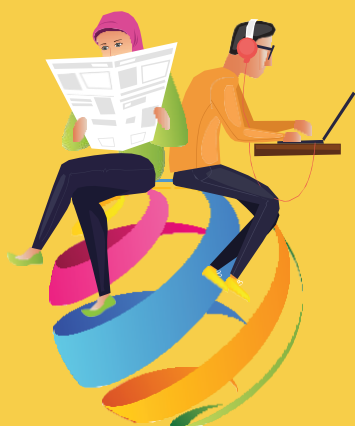


WHO MAKES THE NEWS?

Bosnia and Herzegovina

NATIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



GMMP

2020



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Acknowledgments

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*THE WORLD AT A GLANCE
GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.*

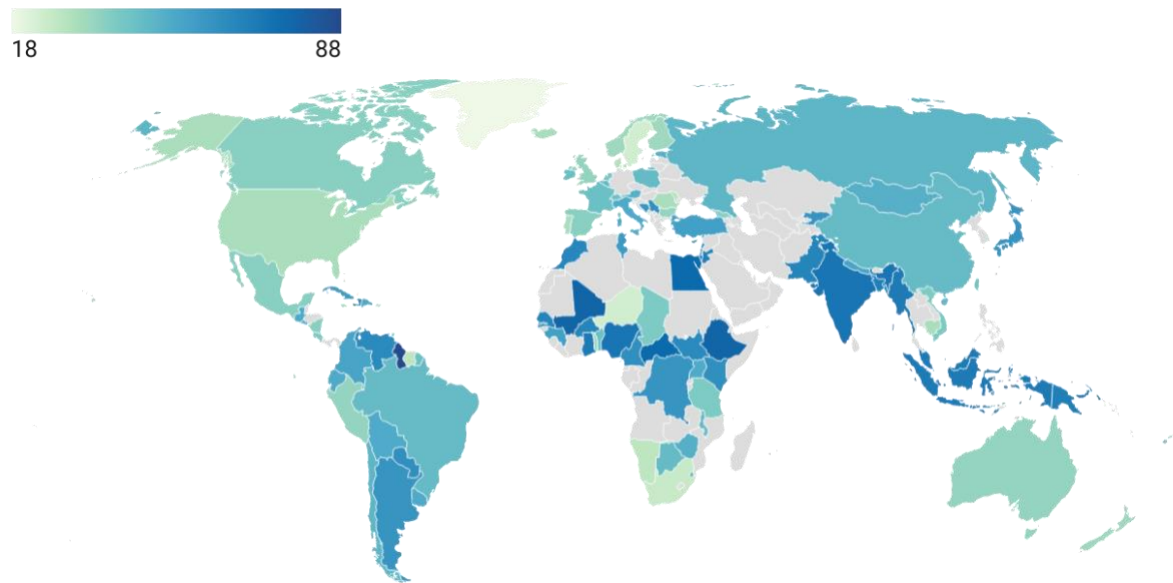


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

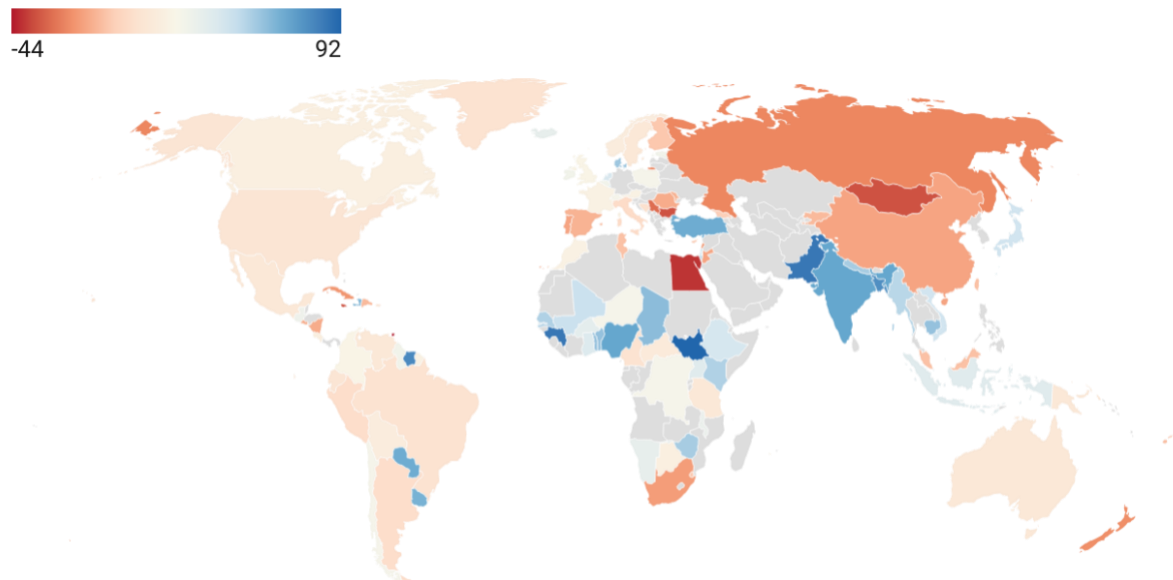


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

PREFACE

Global Context

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one "ordinary" news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.
- 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 media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.
- The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'¹
- The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.
- By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.
- The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.
- Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space and content delivery platforms.
- UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media "have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us."³

- Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.
- GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources, and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.
- Findings from the sixth GMMP reveal a mixed picture of progress, stagnation and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators, The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

Regional Context

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 and sometimes challenged by the media. Who is behind the camera, who sits in the newsroom and who controls the news desk have an influence on what the public get to read, hear and watch about the world's events and GMMP calls attention to the extent to which news media continue to discharge their responsibilities as the fourth estate.

In 2015, 33 countries participated in GMMP 2015 and in 2020, 32 countries took part (see Annex 2). While there has been a core set of European countries which have participated in all or nearly all the GMMP monitoring days, 2020 was particularly challenging because of Covid-19. That so many people, coordinators and monitors did so, is a testament to their and our commitment to the broader GMMP project. While the impact of the pandemic continues to be felt, on 2020 monitoring day, only 27% of stories were coded as associated with Covid-19.

National Context

News media are the major and the most influential source of information, ideas and opinion for most people in Bosnia and Herzegovina (B&H).

Trends that marked the 1990s and the beginning of the 21st century in this part of Europe, can be marked with the following phenomena: tabloidization, commercialization, sensationalism, publishing untruths and manipulating facts, non-compliance with professional standards, breach of ethical norms and loss of credibility.¹ Recent surveys have also shown that B&H citizens significantly trust media (53% of them)².

B&H adopted the Law on Prohibition of Discrimination³ in 2009, which provides a framework for implementation of equal rights and opportunities to all persons in B&H and defines a system of protection from discrimination. The B&H Law on Gender Equality regulates, promotes and protects gender equality, guarantees equal opportunities and equal treatment of all persons regardless of gender in public and private sphere of society, and regulates protection from discrimination on grounds of gender.

The Convention on the Elimination of all Forms of Discrimination against women⁴ (CEDAW, 1979, UN General Assembly) in its preamble and 30 paragraphs defines the meaning of discrimination against women and lays down a national action plan for the signatory countries aimed at eliminating it. B&H joined the action plan and this document has become binding for the state. Law on Gender Equality of B&H⁵ (adopted in 2003, changed and amended in 2009 and 2010) as the key legislative framework in B&H that promotes and protects gender equality contains specific provisions aimed to ensure gender equality in media.

However, the Committee on the Elimination of Discrimination against Women in its Concluding observations on the sixth periodic report of B&H⁶ issued in November 2019 expressed its concern about about the general lack of awareness in the State party of the Convention, the Optional Protocol and the Committee's general recommendations. The Committee recommended to the State of B&H to, among other things, without further delay, amend its legislation to incorporate a comprehensive definition of discrimination against women that covers direct and indirect discrimination in the public and private spheres and intersecting forms of discrimination, in line with article 1 of the Convention, as recommended in the Committee's previous concluding observations ([CEDAW/C/BIH/CO/4-5](#), para. 14), to raise public awareness of women's rights under the Convention, the Optional Protocol and legislation prohibiting discrimination against women.

The Committee⁷ recalls its previous concluding observations ([CEDAW/C/BIH/CO/4-5](#), para. 20) and reiterates its concern about the persistence of discriminatory stereotypes concerning the roles and responsibilities of women and men in the family and in society. It is particularly concerned about:

¹ <https://bhnovinari.ba/fes/dokumenti/Skoko-Lucka-Povjerenje-u-medije.pdf>

² *Ibid.*

³ <https://www.osce.org/files/f/documents/1/1/378877.pdf>

⁴ <https://www.un.org/womenwatch/daw/cedaw/>

⁵ https://www.pravosudje.ba/vstv/faces/pdfservlet?p_id_doc=14467

⁶ https://tbinternet.ohchr.org/_layouts/15/treatybodyexternal/Download.aspx?symbolno=CEDAW/C/BIH/CO/6&Lang=En

⁷ *Ibid.*

(a) The absence of a comprehensive strategy to eliminate discriminatory stereotypes that perpetuate sexist and misogynistic attitudes within society;

(b) Anti-gender discourse and online threats against women politicians, journalists, human rights defenders and women's non-governmental organizations, including by high-level politicians, and the lack of effective sanctions for such acts;

(c) The persistence of sexist portrayals of women in the media.

The Press Council of B&H as the self-regulatory body of print media in B&H issued the Press Code of B&H⁸ that prohibits discrimination based on gender and promotes gender equality in the print media of B&H. The Codex for print and online media of B&H reads that "The Journalists shall avoid prejudicial or insulting references to person's ethnic group, nationality, race, religion, gender, sexual orientation, physical disability or mental state."

According to the 2021 mid-year statistics of the Internet World Stats⁹, the percentage of the population with access to the internet has increased from 2.7% in 2002 to 80.8% in 2013. Online sexism is present in B&H, disproportionately affecting especially young women and girls, women journalists, politicians, public figures and women's human rights defenders. Men are mostly attacked based on their professional opinions or competence, but women are more likely to be subject to sexist and sexualised abuse, the extremity of which may be magnified by the anonymity offered by the internet. Online attacks do not only affect women's dignity but may also prevent women, including in the workplace, from expressing opinions and result in pushing them out of online spaces, undermining their right to free speech and opinion in a democratic society, limiting professional opportunities and reinforcing the gendered democratic deficit.

Association "Novi put" has identified advocacy for gender equality in media of B&H as one of the priority areas of its activities. By participating in the GMMP 2015¹⁰ "Novi put" was enabled to take a part in a world-wide activity conducted by women NGOs and volunteers aimed at achieving gender equality in media representation. The opportunity to participate in a such important activity enabled "Novi put" to raise awareness about the importance of gender equality among female and male journalists and urge them to change their attitude towards women to achieve a more targeted media advocacy aimed at overcoming the existing gender stereotypes and enhanced demonstration of sensibility regarding gender equality in the work of B&H journalists. The GMMP has also created a network of human rights and media activists across the globe, and enhances the visibility of specific challenges we face in fighting for non-stereotypical portrayal of women in B&H media.

The first GMMP in B&H was conducted in 2005. GMMP results for B&H in 2005 showed that while 52% of presenters and 49% of reporters of news were female, only 15% of news subjects were women. Women were news subjects in 18% of TV news programs, 16% of radio news programs, and 13% of newspaper articles. Women in B&H were news subjects in 11% of news stories related to politics and government, 13% of news stories related to economy and business, and 14% of news stories related to crime and violence. In relation to

⁸ http://ethicnet.uta.fi/bosnia_and_herzegovina/press_code_of_bosnia_and_herzegovina

⁹ <https://www.internetworldstats.com/stats4.htm>

¹⁰ <http://newroadbih.org/index.php/en/gender-media-en/gmmp/item/460-gender-portrayal-and-monitoring-of-media-in-bosnia-and-herzegovina-2015.html>

function of the news subjects, 39% of women represented popular opinion, 12% represented personal experience, 17% were represented as eyewitnesses, 14% of women represented subject of the news stories, 21% represented experts, and 10% of women represented spokespersons.

GMMP 2010 findings for B&H revealed that although women made up the overwhelming majority of reporters and announcers, they were still largely invisible in relation to focus and content of the news stories in TV, radio, and print media. Overall presence of women as news subjects per key topics areas in B&H media was 23%, which represented a small increase compared to GMMP 2005 findings, when overall presence of women as news subjects had been 18%.

GMMP 2015 findings for B&H revealed that news stories where women were a central focus were related to crime and violence (4%), social and legal affairs (3%), and only 2% in news related to politics and government, while s in all other story topic areas women were not in the central focus at all. There was no improvement in comparison to GMMP 2010, when “majority of news stories with women as central focus were related to a story topic on celebrity news, birth, marriages, deaths, obituaries, famous people, and beauty contests, models, fashion, beauty aids, cosmetic surgery, etc.”, putting men as the central focus in all spheres related to Politics and Government, Economy, Science and Health, Social and Legal, etc. GMMP 2015 showed an improvement in use of gender sensitive language in comparison to GMMP 2010, but most of the news stories did not challenge stereotypes.

EXECUTIVE SUMMARY

On September 29, 2020 287 news stories were monitored from a total of 20 traditional and digital news media outlets. The major topic areas covered by the media were related to politics and government (32%), followed by news on science and health (18%), economy (15%), crime and violence (14%), celebrity, arts, media, sports (11%) and social and legal (9%). News focused on gender and related topics were only published on internet news and made less than 2% of all monitored stories.

The highlights of the day were the news on the potential EU integration of B&H, the Covid-19 pandemic and the Nagorno Karabakh conflict, while the rest of the news followed the typical agenda which focused on daily politics, news from two B&H entities and news on the economy.

Data gathered show some progress when it comes to presence of female news subjects in radio, TV and newspapers, and Internet and Twitter in comparison to the previous GMMP conducted in 2015¹¹.

Men are still portrayed in all traditional media, i. e. print, TV and radio news, as key actors in the political sphere, i.e. news on Politics and Government (86%), news on Economy (76%) and Social/Legal affairs (92%). The only news where women were overrepresented were the

¹¹ <http://newroadbih.org/index.php/en/gender-media-en/gmmp/item/460-gender-portrayal-and-monitoring-of-media-in-bosnia-and-herzegovina-2015.html>

news on Science/Health (42%). **Women made up only 14% of the news on Politics and Government**, 24% of news on economy, and only 8% of news on Social/Legal. There was a low presence of women even in the news on crime/violence, at 8% and Celebrity/Arts/Entertainment/Sports, 18%.

Women are also found to be underrepresented in digital news, with the exception of the Science/Health sphere, where women were seen, heard, or shown in 52% of the news.

However, the overall **presence of female news subjects in radio, TV and newspapers, and Internet and Twitter** remains very low and men significantly outnumbered women in all stories. Women were present in only 29% of print, 21% of radio and 13% of TV news. The presence of women in digital news is similar to that in the traditional media, i.e. ranging from 13% in Twitter to 31% in internet news, whereas men were present in 87%- 69% news in all media.

Female and male subjects were almost equally quoted as sources 72% of women and 66% of men news subjects were directly quoted in the traditional news media, and 62% of female and 72% of male news subjects in digital news.

Women were significantly unrepresented in TV news and news shared on Twitter and they were mostly, but still not significantly, represented in the online news (31%), followed by print news (29%).

Only 11% of women as subjects of stories were present in the traditional media. They were presented as experts or commentators in 21% of the news stories, as spokespersons in 23% of the stories. However, they were subjects in 42% of the digital news.

Of the total number of reporters in traditional and digital media, women slightly outnumber men in TV news (67%) as presenters. The gender distribution in radio is in favor of men, with 39% of women radio reporters vs. 61% male reporters and presenters. In print, news female reporters and journalists are significantly outnumbered by men, i.e. only 30% of female reporters/journalists published news articles.

The GMMP 2020 was conducted during the Covid-19 pandemic and attention was paid to news articles addressing this global health crises. On monitoring day, stories related to Covid-19 were mostly present in major topics in print (29%) and TV news (25%), followed by radio (24%) and internet news (14%), whilst they were absent in news shared on Twitter (0%). News on Politics and Government were mostly not related to Covid 19 (0%-16% were related), whereas the news on Science and Health were significantly focused on the pandemic, i.e. 46%-77% of all news reported on it. News on the Economy also focused on the impacts of Covid 19.

