

Beijing +30

# WHO MAKES THE NEWS?



**GMMP+30**

Global Media  
Monitoring  
Project

**2025**

## Bosnia and Herzegovina

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**NATIONAL REPORT**





**GMMP+30**

Global Media  
Monitoring  
Project  
**2025**



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The national research project coordinator was Abida Pehlic, M.A., President of the Association “Novi put”.

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THE WORLD AT A GLANCE

GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS

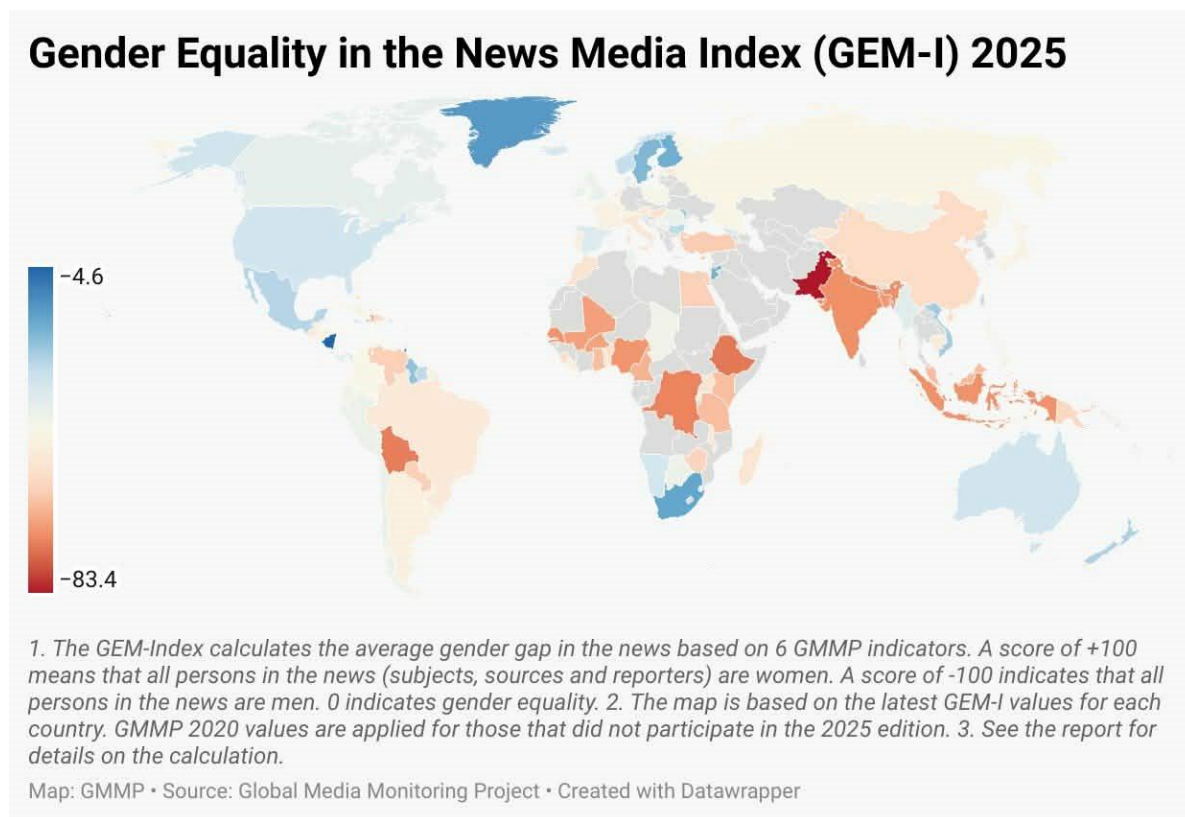


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.  
Data source: Global Media Monitoring Project, 2025.

# PREFACE

## Global Context

The Beijing Declaration and Platform for Action premised that “Women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women’s place, role and participation in the news.<sup>1</sup> The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women’s needs and concerns are properly reflected” (para 242a).

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women’s place within it has not. The evolution of women’s encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

### Global findings. The highlights

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7<sup>th</sup> global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only**

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<sup>1</sup> Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

**has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.**

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

**2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.**

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

**3. Women’s visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.**

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women’s presence in sports news is abysmal, at only 15% of news subjects and sources.