A DAY IN THE NEWS IN BOSNIA AND HERZEGOVINA

September 29, 2020 was a typical day, with the news agenda in B&H focused on daily political issues, the long-lasting EU integration process and the local impact of the pandemic .. The main news on monitoring day were related to domestic politics and inter-ethnic and war

issues, relations with the neighboring countries, and B&H fiscal policies. Media reporting also focused on the conflict in Nagorno Karabakh.

News headlines and reports still demonstrated sexist attitudes towards women subjects of the news stories, even towards those in high positions in government. One of the monitored digital news called one of a high-positioned public figure a “prostitute” in a slang term, and one radio broadcaster described a female State Minister in a way that could imply she was an instable person.

THE CONTEXT

Media play a very important role in creating and tailoring public opinion in B&H. However, media owners are often affiliated with political or economic lobbies. Very often the interests of the profession for true and balanced coverage are neglected due to the interests deriving from the partnership between media owners and politics. B&H media contribute to the strengthening of tensions at the national, political and religious level and among the entities in B&H.¹²

B&H’s score in the Reporters Without Borders Freedom of the Press Index has shown an improvement of the media freedom situation in recent years. As 58th out of 180 countries in the latest 2020 ranking, the Balkan country clearly performs comparatively well by South East European standards, but significant deficits remain.¹³ However, despite the improvement, the polarized political climate, marked by constant verbal attacks and nationalist rhetoric, has created a hostile environment for press freedom. Editorial policies reflecting ethnic divisions and hate speech are ever more evident. Journalists are attacked for their ethnic origins as well as what they write, especially about migration. Defamation suits by politicians often serve to intimidate journalists and deter them from pursuing their work. Manipulation of the media for political purposes continues, especially in the public broadcast media but also in privately-owned media (and online media in particular). Although implementation of the defamation laws has progressed, they continue to have a self-censorship effect on journalists. Nonetheless, investigative journalism plays a major role in society and several online media outlets have exposed significant cases of corruption. Yet no legislation has improved the overall environment for journalists, no law on online media has been promulgated, and no progress has been made on media ownership transparency. The Covid-19 pandemic undermined and threatened press freedom in 2020. The government held press conferences without journalists being physically present, and officials avoided answering critical questions about the relevance of the government’s measures. Some authorities and state institutions directly obstructed journalists’ work, and in some cases, they even accused journalists of “inaccurate and malicious reporting”¹⁴.

The legal situation of the media in B&H reflects both the ethnic diversity and the administratively divided structure of the country, as well as the influence of international organizations in the state building process. On a constitutional level, the European Convention

¹² <https://bhnovinari.ba/fes/dokumenti/Skoko-Lucka-Povjerenje-u-medije.pdf>

¹³ <https://rsf.org/en/bosnia-herzegovina>

¹⁴ <https://rsf.org/en/bosnia-herzegovina>

for the Protection of Human Rights and Fundamental Freedoms directly applies, guaranteeing inter alia freedom of expression. Supportive legislation at state and entity level exists in all the main spheres and existing laws are regularly amended.

However, the IREX Media Sustainability Index 2019 notes that the implementation of existing laws regulating media freedoms is still limited, especially regarding the law on freedom of information.¹⁵ The IREX report 2019¹⁶ assessed that B&H's media sector struggles to thrive, with main impediments to progress centering around a weak economic environment for media, a lack of quality and diversity in media content, political interference in editorial policies, and impunity for pressure and attacks on journalists. B&H's overall score of 1.74 places it in the "unsustainable mixed system" classification.

Journalists are exposed to increasingly more frequent pressures from public figures and politicians, verbal attacks and threats, occurrences of withholding information, and even direct influence on the editorial policy. Such a position is a base for the development of self-censorship, by which professional coverage is even more threatened.¹⁷ In recent years, there have been several reports on Bosnian journalists being verbally and even physically attacked. In 2018, award-winning journalist Mr. Dragan Bursac had to be put under police protection after receiving death threats. In 2019, a group of hooligans stormed the newsroom of the news portal RadioSarajevo.ba, threatening the editors for several hours trying to force them to edit and delete articles. In the past, the Organization for Security and Co-operation in Europe (OSCE) has condemned hostility towards journalists in B&H several times.¹⁸

It is a fact that in B&H there is no limit for accessing sources, through cable TV distributors, the internet or social networks. Licenses for starting up print media do not exist, with the exception of the regular new business registration. Also, there are no limits for opening web platforms and web portals. However, in all this positive development, there is a lack of good practical implementation of the adopted legislation; politics willingly breach these already established measures and warranties, thus endangering freedom of professional media coverage on a daily basis, placing media under its control regardless of the means - bribing, blackmailing or threatening. Unfortunately, due to the inertness or corruption in the justice system, there is no reaction for such breaches of media freedom and endangerment of journalists. This, amongst else, is one of the reasons why the press in B&H has been described as only "partly free" by the independent watchdog NGO Freedom House. The reasons for the big delays in the digitalization of media are also political, and it is not likely that great improvements will occur soon. This is yet another new burden contributing to B&H's decay and placing it on the margin of activities for development of free media in the region.¹⁹

Nonetheless, a huge number of web portals still do not meet the necessary ethical and professional coverage standards, and very few of them really have their own, originally produced, news; "copy-paste journalism" is a trait of many, and copyrights are often breached, due to the unauthorized copying of author articles and photographs. Freedom of expression is guaranteed, but when it comes to UGC (*user-generated content*), comments of anonymous

¹⁵ <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2019-bosnia-herzegovina.pdf>

¹⁶ <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2019-full.pdf>

¹⁷ <https://www.kas.de/en/web/balkanmedia/media-situation1>

¹⁸ *Ibid.*

¹⁹ <https://www.kas.de/en/web/balkanmedia/media-situation1>

web portal visitors, this freedom is, unfortunately, often abused through posts of hate speech, incitement, defamation or even threats²⁰.

The Press Council in B&H²¹, the self-regulatory body for the press and online media, is intensively working on educating web portal editors and journalists, raising coverage standards and acceptance of the norms of the BH Press Code.

While coverage of major issues, such as lesbian, gay, bisexual, transgender, queer (LGBTQ) topics, have somewhat improved, there is a lack of constant and strategic inclusion of particular identity groups in both regular and specialized reporting. There are several media that offer content on and for minority groups, including Roma and LGBTQ (e.g. portal-udar.net, Diskriminacija.ba, and LGBTI.ba), but they are funded by foreign donors and their sustainability is uncertain.²²

On the monitoring day “Novi put” activists and volunteers conducted the monitoring of **287 news stories** that were published in **5 daily newspapers**, **4 TV news broadcast**, **3 radio news broadcast**. This has been the 2nd monitoring that included internet news in B&H and news on **7 web portals** and **1 Twitter account** were monitored.

The monitoring team of B&H was composed of “Novi put” staff, graduate and undergraduate University students, who all were trained to before the monitoring day to apply the GMMP tools and methodology.

The following media were selected for the monitoring:

5 Daily Newspapers:

1. Daily Newspapers “**Dnevni Avaz**” – a popular daily newspaper among readers of Bosniak nationality, private owned, has one of the highest circulations, with headquarter in Sarajevo, capital of B&H,
2. Daily Newspapers “**Dnevni list**” – a popular daily newspaper among Bosnian Croats, has high circulation, with headquarter in Mostar, one of the largest cities in B&H,
3. Daily Newspapers “**Nezavisne Novine**” – a popular daily newspaper, privately owned, has one of the highest circulations in B&H, with headquarter in Banja Luka, Republika Srpska
4. Daily Newspapers “**Oslobodjenje**” – is a popular daily newspaper, has high circulation, with headquarter in Sarajevo, capital of B&H.
5. Daily Newspapers “**Večernji list**” - popular daily newspaper among Bosnian Croats, has high circulation, with headquarter in Mostar, one of the largest cities in B&H

4 TV Stations:

²⁰ Ibd.

²¹ <https://www.vzs.ba/index.php/vijece-za-stampu>

²² <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2019-full.pdf>

1. BH Television 1 – TV station run by Radio Television of B&H, state level public broadcaster,

2. RTRS (Radio Television of Republika Srpska) – TV station run by Radio Television of Republika Srpska, entity level public broadcaster,

3. FTV (Federal Television) – TV station run by Radio Television of Federation of B&H, entity level public broadcaster.

4. N1 –a very popular privately owned TV station, a CNN affiliate, with a headquarters in Sarajevo that also broadcast its program via satellite in the neighboring countries.

3 Radio stations:

1. B&H Radio 1 – radio station run by Radio Television of B&H, state public broadcaster,

2. RTFVB&H (Radio Television of Federation of B&H) – Radio BH – radio station run by Radio Television of Federation of B&H, entity public broadcaster,

3. Radio of Republika Srpska – radio station run by Radio Television of Republika Srpska, entity public broadcaster.

The following Internet portals being the most popular and visited ones in B&H were selected for the monitoring:

- 1. Klix.ba**
- 2. Al Jazeera Balkans**
- 3. Radio Sarajevo**
- 4. Bljesak.info**
- 5. Buka Magazin**
- 6. Katera**
- 7. Srpska Café**

Twitter has never become very popular in B&H and “Novi put” identified only 1 twitter account as the most relevant one for the monitoring.

Twitter:

1. TVN1

TOPICS IN THE NEWS

On monitoring day **287 news stories were monitored** from a total of **20 traditional and digital news media outlets**. The major topic areas covered by the media on September 29, 2020 were related to politics and government (32%), followed by news on science and health (18%), economy (15%), crime and violence (14%), celebrity, arts, media, sports (11%) and social and legal (9%). News focused on gender and related topics were only published on the internet and covered less than 2% of all monitored news.

Highlights included news on the potential EU integration of B&H, the Covid-19 pandemic and the Nagorno Karabakh conflict; the rest followed a typical news agenda focused on daily politics, news from two B&H entities and news on the economy.

Table 1. below provides a breakdown of major news topics by region by medium.

Table 1. Topics in the news

	Bosnia and Herzegovina									
	Print		Radio		TV		Internet		Twitter	
	%	N	%	N	%	N	%	N	%	N
Politics and Government	36%	25	29%	14	27%	18	20%	17	50%	7
Economy	26%	18	14%	7	15%	10	7%	6	14%	2
Science and Health	14%	10	27%	13	27%	18	15%	13	7%	1
Social and Legal	3%	2	4%	2	10%	7	20%	17	7%	1
Crime and Violence	16%	11	8%	4	18%	12	20%	17	7%	1
Gender & Related	0%	0	0%	0	0%	0	5%	4	0%	0
Celebrity, Arts and Media, Sports	6%	4	18%	9	3%	2	15%	13	14%	2
Other	0%	0	0%	0	0%	0	0%	0	0%	0
	100%		100%		100%		100%		100%	

Stories related to Covid-19 were mostly present in major topics in print (29%) and TV news (25%), followed by radio (24%) and internet news (14%), whilst they were absent in news shared on Twitter (0%), as demonstrated in Table 2. below.

Table 2. Is this story related to Covid19?

	Print			Radio			Television			Internet			Twitter		
	Yes	No	N	Yes	No	N	Yes	No	N	Yes	No	N	Yes	No	N
	%	%		%	%		%	%		%	%		%	%	
Politics and Government	16%	84%	25	7%	93%	14	0%	100%	18	0%	100%	17	0%	100%	7
Economy	44%	56%	18	0%	100%	7	30%	70%	10	17%	83%	6	0%	100%	2
Science and Health	60%	40%	10	77%	23%	13	61%	39%	18	46%	54%	13	0%	100%	1
Social and Legal	50%	50%	2	0%	100%	2	29%	71%	7	24%	76%	17	0%	100%	1
Crime and Violence	9%	91%	11	0%	100%	4	0%	100%	12	6%	94%	17	0%	100%	1
Gender & Related	0%	0%	0	0%	0%	0	0%	0%	0	0%	100%	4	0%	0%	0
Celebrity, Arts and Media, Sports	0%	100%	4	11%	89%	9	50%	50%	2	0%	100%	13	0%	100%	2
Other	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0
OVERALL BY MEDIUM	29%			24%			25%			14%			0%		
GRAND TOTAL	21%														

NEWS SUBJECTS AND SOURCES

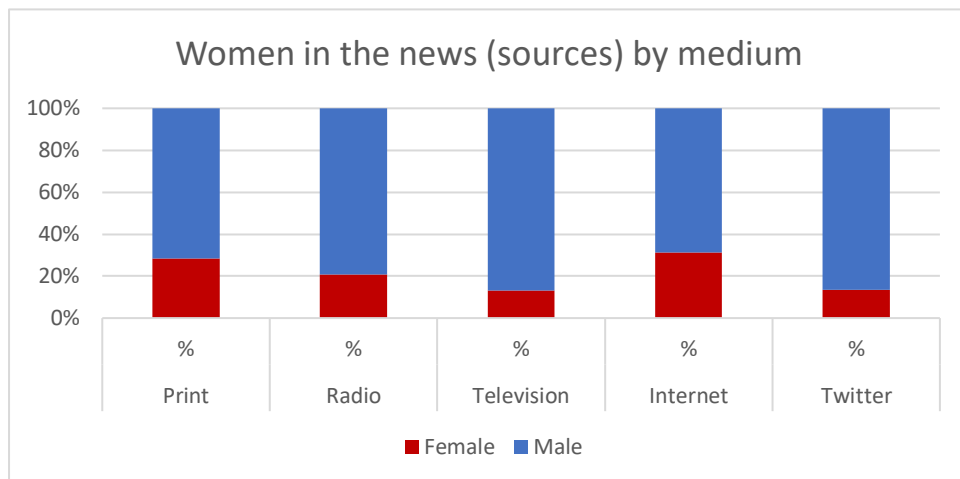
Results of the previous GMMP2015 revealed that women were present in only 14% of news in print, 15% in radio and 18% in TV, whereas men were present in 82%- 85% of news in all media.²³

The GMMP2020 data show some progress when it comes to presence of female news subjects in radio, TV and newspapers, and Internet and Twitter compared to the previous GMMP in 2015. However, the overall presence of female news subject is still very low and men significantly out-numbered women in all stories.

Women were present in only 29% of news in print, 21% in radio and 13% in TV news (18% in TV in GMMP 2015). The presence of women in digital news is similar to that in the traditional media, i.e. ranging from 13% in Twitter to 31% in internet news, whereas men were present in 87%- 69% news in all media, as shown in the Graphic 1.

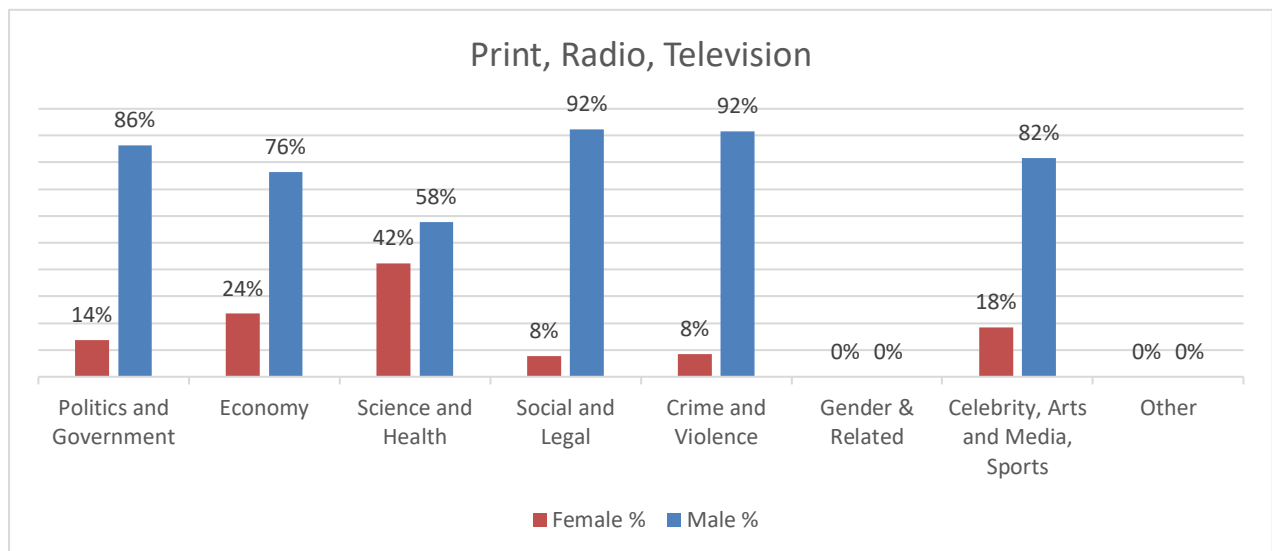
²³ <http://newroadbih.org/index.php/en/gender-media-en/gmmp/item/460-gender-portrayal-and-monitoring-of-media-in-bosnia-and-herzegovina-2015.html>

Graphic 1. Breakdown by sex of all mediums



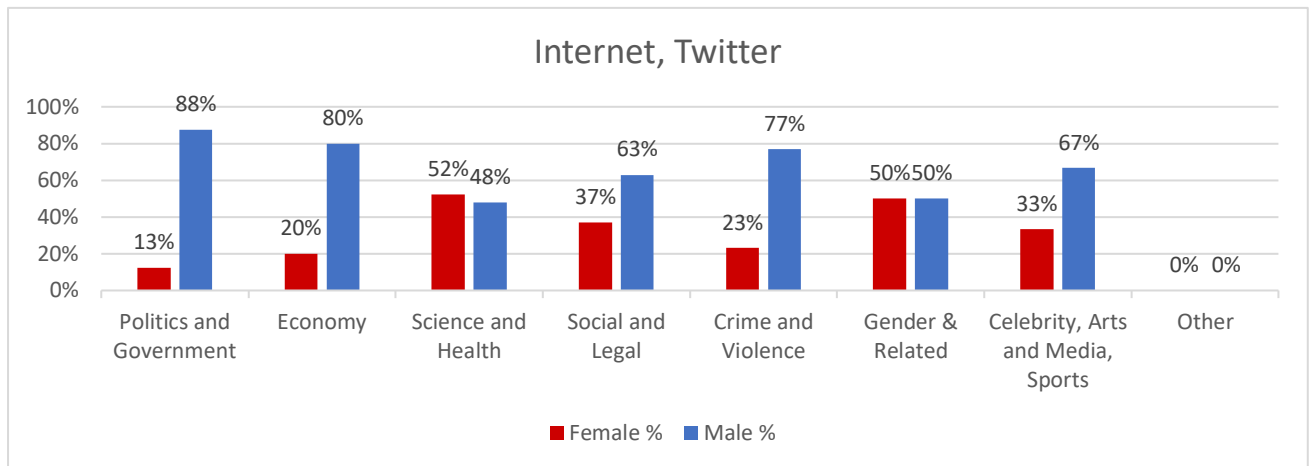
Men are still portrayed in all traditional media, i. e. print, TV and radio news as key actors in the news on Politics and Government. The situation is similar when it comes to news on the Economy and Social/Legal affairs, where men were significantly present and made almost all the news (92%). The only news where women were overrepresented were on Science/Health (42%). Women made up only 12% of the news on Politics and Government, 24% of news on Economy, and an insignificant 8% of Social/Legal news. There was a low presence of women even in the news on crime/violence, at 8%, and Celebrity/Arts/Entertainment/Sports, at 18%, as shown in Graphic 2.

Graphic 2. Overall presence of women in news



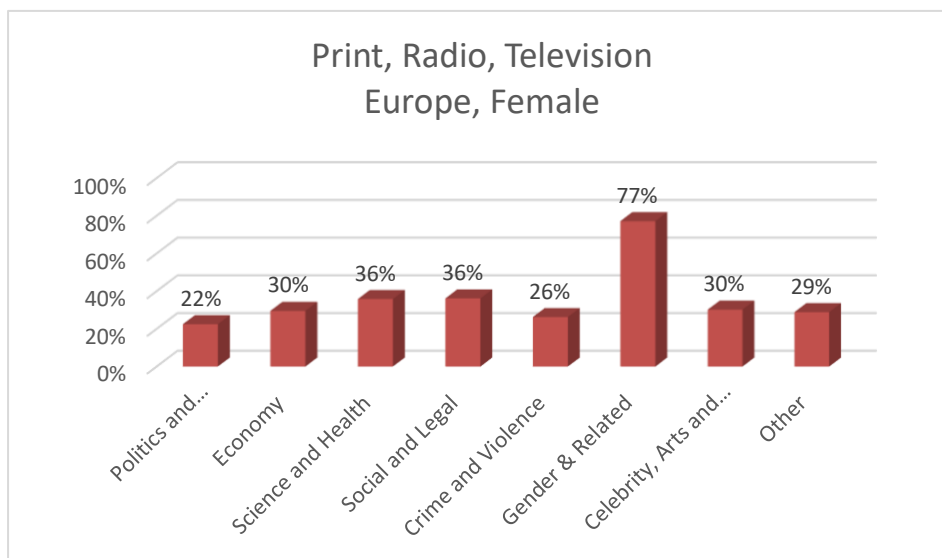
Women are also underrepresented in the digital news. As in traditional news, the only exception was in the Science/Health sphere where women made up 52% of the news (80% in 2015). Interestingly, males and females are equally represented in news on Gender and Related issues.

Graphic 3. Overall presence of women in news

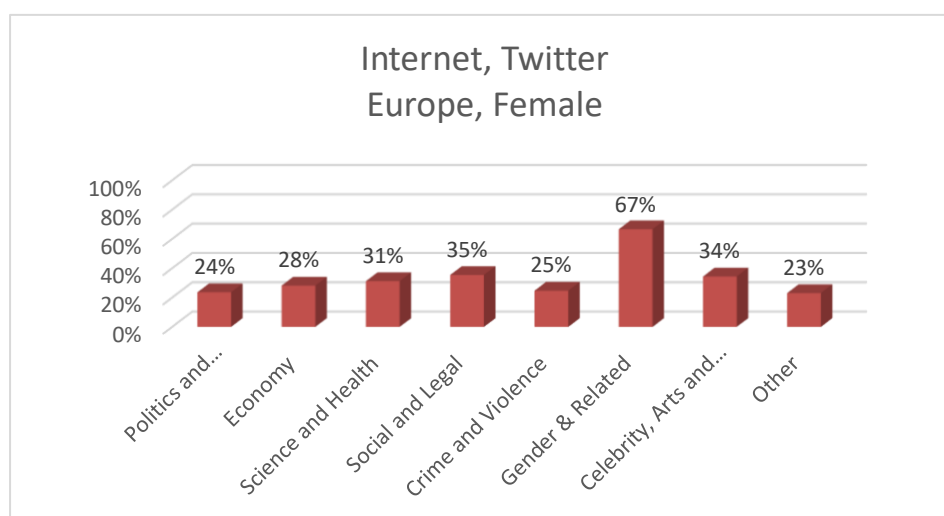


The data obtained at the European level show that 77% of women were sources in news topics in print, radio and TV news, as shown in Graphic 4, and 67% in internet and on Twitter news on gender and related issues in Graphic 4 below, which could be understood that women across Europe are predominantly deemed as collocutors on topics dealing with other women and other gender-related issues.

Graphic 4. Women in the news (sources) in major news topics by region

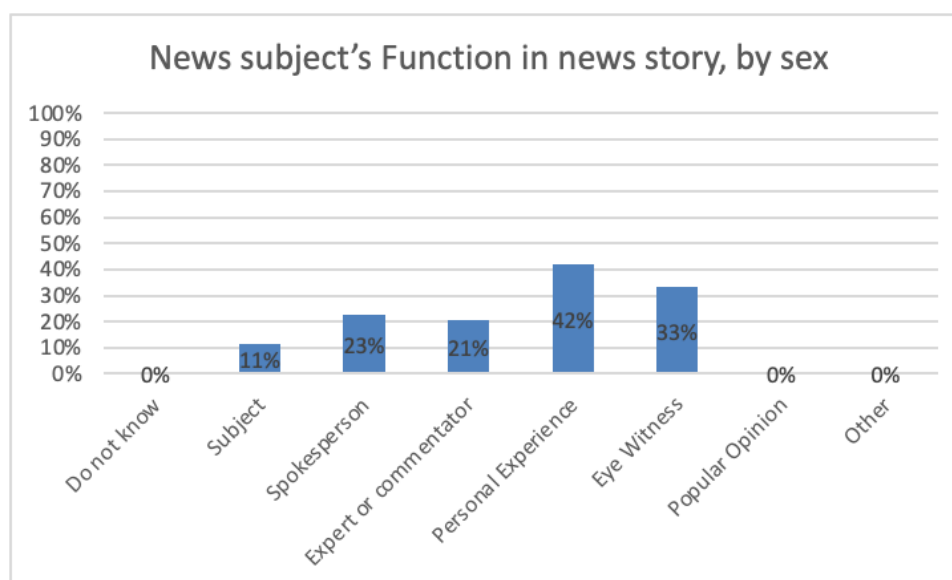


Graphic 5. Women in the news (sources) in major news topics by region



The media monitoring in B&H identified that male news subject are dominant by their functions in news stories. Females comprised only 11% of the subjects of all monitored newscast, showing some setback in comparison to the GMMP2015²⁴ results, when 14% of women used to be portrayed as news subject. In GMMP 2020 only 21% of females were presented as experts or commentators, which is similar to the GMMP 2015 results (20%). They were identified as spokespersons in 23% of the news, twice as much than in 2015, at 11%.

Graphic 6. Breakdown by sex and function



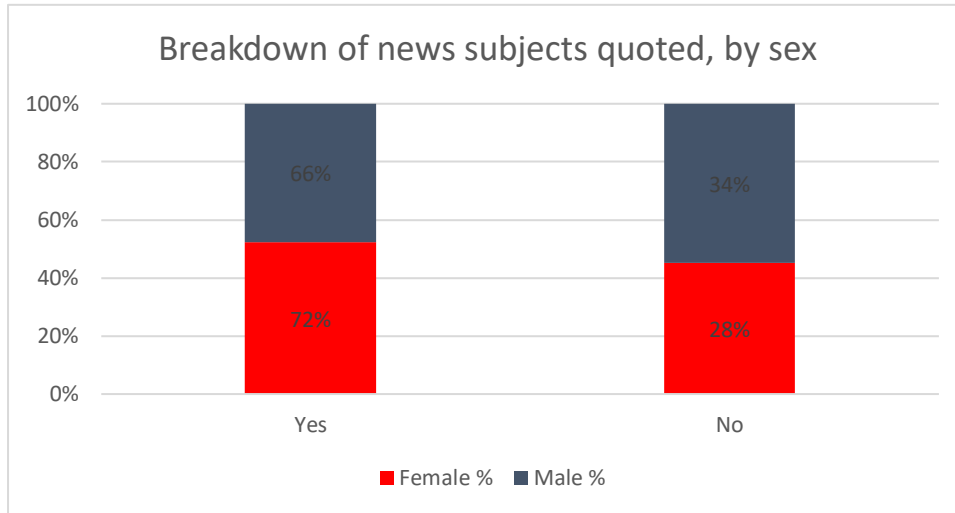
When we compare the 2020 statistics on news subject's function with those from the previous monitoring in 2015, we can conclude that women have become even more invisible in comparison to men and have become outnumbered by men, making up only 11% of the

²⁴ <http://newroadbih.org/index.php/en/gender-media-en/gmmp/item/460-gender-portrayal-and-monitoring-of-media-in-bosnia-and-herzegovina-2015.html>

subjects of all monitored newscasts.

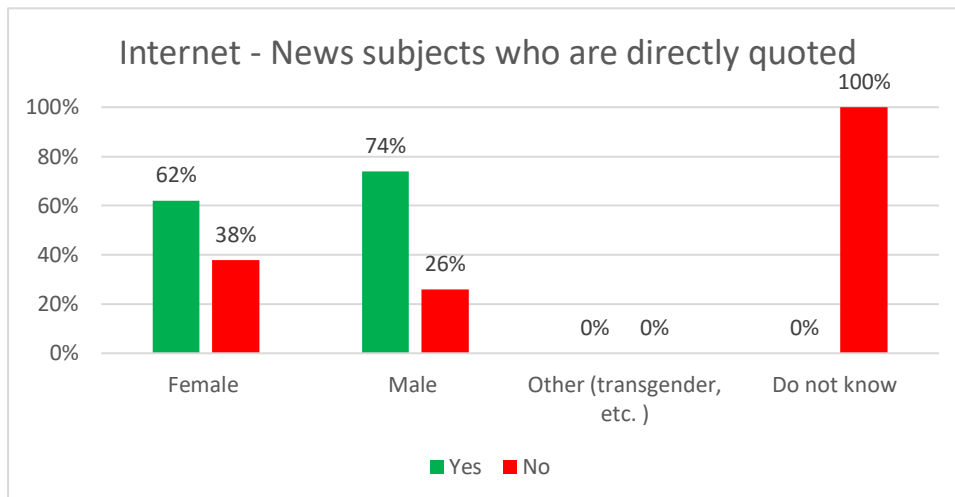
72% of women and 66% of men news subjects were directly quoted in the traditional news media, as shown below:

Graphic 7. News subjects quoted, by sex



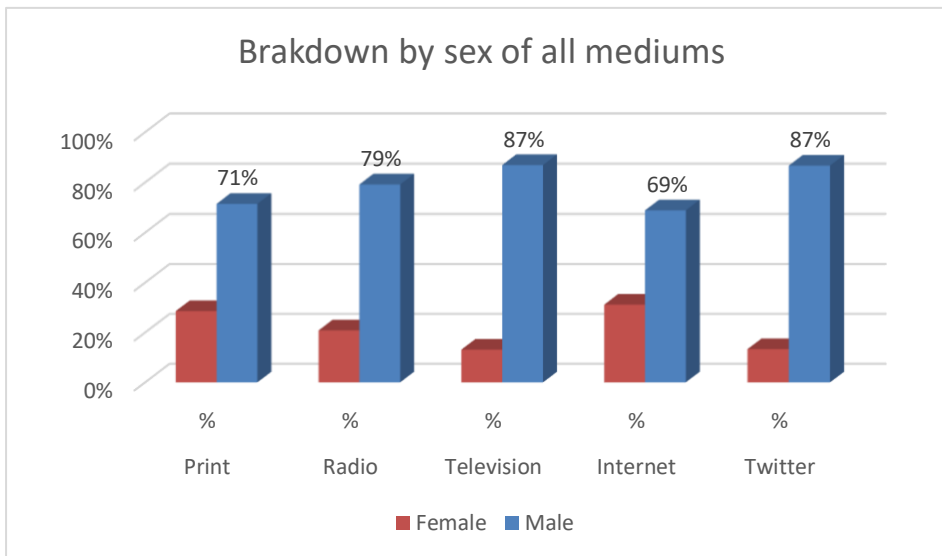
62% of female and 74% of male news subjects in digital news were directly quoted, as shown in Graphic 8 below:

Graphic 8. Internet- News subjects directly quoted by sex



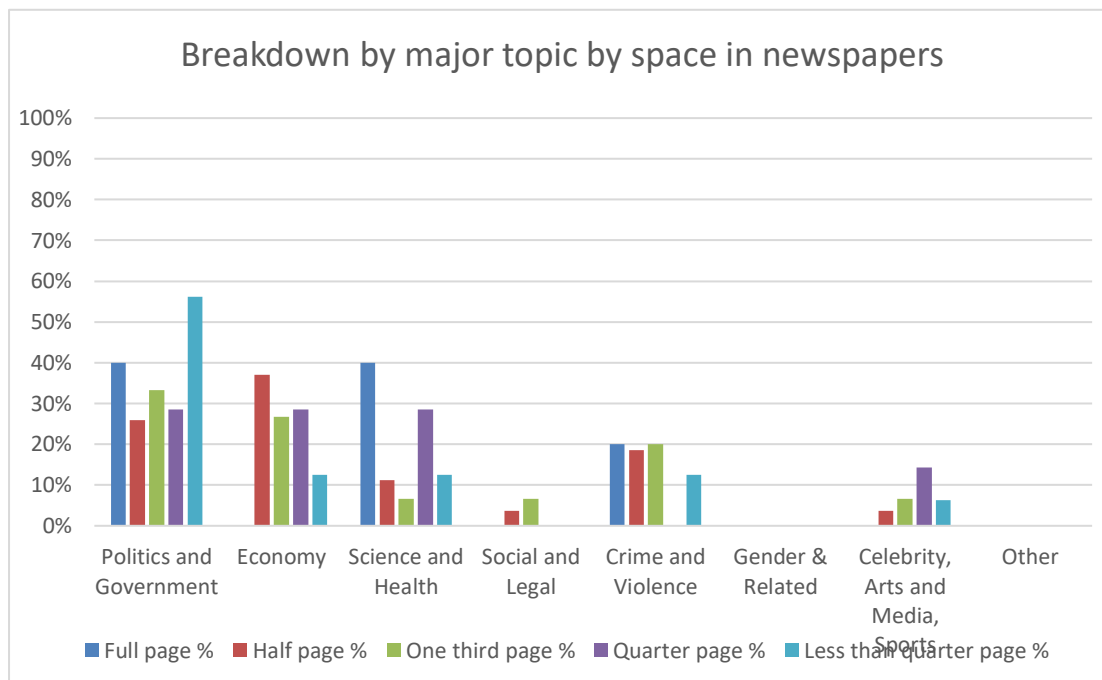
Women were mostly represented in online news (31% vs men with 69%), followed by print news (29%) and they were significantly underrepresented in TV news and news shared on Twitter:

Graphic 9. Women in the news (sources) by medium



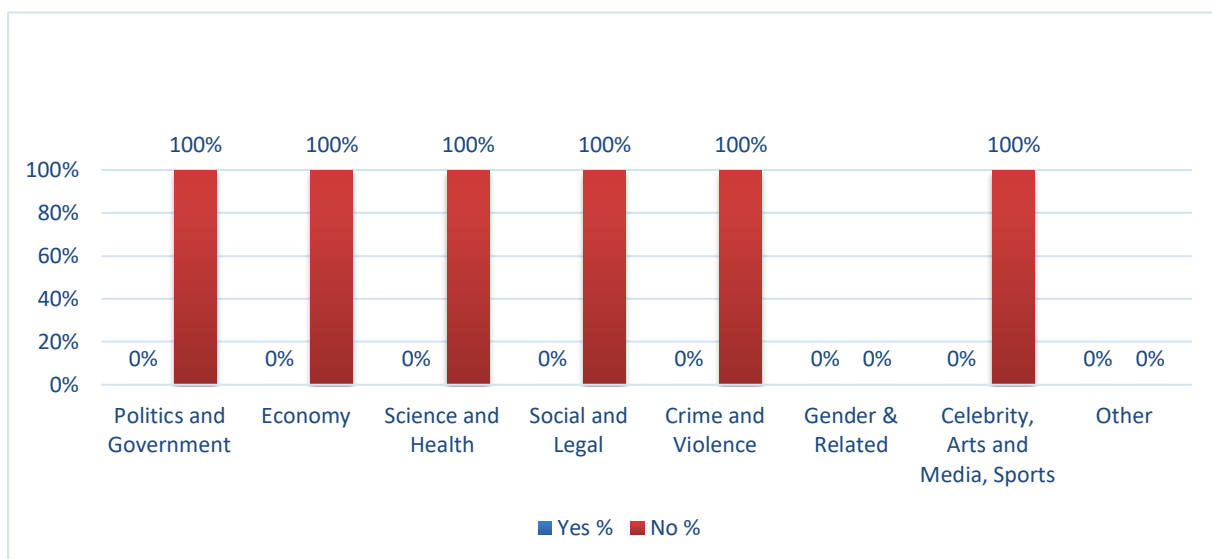
In five monitored newspapers, the most space was allocated to Politics and Government, where 40% of all stories occupied a full page and 26% of stories occupied a half of page. 40% of the news on Science and Health also occupied a full page, which is understandable given the fact that the Covid-19 pandemic started expanding again in the fall 2020. 37% of stories on Economy occupied half a page.

Graphic 10. Space allocated to major topics in Newspapers



None of the analysed stories made any reference to issues of gender equality/inequality, legislation, policy by major topic, as shown below:

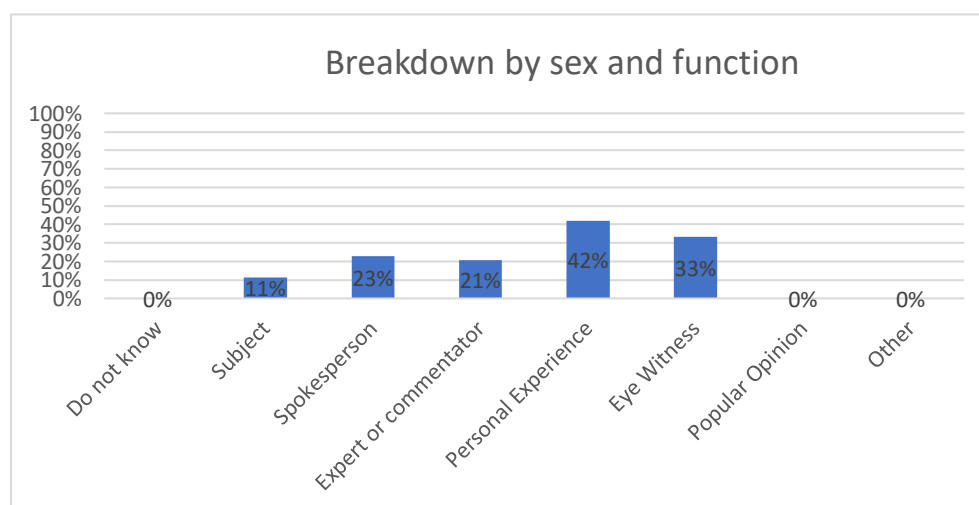
Graphic 11. Breakdown of stories where issues of gender equality/inequality are raised by topic



The GMMP 2015²⁵ conducted in B&H showed that male news subject were dominant by their functions in news stories. Females made up only 14% of subjects in monitored newscast. They were identified as spokespersons in 11% of the news and only 20% were presented as experts or commentators.

The GMMP 2020 results show that the portrayal of women when it comes to functions have improved in the traditional media, and they are presented as experts or commentators in 21% of the news stories, i.e. as spokespersons in 23% of the stories. However, they are outnumbered as subjects by men and are subjects in only 11% of the stories, i.e. less than in 2015.

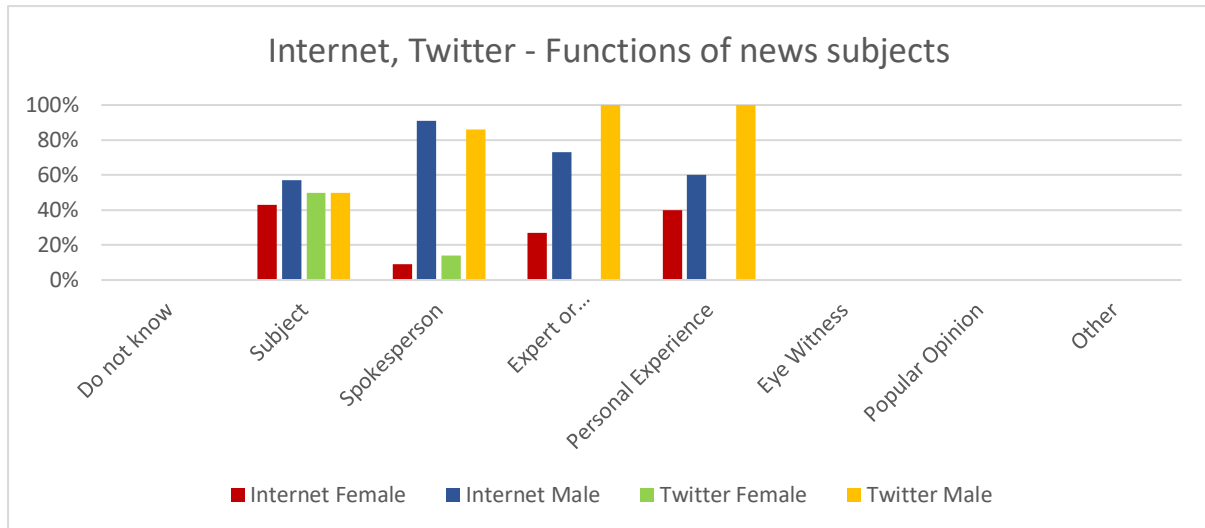
Graphic 12. News subject's function in news story, Female



²⁵

The portrayal of women was a bit better in digital news. Most of the women in internet news and news shared on Twitter were subjects of the news (42% internet, 50% Twitter), 40% of them shared their personal experience in internet news (0% on Twitter), and 27% were portrayed as experts/commentators whereas only a small number were spokespersons (9%).

Graphic 13. Internet, Twitter - Functions of news subjects

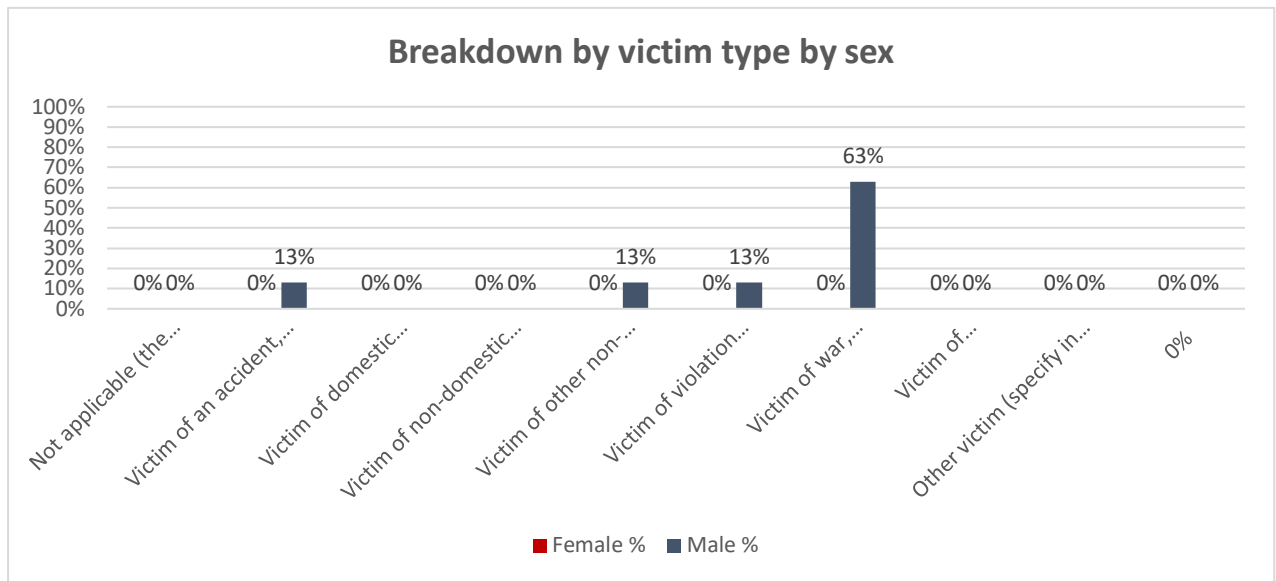


Breakdown of news sources by occupation and sex shows that women were experts and commentators in 34%, subjects in 33%, and spokespersons in 38% news as politicians. In their capacity as government employees, public servants and similar, women were portrayed as spokespersons in 13% of news, as experts and commentators in 11%, and as subjects in only 7% of the monitored news. They were outnumbered by men in all those news categories.

As activists or workers in civil society organizations and NGOs, they were portrayed as spokespersons in 38% of the news; as doctors and health specialists, they were portrayed as experts and commentators in 25% of the news, and they were subjects in 27% of news on Celebrities, artists, actors. Women outnumbered men in those categories.

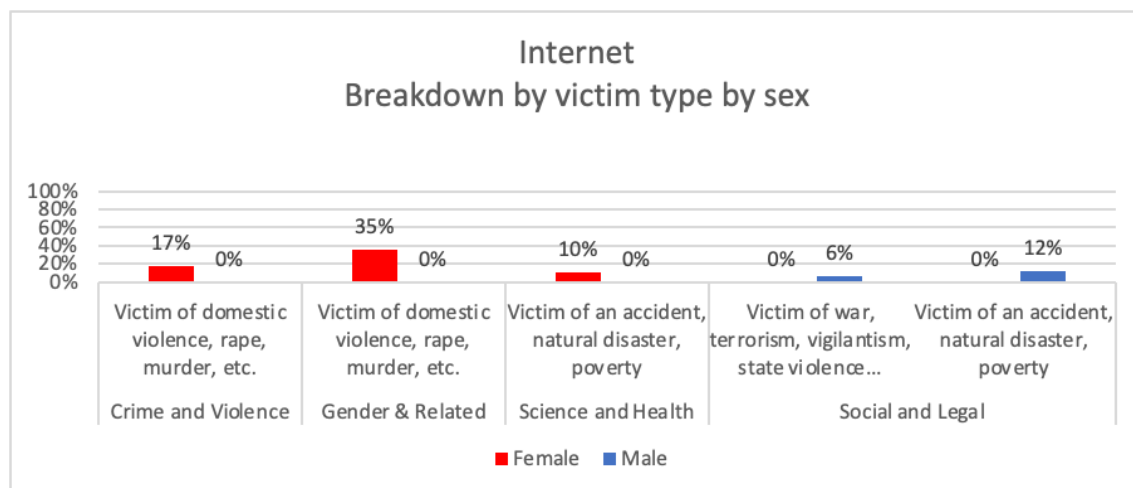
The results on female and male news subjects who are portrayed as victims in B&H show that women were not portrayed as victims at all, whereas in 63% of stories on crime men are portrayed as victims of war, terrorism.

Graphic 14. News Subjects who are portrayed as victims, by sex



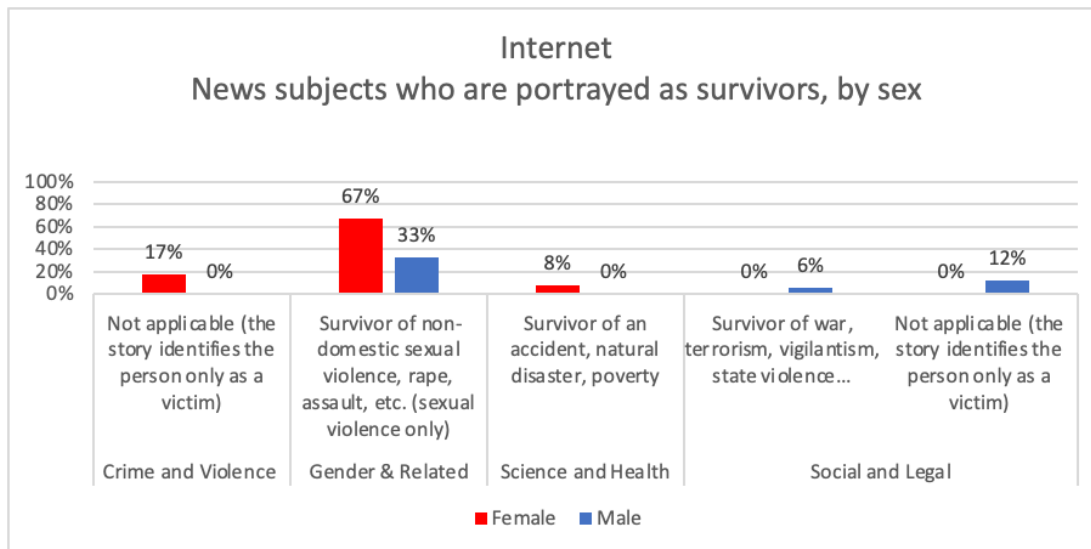
However, the results on female and male news subjects who are portrayed as victims in digital news show that women are overrepresented as victims of gender-based violence in news on Crime and violence (17% of women, 0% of men) and Gender and related issues (35% of women, 0% of men), whereas men are only portrayed as victims of war, an accident, natural disasters, etc.