**4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.**

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

**5. Patterns of gender-biased portrayal endure despite decades of change in women’s roles in the physical world**

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most

frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

## **6. Gender inequality in the news is much more acute than in the lived experience.**

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

## **7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.**

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

## **8. The sex of the journalist influences the gender lens in stories**

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The

difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

**9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.**

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

**10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective**

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing,

compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

**The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.**

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

## **Regional Context**

In Central and Eastern Europe, the broader political and institutional environment in which media operate has a significant impact on how women are portrayed. Public service media across the region continue to face intense political pressure, and this fragile environment shapes both the quantity and the quality of coverage related to women and gender equality. Political actors increasingly view public broadcasters as strategic tools, and in several countries restructuring processes, changes in leadership, and weakened governance structures have been used to assert direct political control over public media. In such contexts, issues related to women, gender equality, and minority rights—including the portrayal of women in public life—are often marginalized or framed through ideologically driven narratives rather than through an impartial public-interest lens.

Where public media have been captured or heavily influenced by ruling parties, content about women tends to mirror dominant political agendas, which frequently emphasize traditional family roles, motherhood, and conservative gender norms. This is reinforced by the wider regional phenomenon in which gender-related issues, from reproductive rights to LGBTQ+ rights and protection from gender-based violence, have become central points of ideological contestation. The rise of populist and anti-gender movements in many CEE countries has further intensified this dynamic, as these actors politicize gender topics and promote retrotopian visions of rigid, traditional gender roles. As a result, public media often provide limited or distorted representation of women's issues, portraying them through moralistic, family-centric, or nationalistic narratives rather than addressing structural inequalities or women's political, economic, and social contributions.

At the same time, the legacies of state socialism continue to influence both media and public debate. Although the socialist period formally promoted gender equality in education and employment, it did not meaningfully challenge traditional gender roles within the private sphere. This historical "path dependence" still shapes media representation: formal references to gender equality may coexist with deeply rooted stereotypes, limited sensitivity to gender bias, and a lack of critical engagement with patriarchal norms. These tendencies are reinforced by weak constitutional protections for gender equality in several countries, a reluctance of authorities to properly address gender-related human rights issues, and the

limited representation of women in high-level judicial and political institutions. Europeanisation has provided an important counterbalance, as EU and Council of Europe standards have driven progress on gender equality, violence against women, and anti-discrimination. However, the impact of these norms is uneven across the region, and in some cases public media have amplified Eurosceptic or anti-gender narratives that portray gender equality as an imposed “Western agenda.” Resistance to instruments such as the Istanbul Convention exemplifies this trend and often spills over into media discourse, further polarizing public perception of women’s rights.

Overall, the regional context of CEE is characterized by politically vulnerable public media systems, intensified ideological contestation around gender, and long-standing structural and cultural barriers to gender equality. These factors combine to shape a media environment in which women remain underrepresented, stereotyped, or framed through politicized narratives, conditions that ultimately hinder the development of a diverse, evidence-based, and rights-centred portrayal of women in the region.

Across Central and Eastern Europe, public service media (PSM) are under growing political and economic pressure. Funding mechanisms are being questioned, licence fees challenged, and more voices ask: “Why should I pay for something I don’t use?” At the same time, digital platforms and global tech giants dominate advertising markets and capture audience attention, destroying the advertising model that sustained free and independent media for decades.

#### References:

1. Barbara Havelková, Mathias Möschel, Anna Śledzińska-Simon (2025), Women, gender, and constitutionalism in Central and Eastern Europe: Introduction to the symposium; *International Journal of Constitutional Law*, Volume 23, Issue 2, April 2025, Pages 486–500, <https://doi.org/10.1093/icon/moaf026>
2. <https://www.ebu.ch/news/2025/11/why-investing-in-public-service-media-is-an-economic-imperative>

## National Context

More than 35 years after the end of the war, Bosnia and Herzegovina (B&H) faces numerous challenges in achieving gender equality, despite the existence of a legal framework that formally guarantees equality and protection of women's rights. The country has ratified several international treaties and conventions, including the Istanbul Convention, but adopted laws and real implementation of the laws and its implications for women in B&H remain at different levels depending on the entities, entity and cantonal authorities, and ethnic divisions.

The latest results of the Gender Equality Index for B&H<sup>2</sup> clearly show that despite the continued efforts of institutional gender equality mechanisms, partner institutions, NGOs, and international stakeholders, B&H is stagnating or regressing in most indicators that make up the Gender Equality Index. The gap between the Bosnia and Herzegovina Index and the EU Gender Equality Index continues to widen each year. In the domain of **Knowledge**, Bosnia and Herzegovina scored 58.2 points in the 2024 Gender Equality Index, marking a decline compared to 2023 (58.4) and 2022 (58.7). This reflects a slight but consistent downward trend. In the sub-domain of Educational Attainment and Participation, the score is 53.4, down from 54.0 in 2023 and 54.9 in 2022. Bosnia and Herzegovina's 2024 score in this domain is six points below the EU average of 64.2.