Graphic 15. Breakdown by victim type by sex in internet news



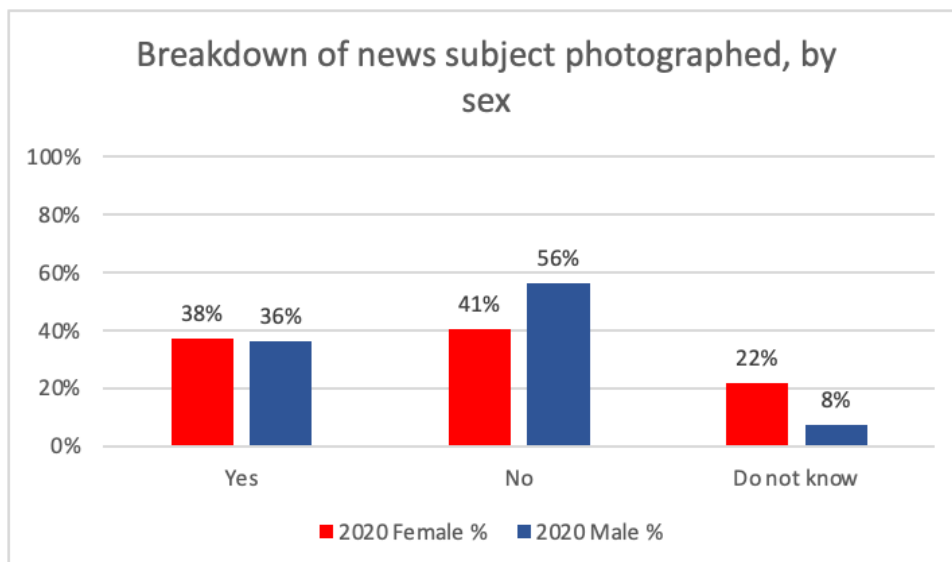
17% of women were not identified as survivors but only as victims in the digital news on Crime and Violence and 67% of women are identified as survivors of non-domestic sexual violence in the digital news on Gender and related issues.

Graphic 16. News subjects who are portrayed as survivors in internet news, by sex



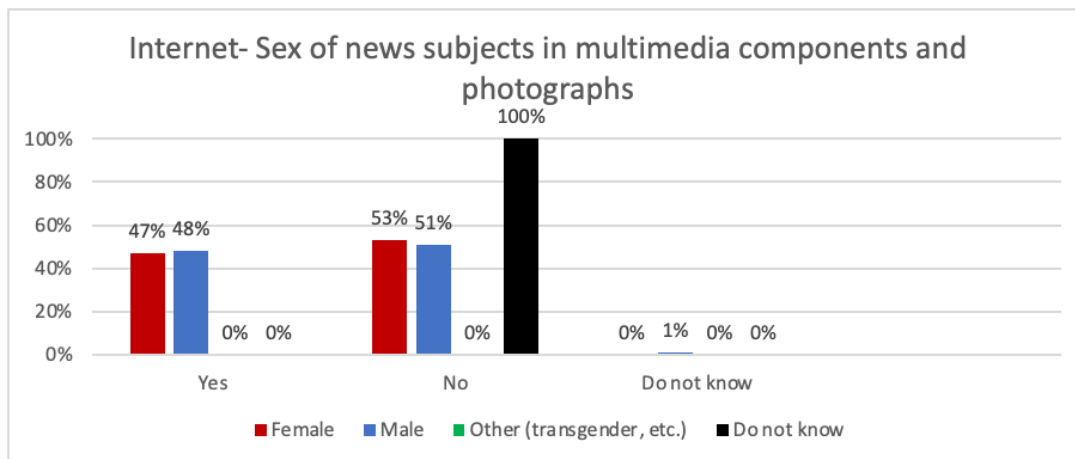
There is a small difference in relation to female and male news subjects appearing in photographs in B&H. 38% of female and 36% of male subjects were photographed, whereas 41% of female and 56% of male were not photographed.

Graphic 17. News subject photographed, by sex

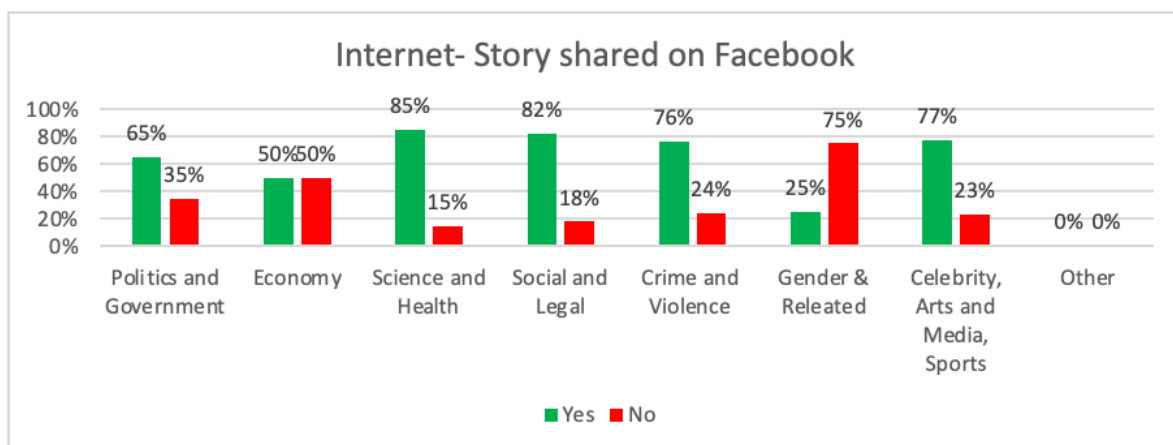


Again, there is a small difference in relation to female and male news subjects appearing in internet/Twitter photographs in B&H: 47% of female and 48% of male subjects were photographed.

Graphic 18. Sex of news subjects in multimedia components and photographs



Graphic 19. Internet – Story shared on Facebook



Even though B&H has been strongly affected by the Covid-19 pandemic, there was an evident lack of proper response thereto, hence it was important to learn whether women were included in decision-making processes, and if yes, to what extent. In order to find it out “Novi put” raised two special questions, i.e.

Special question 1: Does the story identify involvement of women in decision-making? and

Special question 2: Does the story highlight Covid-19 related economic consequences on women?

Apart from the Covid-19 pandemic, a 3rd special question was also raised to learn more about the portrayal of LGBTIQ people in news stories:

Special question 3: Does the story present/portray LGBTIQ people?

Tables 3 - 7 give an overview of the involvement of women in decision-making related to Covid-19, the economic consequences of the pandemic on women, as well as presentation/portrayal of the LGBTIQ people by mayor topic and by sex of source, by medium, by reporter, by rights/policy and by gender stereotypes.

Table 3. Special questions, by major topic, by sex of source

	Sex of source	Yes				No			
		F	M	Other (transgender, etc.)	Do not know	F	M	Other (transgender, etc.)	Do not know
Special Question 1	Politics and Government	2	1	0	0	22	157	0	2
	Economy	0	0	0	0	18	56	0	3
	Science and Health	3	0	0	0	35	47	0	5
	Social and Legal	1	0	0	0	9	26	0	6
	Crime and Violence	0	1	0	0	12	78	0	2
	Gender & Related	0	0	0	0	3	3	0	0
	Celebrity, Arts and Media, Sports	0	0	0	0	14	38	0	2
	Other	0	0	0	0	0	0	0	0
Special Question 2	Politics and Government	0	0	0	0	24	158	0	2
	Economy	1	2	0	0	17	54	0	3
	Science and Health	1	0	0	0	37	47	0	5
	Social and Legal	0	0	0	0	10	26	0	6
	Crime and Violence	0	1	0	0	12	78	0	2
	Gender & Related	0	0	0	0	3	3	0	0
	Celebrity, Arts and Media, Sports	0	0	0	0	14	38	0	2
	Other	0	0	0	0	0	0	0	0
Special Question 3	Politics and Government	0	0	0	0	24	158	0	2
	Economy	0	0	0	0	18	56	0	3
	Science and Health	0	0	0	0	38	47	0	5
	Social and Legal	1	0	0	0	9	26	0	6
	Crime and Violence	0	1	0	0	12	78	0	2
	Gender & Related	0	0	0	0	3	3	0	0
	Celebrity, Arts and Media, Sports	0	0	0	0	14	38	0	2
	Other	0	0	0	0	0	0	0	0

Table 4. Special questions, by major topic, by medium

		Print		Radio		Television		Internet		Twitter	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Special Question 1	Politics and Government	1	36	1	48	0	57	1	33	0	7
	Economy	0	29	0	15	0	23	0	7	0	3
	Science and Health	1	14	1	23	0	31	1	21	0	1
	Social and Legal	0	2	0	2	0	12	1	26	0	1
	Crime and Violence	0	29	0	7	0	30	1	25	0	1
	Gender & Related	0	0	0	0	0	0	0	6	0	0
	Celebrity, Arts and Media	0	7	0	25	0	2	0	19	0	2
	Other	0	0	0	0	0	0	0	0	0	0
Special Question 2	Politics and Government	0	37	0	49	0	57	0	34	0	7
	Economy	3	26	0	15	0	23	0	7	0	3
	Science and Health	1	14	0	24	0	31	0	22	0	1
	Social and Legal	0	2	0	2	0	12	0	27	0	1
	Crime and Violence	0	29	0	7	0	30	1	25	0	1
	Gender & Related	0	0	0	0	0	0	0	6	0	0
	Celebrity, Arts and Media	0	7	0	25	0	2	0	19	0	2
	Other	0	0	0	0	0	0	0	0	0	0
Special Question 3	Politics and Government	0	37	0	49	0	57	0	34	0	7
	Economy	0	29	0	15	0	23	0	7	0	3
	Science and Health	0	15	0	24	0	31	0	22	0	1
	Social and Legal	0	2	0	2	0	12	1	26	0	1
	Crime and Violence	0	29	0	7	0	30	1	25	0	1
	Gender & Related	0	0	0	0	0	0	0	6	0	0
	Celebrity, Arts and Media	0	7	0	25	0	2	0	19	0	2
	Other	0	0	0	0	0	0	0	0	0	0

Table 5. Special questions, by major topic, by reporter

		Yes				No			
		F	M	Other (transgender, etc.)	Do not know	F	M	Other (transgender, etc.)	Do not know
Special Question 1	Politics and Government	2	1	0	1	132	63	0	35
	Economy	0	0	0	0	54	18	0	19
	Science and Health	1	1	0	2	80	22	0	19
	Social and Legal	0	0	0	0	25	5	0	11
	Crime and Violence	0	0	0	0	52	21	0	29
	Gender & Related	0	0	0	0	0	0	0	1
	Celebrity, Arts and Media, Sports	0	0	0	0	38	14	0	15
	Other	0	0	0	0	0	0	0	0
Special Question 2	Politics and Government	0	0	0	0	134	64	0	36
	Economy	0	0	0	3	54	18	0	16
	Science and Health	0	0	0	1	81	23	0	20
	Social and Legal	0	0	0	0	25	5	0	11
	Crime and Violence	0	0	0	0	52	21	0	29
	Gender & Related	0	0	0	0	0	0	0	1
	Celebrity, Arts and Media, Sports	0	0	0	0	38	14	0	15
	Other	0	0	0	0	0	0	0	0
Special Question 3	Politics and Government	0	0	0	0	134	64	0	36
	Economy	0	0	0	0	54	18	0	19
	Science and Health	0	0	0	0	81	23	0	21
	Social and Legal	0	0	0	0	25	5	0	11
	Crime and Violence	0	0	0	0	52	21	0	29
	Gender & Related	0	0	0	0	0	0	0	1
	Celebrity, Arts and Media, Sports	0	0	0	0	38	14	0	15
	Other	0	0	0	0	0	0	0	0

Table 6. Special questions, by major topic, by rights/policy

	Does this story make reference to gender equality or human rights	Yes		No	
		Yes	No	Yes	No
Special Question 1	Politics and Government	0	3	0	181
	Economy	0	0	0	77
	Science and Health	0	3	1	89
	Social and Legal	0	1	1	42
	Crime and Violence	0	1	0	92
	Gender & Related	0	0	1	5
	Celebrity, Arts and Media, Sports	0	0	0	55
	Other	0	0	0	0
Special Question 2	Politics and Government	0	0	0	184
	Economy	0	3	0	74
	Science and Health	0	1	1	91
	Social and Legal	0	0	1	43
	Crime and Violence	0	1	0	92
	Gender & Related	0	0	1	5
	Celebrity, Arts and Media, Sports	0	0	0	55
	Other	0	0	0	0
Special Question 3	Politics and Government	0	0	0	184
	Economy	0	0	0	77
	Science and Health	0	0	1	92
	Social and Legal	0	1	1	42
	Crime and Violence	0	1	0	92
	Gender & Related	0	0	1	5
	Celebrity, Arts and Media, Sports	0	0	0	55
	Other	0	0	0	0

Table 7. Special questions, by major topic, by gender stereotypes

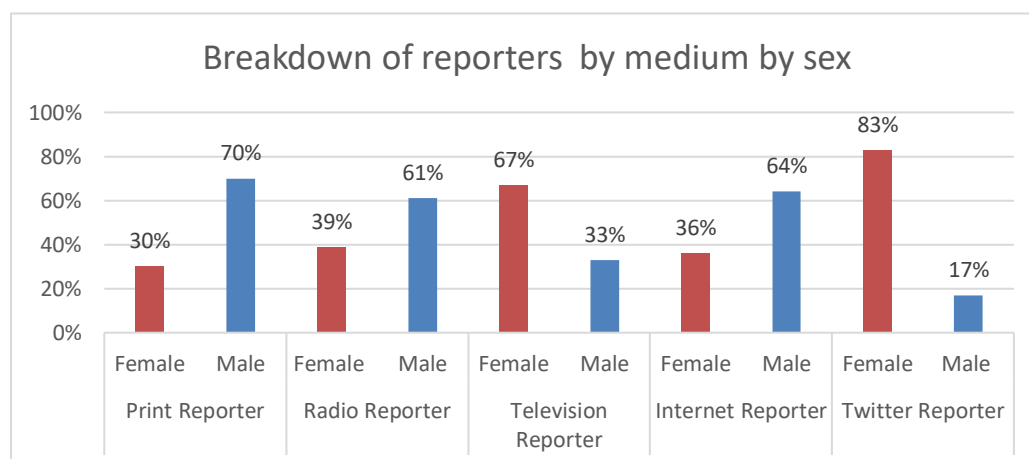
	This story clearly challenges gender stereotypes	Yes		No	
		Agree	Disagree	Agree	Disagree
Special Question 1	Politics and Government	0	3	0	181
	Economy	0	0	2	75
	Science and Health	0	3	1	89
	Social and Legal	0	1	3	40
	Crime and Violence	0	1	1	91
	Gender & Related	0	0	0	6
	Celebrity, Arts and Media, Sports	0	0	2	53
	Other	0	0	0	0
Special Question 2	Politics and Government	0	0	0	184
	Economy	0	3	2	72
	Science and Health	0	1	1	91
	Social and Legal	0	0	3	41
	Crime and Violence	0	1	1	91
	Gender & Related	0	0	0	6
	Celebrity, Arts and Media, Sports	0	0	2	53
	Other	0	0	0	0
Special Question 3	Politics and Government	0	0	0	184
	Economy	0	0	2	75
	Science and Health	0	0	1	92
	Social and Legal	0	1	3	40
	Crime and Violence	0	1	1	91
	Gender & Related	0	0	0	6
	Celebrity, Arts and Media, Sports	0	0	2	53
	Other	0	0	0	0

The data presented above imply that women were almost totally excluded from decision-making related to Covid-19 and that no attention was paid to economic consequences of the pandemic on women. Moreover, LGBTIQ people were not presented /portrayed in the news stories. Also, there were no stories that clearly challenged stereotypes as shown in Table 8 above.

JOURNALISTS AND REPORTERS

Out of total number of reporters in traditional and digital news media that were monitored on September 29, 2020, women slightly outnumber men in TV news (67%), where most of the reporters are females, which is an increase in comparison to GMMP 2015²⁶ results, where they represented 62% of reporters. In print news, there was a decrease in number of female reporters in comparison to the GMMP 2015 results, i.e. 70% of male reporters and presenters vs. 30% of females whose articles were published on GMMP 2020 Monitoring Day. The number of female reporters in print news was higher in 2015, at 48%. The gender distribution in radio is in favor of men, with less women radio reporters on GMMP 2020 monitoring day, i.e. 39% in comparison to 44% in 2015, vs. 61% male reporters in 2020. Detailed breakdown of reporters by medium by sex is given in Graphic 20 below.

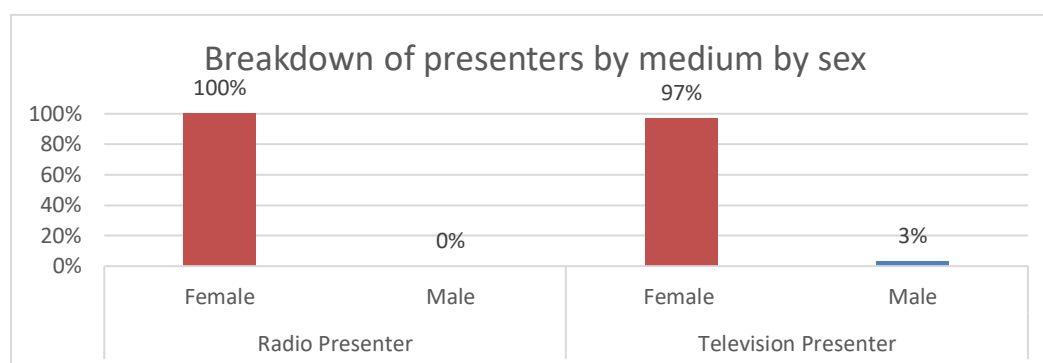
Graphic 20. Breakdown of reporters by region by medium by sex



On the other hand, women were the sole radio presenters on the GMMP2020 monitoring day (100%) and they also made up 97% of presenters in monitored TV news, totally outnumbering men.

²⁶ <http://newroadbih.org/index.php/en/gender-media-en/gmmp/item/460-gender-portrayal-and-monitoring-of-media-in-bosnia-and-herzegovina-2015.html>

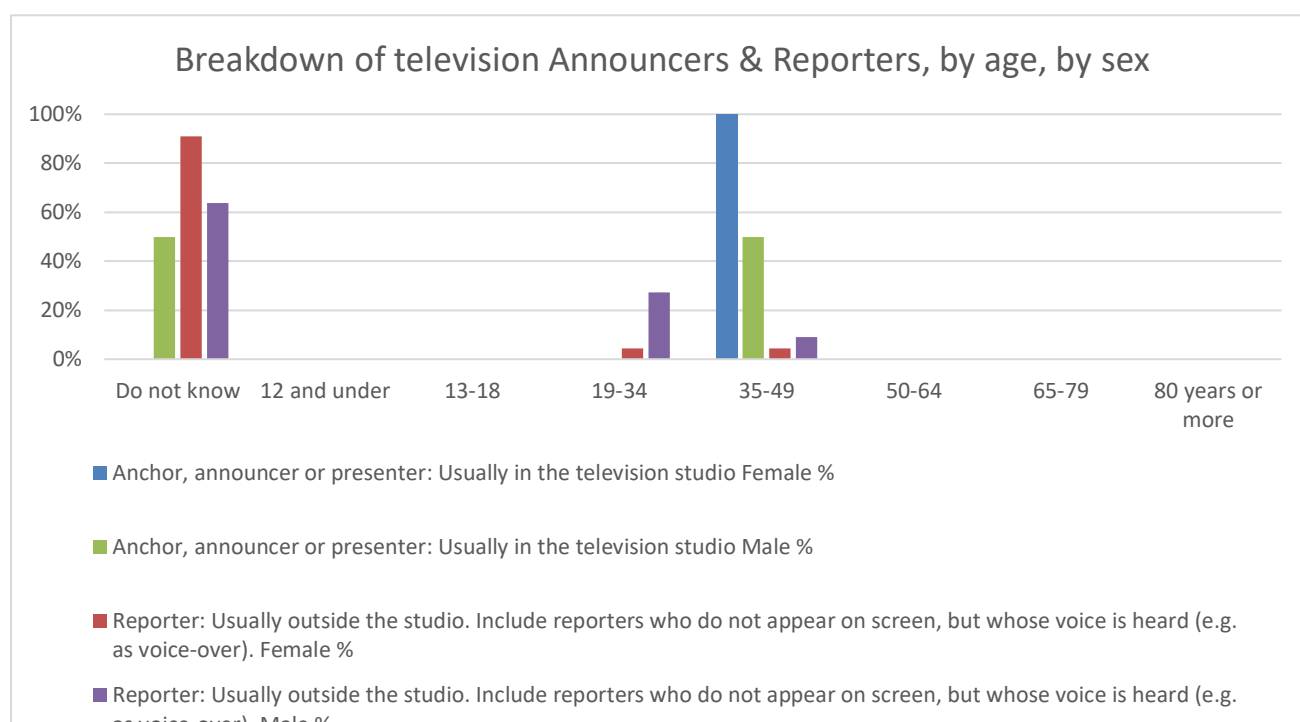
Graphic 21. Breakdown of presenters by region by medium by sex. TV and Radio



Women were present as reporters, announcers and presenters on 30% of print news and were significantly outnumbered by men (70%). But women reporters, announcers and presenters outnumbered men in both TV news, where they were present in 87% of news, and in radio news (75% of women vs. 25% of men).

The age of 91% of female reporters was unknown, compared to 50% of their male colleagues whose age was unknown. 27% of male reporters were identified to be between ages 19 and 34 years, whereas 100% of female anchor, announcer or presenter, usually in the television studio were identified to be aged between 35 and 49 years, as shown below:

Graphic 22. Age of television Announcers & Reporters, by sex

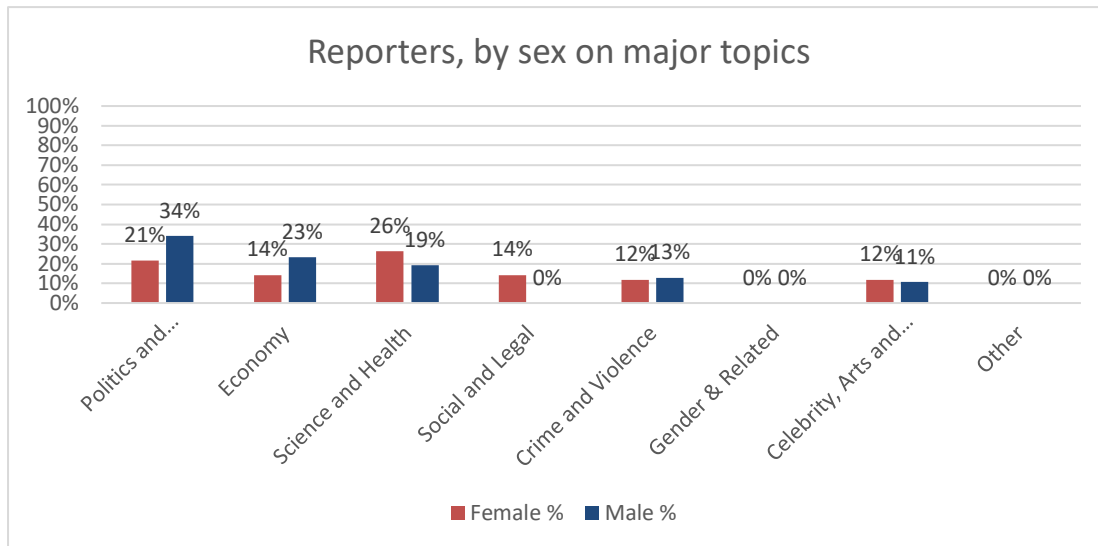


Out of the total number of female reporters, 26% of them reported on Science and Health, whilst male reporters were dominant in the news on Politics and Government (34%), showing that men are slightly dominant when it comes to reporting about those areas. Men also

outnumbered females in reporting on the Economy (23% of male vs. 14% of female reporters). Women were the only reporters on Social and Legal affairs news.

Breakdown of reporters, by sex on major topics is given in the Graphic 23 below:

Graphic 23. Breakdown of Reporters, by sex on major topics



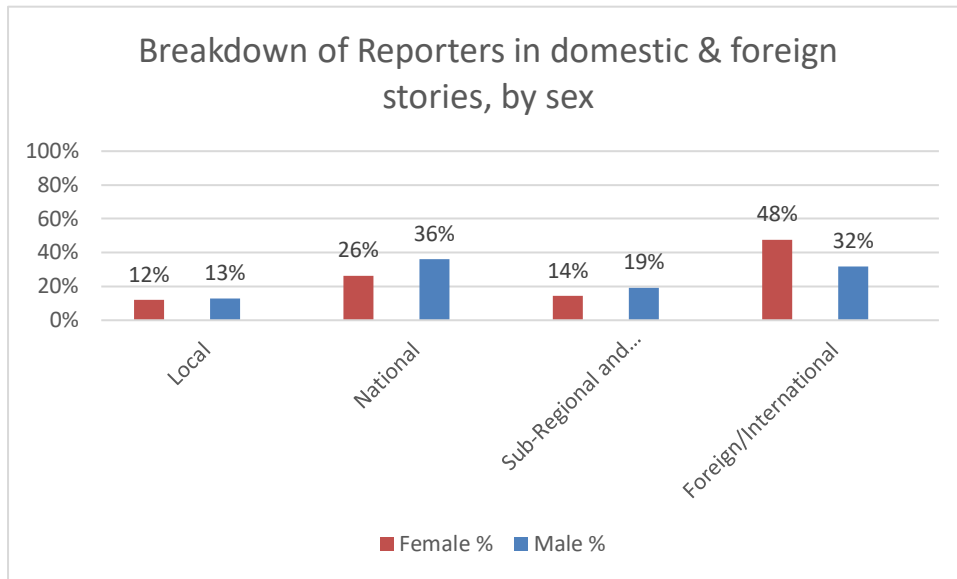
Of the total number of female reporters in print news, 29% of them reported on topics related to Medicine, health, etc., followed by 14% on each the topics related to Science; Economy; Migration issues; Peace, negotiations; Celebrity, arts. They were outnumbered by male reporters in print news, as can be seen in Table 9 below.

Female reporters in radio broadcasts mostly reported on Medicine and Arts (14%), rather than on war (15%) and Legal issues and Disasters (8% each). Male radio reporters were again more present than their female colleagues, as shown in Table 9 below.

Female TV reporters reported on Foreign/international politic (23%), Medicine, health (18%), Rural economy, agriculture (9%), and outnumbered their male colleagues in this traditional medium.

Of the total number of female journalists identified as reporters, 48% reported about foreign/international news, 26% about national news and, whilst 36% of total number of men journalists were identified as reporters of national stories, where they outnumbered female journalists.

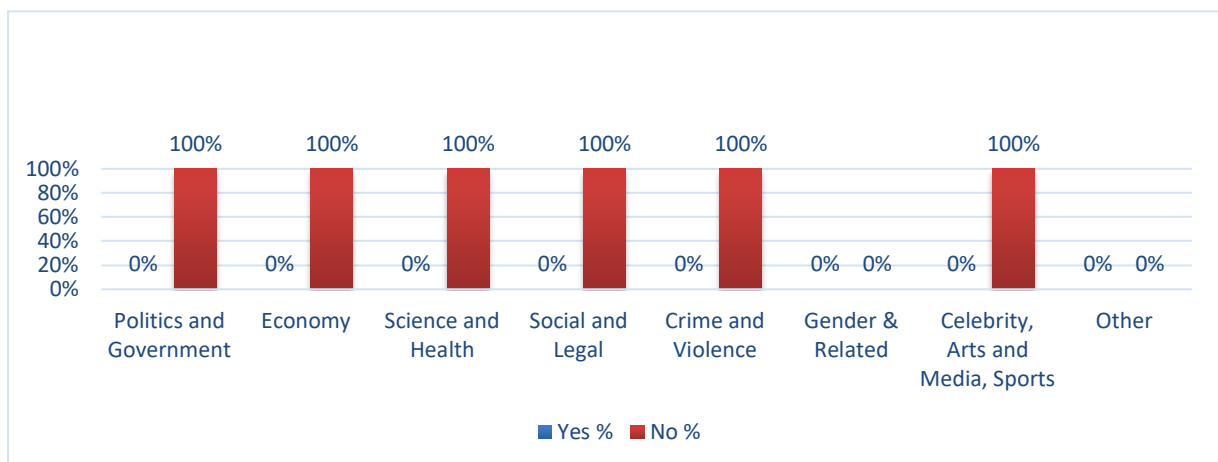
Graphic 24. Reporters in domestic & foreign stories (scope), by region, by sex of reporter



JOURNALISTIC PRACTICE: ON WOMEN’S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

No stories making reference to issues of gender equality/inequality, legislation, policy, etc. were published on monitoring day, as shown below:

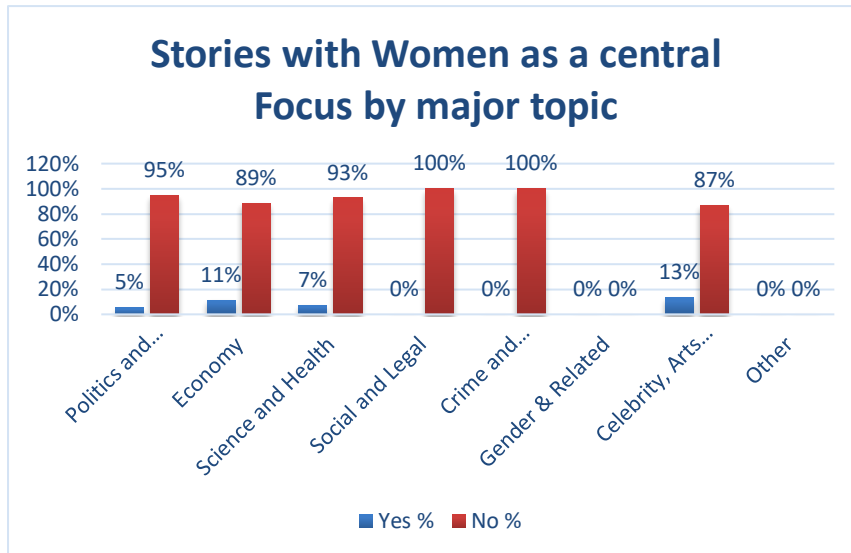
Graphic 25. Stories making reference to issues of gender equality/inequality, legislation, policy by major topic



The GMMP 2020 results revealed that news stories in traditional media where women were a central focus were related to stories on celebrities, birth, marriages, deaths, obituaries, famous people, and beauty contests, models, fashion, beauty aids, cosmetic surgery, etc. (13%), followed by news on the Economy (11%), Science and Health (7%) and Politics and Government (5%). The results indicate that some progress has been made since 2015, when

media monitoring results revealed that news stories where women were a central focus were mostly related to crime and violence (4%), social and legal affairs (3%), and only 2% in news related to politics and government, whereas in all other story topic areas women had not been in the central focus at all.

Graphic 26. Breakdown of stories with women as a central focus by major topic

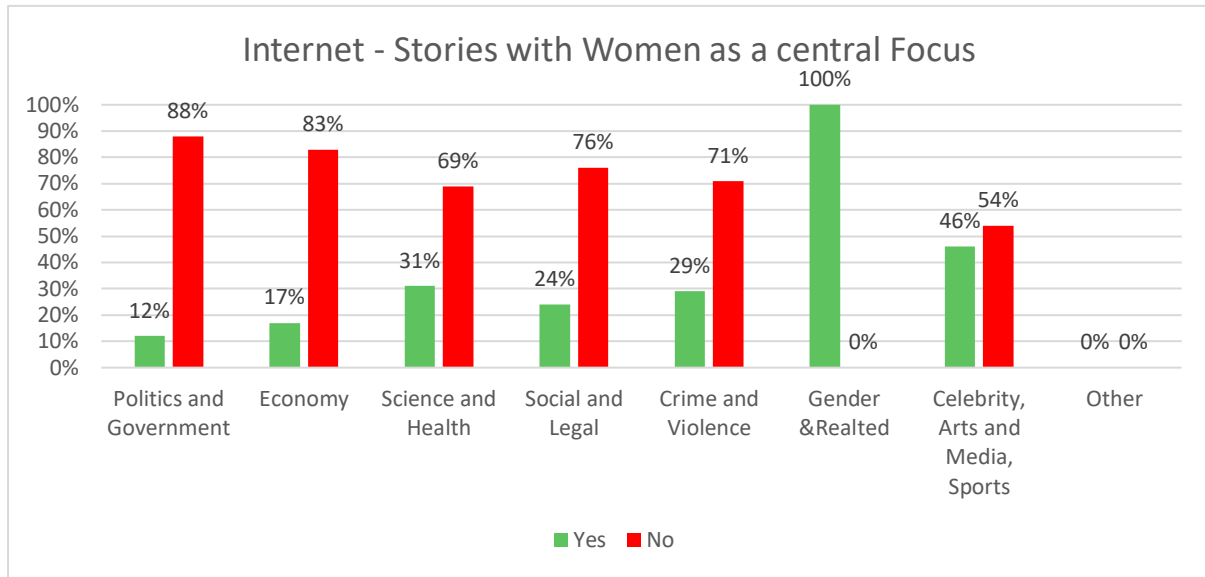


The GMMP 2015 results had showed that in internet news women were mostly present in stories on Science and Health (75%), followed by the Economy (40%) and Celebrity, Arts and Media, Sports (40%). The results demonstrated that men were dominant in all internet news except in Science and Health (25%), and were absolutely dominant in news on Politics and Government (100%).