In the domain of **Power**, Bosnia and Herzegovina scored 46.3 points in 2024, which is 15.1 points below the EU average. This represents a decrease from 49.1 in 2023 and 51.2 in 2022. However, the **Political Power** sub-domain shows a positive trend, improving from 40.8 in 2022 to 42.9 in 2023 and 44.6 in 2024. On the other hand, the **Social Power** sub-domain declined to 50.6 in 2024 (from 53.1 in 2023 and 51.2 in 2022), while the **Economic Power** sub-domain dropped to 43.8 in 2024 from 51.8 in 2023 and 64.1 in 2022.

The decline in this sub-domain over the past three years is attributed to changes in board composition, leading to shifts in gender representation. These changes do not provide statistically significant evidence of a general decline in women's economic power.

Within the **Work** domain, only the **Participation** sub-domain could be calculated, with a score of 61.4 in 2024. This represents a slight increase from 60.9 in 2023, but still lower than the 2022 score of 62.8. The 2024 score for Bosnia and Herzegovina in this sub-domain is 21.9 points below the EU average of 83.3.

The results for the **Time** and **Health** domains were repeated from the previous Index due to a lack of new data for 2023. As in previous years, it was not possible to calculate the score for the **Money** domain due to a lack of relevant and gender-disaggregated data sources.

Some of the 20 areas are not high-priority areas for gender equality, that is, neither the B&H Law on Gender Equality nor the current B&H Gender Action Plan (2023–2027) mentions them specifically. For example, government policies do not specify a favorable environment for women's organizations or for feminist media as goals or focus, but they do identify media

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<sup>2</sup> <https://bhas.gov.ba/News/Read/102?lang=en>

and civil society as allies. While B&H has achieved progress in gender equality, nearly 30 years after the Dayton Peace Agreement and the Beijing Declaration and Platform for Action, it is time to broaden the gender integration approach to all areas of policy making. Internal political turmoil and emerging global and regional challenges are creating new risks for women and girls, and also for men and boys.<sup>3</sup>

The Convention on the Elimination of all Forms of Discrimination against women<sup>4</sup> (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&H<sup>5</sup> (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&H<sup>6</sup> issued in November 2019<sup>7</sup> expressed its concern 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 Committee<sup>8</sup> 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:

- (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.

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<sup>3</sup> Country Gender Analysis: Bosnia and Herzegovina, USAID, October 2024

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

<sup>5</sup> [https://www.pravosudje.ba/vstv/faces/pdfservlet?p\\_id\\_doc=14467](https://www.pravosudje.ba/vstv/faces/pdfservlet?p_id_doc=14467)

<sup>6</sup> [https://tbinternet.ohchr.org/\\_layouts/15/treatybodyexternal/Download.aspx?symbolno=CEDAW/C/BIH/CO/6&Lang=En](https://tbinternet.ohchr.org/_layouts/15/treatybodyexternal/Download.aspx?symbolno=CEDAW/C/BIH/CO/6&Lang=En)

<sup>7</sup> The 7th periodic report is overdue, the 6th remains the latest one.

<sup>8</sup> *Ibid.*

The Press Council of B&H as the self-regulatory body of print media in B&H issued the Press Code of B&H<sup>9</sup> 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.*”

The first GMMP in B&H was conducted in 2005. Results of GMMP for B&H in 2005 showed that 52% of presenters and 49% of reporters of news were female, while 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 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 Media monitoring findings for B&H revealed that although women made up the overwhelming majority of reporters and announcers, they were still largely invisible when it comes 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%.

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 2015<sup>10</sup> “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 importance of gender equality among female and male journalists and urge them to change their attitude towards women to achieve 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.

GMMP 2015 findings for B&H obtained by “Novi put” 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, whereas in all other story topic areas women were not in the central focus at all. There was no improvement made in comparison to the 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 males in the centre of 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, however, most of the news stories

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<sup>9</sup> [http://ethicnet.uta.fi/bosnia\\_and\\_herzegovina/press\\_code\\_of\\_bosnia\\_and\\_herzegovina](http://ethicnet.uta.fi/bosnia_and_herzegovina/press_code_of_bosnia_and_herzegovina)

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

did not challenge stereotypes.