However, the GMMP 2020 results show underrepresentation of women as the central focus in nearly all internet stories. Women were the focus of 100% news on Gender and related issue, and 46% of Celebrity, Arts and Media, Sports news. But in other news, they were the central focus only between 31% (Science and Health) and 12% (Politics and Government).

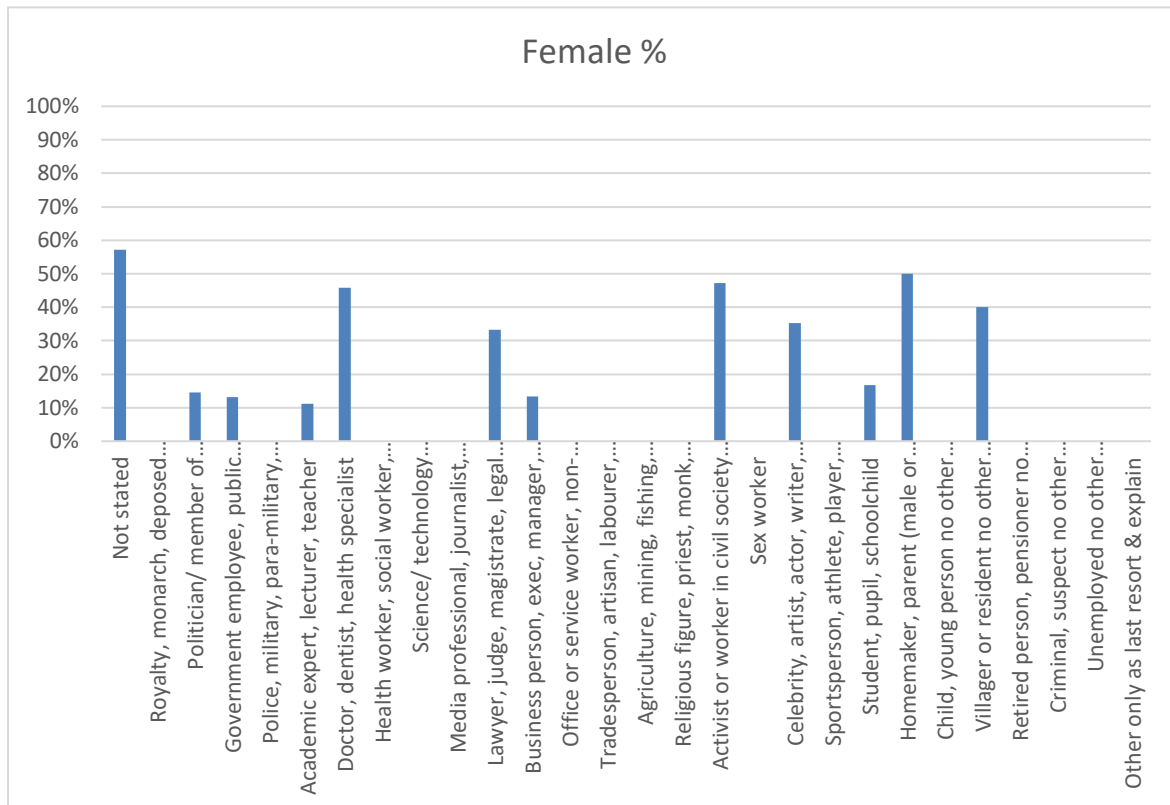
A detailed breakdown of stories with women as central focus is shown in the Graphic below:

Graphic 27. Internet- Stories with Women as a central Focus



Graphic 28 below displays position or occupation of female news sources in monitored news.

Graphic 28. Position or occupation of news sources, by sex



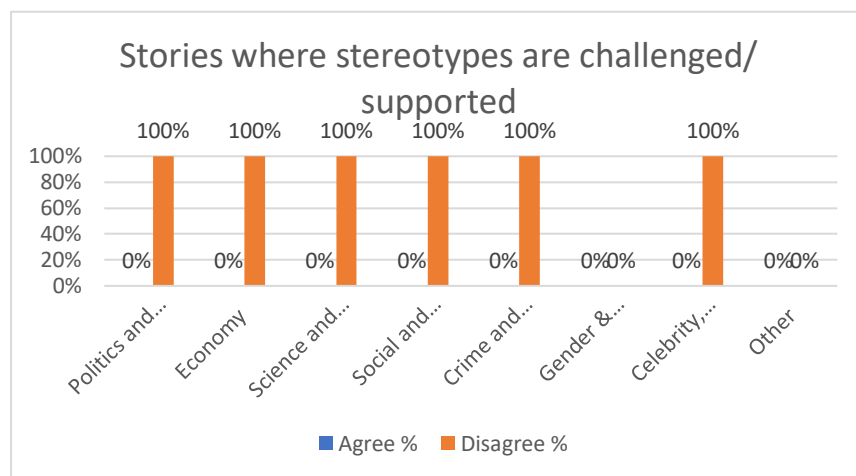
As can be seen from Graphic 28, the position or occupation of females was mostly not stated; majority of them were presented as homemakers, parents or similar, activists, followed by doctors and other health specialists.

The GMMP 2015 results had shown that women in internet news had been mostly present in Science and Health stories (75%), followed by the Economy (40%) and Celebrity, Arts and Media, Sports (40%). The results demonstrated that men were dominant in all internet news except in Science and Health (25%), and were been absolutely dominant in news on Politics and Government (100%).

However, the GMMP 2020 results show the underrepresentation of women in nearly all news. Women were the focus of 100% of news on Gender and related issue, and 46% of news on Celebrity, Arts and Media, Sports. But in other news they were the central focus between 31% (Science and Health) and 12% (Politics and Government).

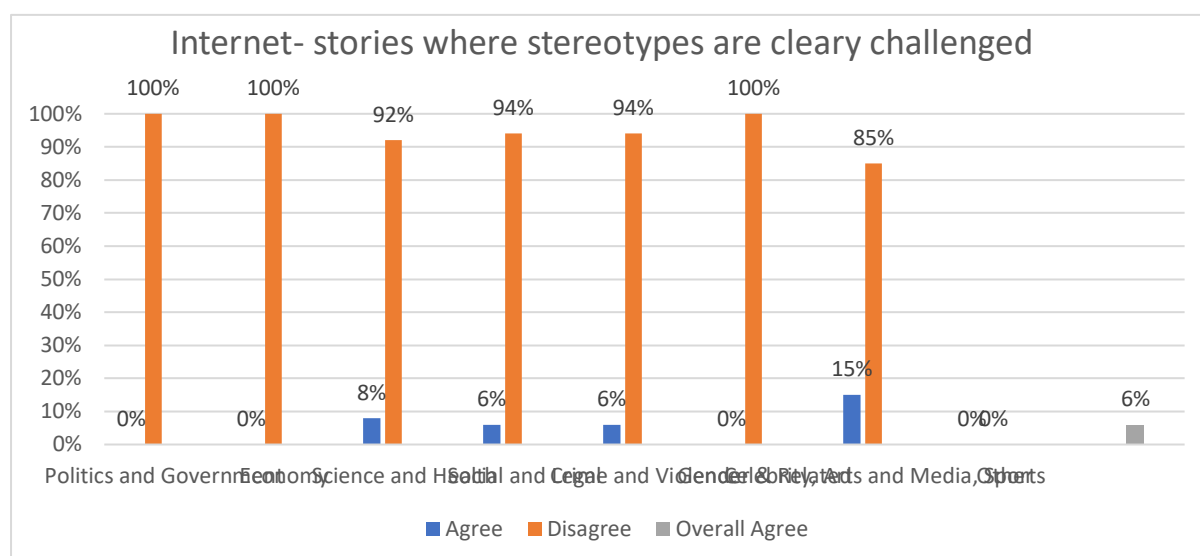
On monitoring day there were no stories in the traditional media that clearly challenged stereotypes, and no stories that neither challenged nor reinforced stereotypes as shown in Graphic 29 below.

Graphic 29. Stories where stereotypes are challenged/ supported



When it comes to digital news quality from a gender perspective, it can be concluded that internet stories do challenge prevailing stereotypes about women, but only slightly, as only 15% of stories on Celebrity and Arts, 8% of stories on Science and Health, and 6% of stories on each, Social and Legal and Crime and Violence challenge any stereotypes.

Graphic 30. Internet Stories where stereotypes are clearly challenged



FOCUS ON COVID-19 NEWS

Given the fact that the Covid-19 pandemic affected the whole world by the time of the monitoring day, it was interesting to learn how many monitored stories in B&H were related to Covid-19.

As explained in the Chapter, **TOPICS IN THE NEWS**, news on Politics and Government were mostly not related to Covid 19 (0%-16% were related), whereas news on Science and Health were significantly focused on the pandemic, i.e., 46%-77% of all news reported on it. News on the Economy also focused on Covid-19 and its impact on national and local economies.

21% of all monitored news stories were related to Covid-19.

Table 8. Is this story related to Covid-19. By major topic, by medium

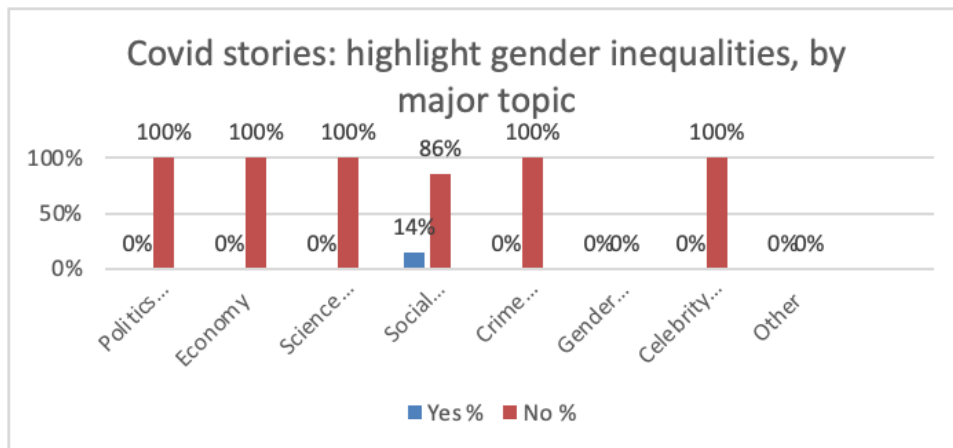
	Print		N	Radio		N	Television		N	Internet		N	Twitter		N
	Yes	No		Yes	No		Yes	No		Yes	No		Yes	No	
	%	%		%	%		%	%		%	%		%	%	
Politics and Government	16%	84%	25	7%	93%	14	0%	100%	18	0%	100%	17	0%	100%	7
Economy	44%	56%	18	0%	100%	7	30%	70%	10	17%	83%	6	0%	100%	2
Science and Health	60%	40%	10	77%	23%	13	61%	39%	18	46%	54%	13	0%	100%	1
Social and Legal	50%	50%	2	0%	100%	2	29%	71%	7	24%	76%	17	0%	100%	1
Crime and Violence	9%	91%	11	0%	100%	4	0%	100%	12	6%	94%	17	0%	100%	1
Gender & Related	0%	0%	0	0%	0%	0	0%	0%	0	0%	100%	4	0%	0%	0
Celebrity, Arts and Media, Sports	0%	100%	4	11%	89%	9	50%	50%	2	0%	100%	13	0%	100%	2
Other	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0
OVERALL BY MEDIUM	29%			24%			25%			14%			0%		
GRAND TOTAL	21%														

Despite the fact that Covid-19 had a major adverse impact on the health situation in B&H in the second half of 2020, and that mostly women were affected when it came to economic

consequences, as they mostly work in the tourism industry, only 14% of Social and Legal Covid-19-related stories highlighted gender inequalities, whilst all other stories focusing on Covid-19 and its consequences did not highlight and gender inequalities.

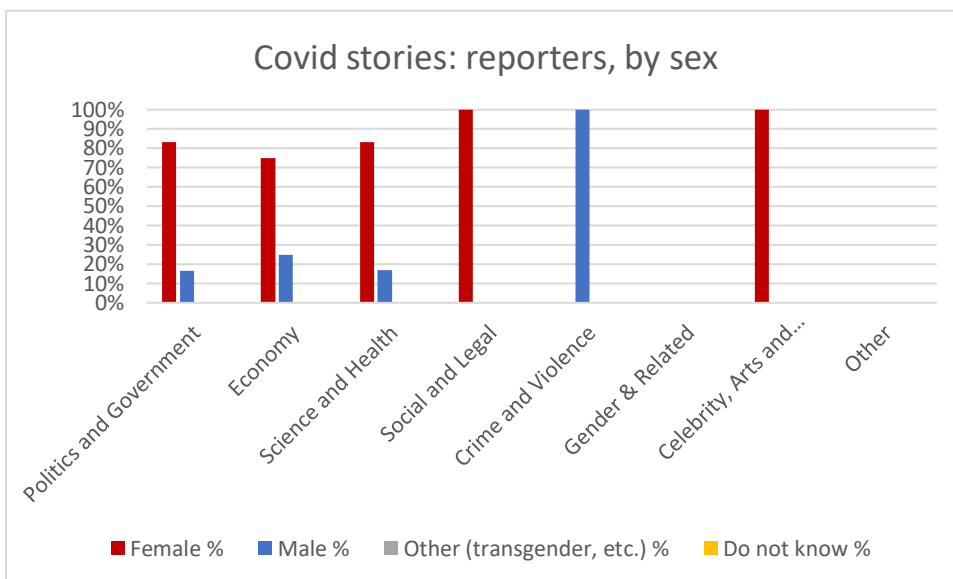
Covid-related stories mostly failed to highlight gender inequalities, and the only major topic that slightly highlighted it (14%) were the news on Social and Legal affairs.

Graphic 31. Covid stories: highlight gender inequalities, by major topic



Female reporters significantly outnumbered males in reporting on Covid19 stories in all major topics, with the exception of news on Crime and Violence, where male reporters were exclusively reporting on Covid-19.

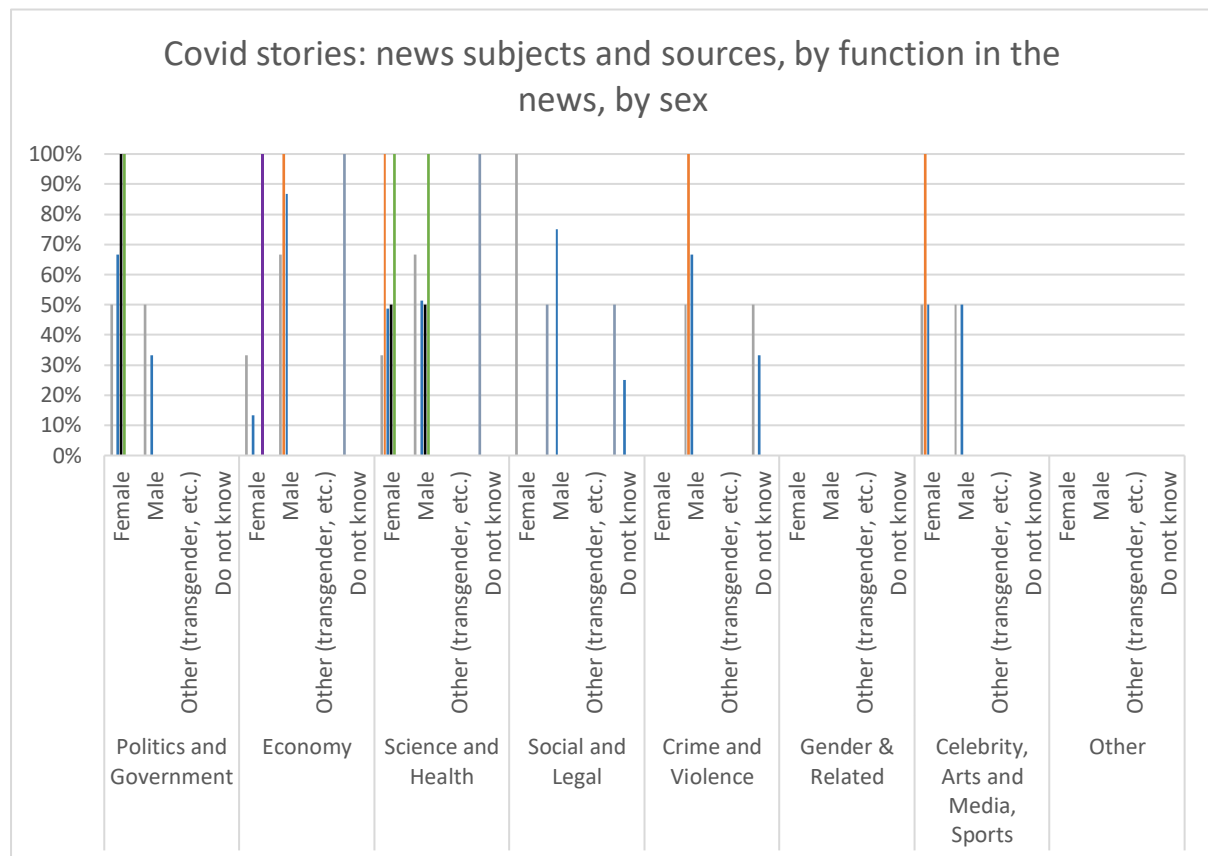
Graphic 32. Covid stories: reporters, by sex



Analysis of the data on Covid-19 stories show that women were present as subjects in stories on Social and Legal (100%), Politics and Government (50%), Celebrity (50%), Science and Health and Economy (33% in each topic).

They were portrayed as Experts or commentators in stories related to Politics and Government (67%), Science and Health (49%), Celebrity (50%).

Graphic 33. Covid-19 stories: news subjects and sources, by function in the news, by sex



CASE STUDIES

Title: Who are the richest women in the world (Ko su najbogatije žene na svijetu)

Published in Newspaper Dnevni avaz

Summary

The article published in the daily newspaper *Dnevni avaz*, page 18, 29 September, 2020 is about three women who are reportedly the richest women in the world. Smiling photos of the three occupy nearly one third of the entire article.

Analysis

Even though the title is not sexist at all, the sub-title “*All of them inherited a vast part of their wealth from either ancestors or ex-husbands*” implies that the article could be about some female gold diggers.

The very first sentence in the article states that none of these women ended up on the list of the richest women or became one of the richest women in the world due to their work, but because they inherited all the wealth either from their ancestors or their ex-husbands.

The story's overall message thoroughly trivialises and objectifies women by stating that a woman can become rich only if she marries a rich man or is born into a rich family.

Media accountability scorecard:

E: Poor

Title: Sebija – sidewalk queen (Sebija – kraljica trotoara)

Published on the web portal Bljesak.info

<https://www.bljesak.info/lifestyle/flash/tako-to-zena-od-malog-princa-parkirala-nasred-trotoara-dok-je-bila-u-shoppingu/325406>

Summary

The news is about Sebija Izetbegovic, spouse of the former member of the B&H Presidency, Bakir Izetbegovic, who is also a politician herself and the director of the University Clinical Hospital Sarajevo, the biggest hospital in the country. The article focuses on Mrs. Izetbegovic's violation of traffic regulations – she was accused of parking her private vehicle on a sidewalk in the centre of Sarajevo. The article shared photos of Mrs. Izetbegovic's car parked on the sidewalk, along with screenshots from private Facebook profiles of three media professionals (1 woman and 2 men) who openly criticized Mrs. Izetbegovic's behaviour describing it as an arrogant and domineering act.

Analysis

Mrs. Izetbegovic is a public figure, a politician and is married to Bakir Izetbegovic, the president of the biggest and most influential Bosniac political party SDA. She is also the daughter-in-law of the first president of independent B&H, Alija Izetbegovic. By parking her car on a sidewalk, Mrs. Izetbegovic committed a traffic rules violation. However, the expression „Sidewalk queen“ („*kraljica trotoara*“ in the local language) as written in the headline, is a slang commonly used for a prostitute, and in this way the article failed to highlight the misdemeanour by Mrs. Izetbegovic and actually insulted her as a female.

Media accountability scorecard:

D: Weak

Title: No title

Broadcast on the Radio Republic of Srpska

Summary

This highly political news is about Bisera Turkovic, B&H Minister of Foreign Affairs and it reflects the ethnic tensions among politicians in B&H. The underlying cause of the news is the status of the town of Srebrenica, where genocide was committed against the Muslims by Bosnian Serb forces during the Bosnian war.

Analysis

The constant disagreement between politicians and the general public about the B&H town of Srebrenica, with Serbs Orthodox denying the judgement of the International Criminal Tribunal for the former Yugoslavia in The Hague that the mass killings in Srebrenica in 1995 constituted a genocide is the underlying cause of this treatment of Turkovic, who is a Bosnian Muslim. The news focused on the “extreme highhandedness of the Head of B&H diplomacy, Bisera Turkovic and a series of uncontrolled and unharmonized actions forced members of B&H Presidency to request a talk with her.” It mentioned that Dusanka Majkic (Serb/Orthodox), a delegate in the B&H House of Representatives would request a report on the actions of Turkovic. Such a description of a female State Minister, solely based on a disagreement with her political views, could imply that she is a mentally unstable person and hence not capable of performing her official duties in a professional manner. The news also mentioned that the B&H Ambassador in B&H, a Serb/Orthodox, was subjected to harassment after he refused to mark the 11th of July, the Srebrenica Genocide Remembrance Day upon the order of Turković. The reporter stated that the order issued by the Minister of Foreign Affairs was only an initiative of Turkovic, fully ignoring The Hague judgment that genocide was committed in Srebrenica.

Turkovic was not portrayed as a State Minister, but was degraded and treated in a diminishing way in the news. The language used in the news is very hostile, not gender-sensitive at all, and called for a boycott of Turkovic’s decisions.

Media accountability scorecard:

D: Weak

Title: A female scientist from B&H might help those infected by covid19 (Naučnica iz B&H bi mogla pomoći zaraženima koronom)

Published in the Newspaper Nezavisne novine

Summary

The news was an original BBC article about the B&H- born female scientist, Dunja Aksentijevic, who works in London as a professor and a researcher at the Queen Mary University of London and is currently working on testing a medicine that might help in the treatment of Covid19-infected patients. The article occupies a half of the page and there is a very clear photo of Aksentijevic.

Analysis

The text is very affirmative, Aksetnijekovic was directly quoted and she speaks in detail about her career in the U.K. and the efforts in finding a cure for Covid-19. However, even though B&H has had lot of Covid-19 case,s and many people died from the virus, this article was published only on page 22 of a 31-page newspaper. Despite the fact that a B&H-born scientist was interviewed by BBC due to her efforts in finding a cure for the pandemic, that has taken millions of lives so far, the article was published only after the news on culture, show business, fashion, and even after a news on an escaped kangaroo and only one page before the horoscope and weather forecast.

By publishing this report about a very successful woman almost at the end of the newspaper, the story fails to highlight the very significant achievements of a female scientist from own country. Moreover, the placement of the article at the end of the newspaper sends out a message that no matter how successful and recognized a women can be, she will hardly ever be reported on in the top news.

Media accountability scorecard:

B: Good

Title: Afganistanke se izborile za ime majke u dokumentima

The article was published on the **Internet news website AlJazeera** <http://balkans.aljazeera.net/video/afganistanke-se-izborile-za-ime-majke-u-dokumentima>

Summary

The video story is about the decree issued by the president of Afghanistan allowing a mother's name to be entered in her child's identification documents. A divorced mother with a small son is interviewed in her apartment, which is very clean, spacious and nicely furnished and she is featured with her little son, who is reading an illustrated book.

Analysis

The interviewee stated the decree was a small but important step allowing women to be visible in Afghanistan society, and it would help preventing further discrimination of divorced mothers and thousands of war widows and enable them to exercise their rights when it comes to their children. The woman is presented in a very positive way, and the report breaks prejudices against Afghan women who are mostly imagined as being uneducated, living in poor, patriarchal conditions.

A former Taliban leader is also interviewed in this video as a second opinion about the said decree and he states this is a wrong decision and he is strictly against it. He said he hoped many Afghan men will apply for ID cards without their mother's name written in it. Even though this decree is a significant achievement for Afghan women, and it will allow them to be legally recognized as a parent of their children, a right that has been already exercised in almost every other country in the world, this interview actually fails to raise the awareness of the general public about this important decree and motivate and encourage women to claim their parental rights.

Unfortunately, the story gives space to the hardline Taliban to express their negative attitude towards women and basic human and women's rights. It has actually failed to promote this significant milestone when it comes to women's right in a very patriarchal country such as Afghanistan.

Media accountability scorecard:

C: Fair

Title: Dogs trained in B&H are saving lives in several countries around the world/Psi trenirani u B&H spašavaju živote u nekoliko zemalja svijeta

Published on the Twitter account of the TV N1

<https://twitter.com/N1infoSA/status/1310818277225046016>. **Full article available at:**
<http://ba.n1info.com/Vijesti/a474445/Psi-trenirani-u-B&H-spasavaju-zivote-u-nekoliko-zemalja-svijeta-FOTO.html>

Summary

The article is about a training centre for mine detection dogs led by a woman, who saves lives by successfully detecting mines in countries around the world.

Analysis

A woman, Gordana Medunjanin, is directly quoted as an expert in dog training, an activity mostly dominated by men. She is quoted in the beginning of the article and after her one of her male colleagues is quoted as well as. However, out of three photos that are in the article, none of them shows Medunjanin, but they feature a man training a dog.

Media accountability scorecard:

B: Good

Title: Pleasant conversation with a woman about women and technology /Ugodni razgovor sa ženom o ženama i tehnologiji

Published on the web portal Bljesak.info

<https://www.bljesak.info/sci-tech/flash/18-ugodni-razgovor-sa-zenom-o-zenama-i-tehnologiji/325416>

Summary

This is a very affirmative article about women in technology and their achievements in the ICT industry.

Analysis

The article reports on significant achievements of women in Information and Communication Technologies (ICT) and the first sentence gives the credit for writing the first algorithm to a woman. The article promotes an event titled "Code On Meetup Vol. 18: Girls in IT" that will focus on history of ICT, women in the world of technology, their achievements and accomplishments through the history. It also announces a meetup with a female senior backend developer, promising first-hand advice for young girls who want to study IT sciences.

Even though this is an announcement of an event, it stills clearly breaks gender stereotypes and acknowledges the role of women in technology.

Media accountability scorecard:

A: Excellent

SUMMARY AND CONCLUSIONS

This has been the 4th GMMP conducted in B&H. and unlike the previous projects, it was conducted during the pandemic caused by the Covid-19 virus. This health crisis also affected media reporting and on September 29, 2020, **287 news were** monitored in comparison to **380 news stories** monitored during **GMMP 2015**. It is again noticeable that there has not been any progress made in the last five years when it comes to representation of females in the news. Like the previous GMMPs, women are still under-represented as news subjects compared to men, even though there is no big discrepancy between women and men journalists.

Twenty-one per cent of all monitored news stories were related to Covid-19. Despite the fact that Covid-19 had a major adverse impact on the health situation and economy in B&H in the second half of 2020 and that women were mostly affected when it comes to economic consequences, as they mostly work in the tourism and other service industries, Social and Legal related topics were the only topic that highlighted gender inequalities (14%),

Overall, women were present in only 29% of stories in print, 21% in radio and 13% in TV news (18% in TV in GMMP 2015). The presence of women in digital news is similar to that in the traditional media, i.e. ranging from 13% in Twitter to 31% in internet news, whereas men were present in 87%- 69% news in all media.

Women made up only 12% of the news on Politics and Government, 24% of news on the Economy, and an insignificant 8% of news on Social/Legal topics. There was a low presence of women even in the news on crime/violence, at 8% and in Celebrity/Arts/Entertainment/Sports. The only news where women were overrepresented were the news on Science/Health (42%).

When we compare the 2020 statistics on news subject's function with those from the previous monitoring conducted in 2015, we can conclude that women have become even more invisible in comparison to men.

The GMMP 2020 results revealed that news stories in traditional media where women were a central focus were related to a story topic on celebrity news, birth, marriages, deaths, obituaries, famous people, and beauty contests, models, fashion, beauty aids, cosmetic surgery, etc. (13%), followed by the news on Economy (11%), Science and Health (7%) and Politics and Government (5%). The results indicate that some progress has been made since 2015, when the media monitoring results had revealed that news stories where women were a central focus had been related to crime and violence (4%), social and legal affairs (3%), and only 2% in news related to politics and government, whereas in all other story topic areas women had not been in a central focus at all.

However, the results on female and male news subjects who are portrayed as victims in digital news show that women are overrepresented as victims of gender-based violence in news on Crime and violence (17% of women, 0% of men) and Gender and related issues (35% of women, 0% of men), whereas men are only portrayed as victims of war, an accident, natural disasters, etc.

Seventeen per cent of women were not identified as survivors, but only as victims in digital news on Crime and violence and 67% of women were identified as survivors of non-domestic sexual violence in digital news on Gender and related issues.

However, the GMMP 2020 results show underrepresentation of women as a central focus in nearly all internet stories. Women were in focus of 100% news on Gender and related issue, and 46% news on Celebrity, Arts and Media, Sports. But in other news they were the central

focus in between 31% (Science and Health) and 12% (Politics and Government) of stories.

These results should initiate more detailed analysis of digital content through a gender lens perspective, given the increasing exposure of people, especially the younger generations, to digital news in order to channel their growing influence towards challenging gender stereotypes, and prevent them from reinforcing them.

Although women play a very significant role in B & H society, they are often not taken as seriously as men in the same or similar positions. Sexism is still present in B&H media. Also, some news media organization prefer some female politicians, whilst they give no space to others, or they portray them in a negative manner.

It is evident that since news stories mostly fail to challenge prevailing gender stereotypes, more enhanced cooperation between women's rights activists and journalists should be undertaken, especially with those publishing digital content, given the increase of the number of people who use the internet.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

- Share the GMMP 2020 national results with all news media organizations, journalists, CSOs, media training institutions, media regulatory agencies and other relevant change agents, and use it as evidence for change actions;
- Address the gender equality issues identified in the GMMP 2020 results and call for a change in media policies to change the portrayals of women and men, women's limited access to expression, women's limited access to leadership and management positions within the media and to advance gender equality in news;
- Raise broader awareness among policy-makers, decisionmakers, and civil society about the centrality of media and communication for gender equality and human rights;
- Urge news media organizations to use all existing regulations and codes for media services as fundamental principles of professional conduct of journalism, especially when reporting on gender-based violence;
- Promote gender equality and lobby for in accordance with national and international recommendations and laws and step away from stereotypical and sexist portraying of women in their media reports;
- Engage media in promoting women dignity, combating discrimination against women and sexism and changing of stereotypes;
- Advocate for making web portals accountable for any hate speech and sexism against women on their sites;
- Organize trainings for journalists and editors on portrayal women in the media;
- Continuously emphasise positive examples of the treatment of women in the media;
- Advocate for more women in editorial positions in the media. Improve the legislative environment by developing better media policies;
- Regularly monitor media in order to evaluate the situation.

Annex 1. Methodology

A key characteristic of longitudinal research is the assessment of change over time in the observed variables. In the case of the Global Media Monitoring Project (GMMP) that studies gender equality dimensions of news media content, the methods of data collection and analysis remain consistent over time in order to accurately capture change. Similar to previous years, the methodology and indicators studied have remained relatively stable to enable the historical comparisons.

Process

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed and the teams were re-trained in numerous webinars.

As with previous editions of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, the number of media to code and how to select each country's contextual information.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wish to take part but might be constrained from implementing the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and

copies of digital and print media pieces were collected. Across the different media types—both for full and short monitoring—monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to code the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was developed with the input of the country coordinators.

Weighting

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice mechanisms to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa

[Code for Africa](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

Annex 2. List of Monitors

1. Abida Pehlic
2. Alma Muratovic-Kajtaz
3. Aida Karabeg
4. Merjem Nurikic-Haljeta
5. Kristina Omejjc
6. Selma Zalihic
7. Ruzica Ljubicic
8. Asmira Selimovic
9. Jasna Zonic
10. Lejla Cevra
11. Dzejla Camo
12. Merima Cumurija
13. Jelena Mihic
14. Anita Peric
15. Emina Muftic
16. Tea Miljko
17. Ivana Cvitkovic
18. Irena Omjeic
19. Saira Zalihic
20. Miran Kajtaz

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