The GMMP 2020 results showed slight progress since 2015, but women remained significantly underrepresented across traditional and digital media. Men continued to dominate political, economic, and social/legal news, while women were overrepresented only in Science/Health stories. Overall, women appeared in just 29% of print, 21% of radio, 13% of TV, and up to 31% of online news, with similarly low visibility on Twitter. Although women and men were quoted at comparable rates, women were rarely featured as main story subjects in traditional media and appeared more frequently only in digital news. In newsroom roles, women were the majority among TV presenters but remained underrepresented in radio and print journalism.

## EXECUTIVE SUMMARY

On the GMMP 2025 monitoring day, **6 May 2025**, a total of **253 news stories** were analysed across **20 traditional and digital media outlets** in Bosnia and Herzegovina. The findings reveal a persistent imbalance in media agendas and gender representation, largely mirroring patterns identified in **GMMP 2020**, with limited progress toward gender-balanced reporting.

The dominant news focus remained **Politics and Government (30%)**, followed by **Social and Legal issues (23%)** and **Crime and Violence (17%)**. Coverage of **gender-based violence (GBV)** was extremely limited, accounting for only **2% of all monitored stories**, appearing exclusively in **internet media (6%)** and **print outlets (2%)**, and completely absent from radio and television. This marginal presence highlights a continued disconnect between media priorities and pressing public-interest issues affecting women.

Print media analysis confirms entrenched editorial practices: Politics and Government continued to dominate newspaper space, frequently occupying **full or half pages**, a pattern virtually unchanged since 2020. While **Economy** and **Science and Health** also received relatively generous space allocation, **Celebrity, Arts, and Media** stories unexpectedly matched these topics in terms of full-page visibility. In contrast, **GBV stories remained sidelined**, with only **6%** receiving even half-page space, underscoring a structural misalignment between editorial prominence and societal relevance.

Women's representation in the news remains **highly uneven and topic-dependent**. Women are **largely absent from decision-making and power-related news**, appearing in only **4% of political stories**, and **0%** of stories related to the **economy** and **science and health**. By contrast, women's visibility is extremely high in **Gender-Based Violence stories (80%)** and **Celebrity, Arts, and Media (71%)**, reinforcing stereotypical associations between women, victimisation, and entertainment.

Moderate levels of women's presence are observed in **Crime and Violence (29%)** and **Social and Legal topics (21%)**, though this visibility is predominantly **reactive**, portraying women mainly as victims rather than as agents, leaders, or experts. Coverage of **Science and Health (7%)** and **Sports (2%)** remains minimal, rendering women's achievements in these areas largely invisible. A further **5%** of stories fall under "other" topics.

Discussions of **gender equality or inequality** are narrowly confined to a small number of topics. In **Politics and Government**, only **25%** of stories raised gender equality issues, while **11%** explicitly did not. In **Economy, Science and Health, Social and Legal issues, Sports, and Celebrity, Arts, and Media**, **0%** of stories addressed gender equality. Gender-equality framing appears almost exclusively in violence-related reporting: **50%** of **Crime and Violence** stories (excluding GBV) and **25%** of **GBV** stories included such perspectives. Overall, **100% of gender-equality discussions are concentrated in a few topic areas**, demonstrating that gender perspectives remain marginal and poorly integrated into broader political, economic, scientific, and cultural reporting.

The findings confirm that women in Bosnia and Herzegovina remain **systematically marginalised in key areas such as politics, the economy, science, and sports**. Despite women comprising a significant share of the journalistic workforce, they are **rarely featured as experts, authoritative voices, or decision-makers**, while male voices continue to dominate expert commentary, including in GBV reporting. Online media, compared to 2020,

have become even more **topic-specific**, reinforcing portrayals of women primarily through victimisation or entertainment rather than public leadership.

Overall, the media portrayal of women continues to **reinforce traditional gender norms and stereotypes**, rather than challenge them. Achieving meaningful gender equality in the media will require **systemic changes in editorial policies**, stronger gender-sensitive reporting standards, and proactive efforts to broaden women's visibility across all areas of public life. In response, the report offers **concrete recommendations up to 2030**, aimed at strengthening women's representation, authority, and influence within Bosnia and Herzegovina's media ecosystem.

## **A DAY IN THE NEWS IN BOSNIA AND HERZEGOVINA**

6 May 2025 was another typical day when it comes to the news agenda in B&H, burdened with daily political issues, and long-lasting EU integration process.

That day, the media focus was on several key political and international events, with the most prominent topics being the situation in Bosnia and Herzegovina, global political developments, and social and economic issues related to financial literacy.

Politics, as usual, was the dominant topic in the news, with 29% of news devoted to the political crisis in B&H and international political topics. This topic was most represented on FTV and BHTV 1, which devoted significant space to analyses of political and international events.

The recently concluded session of the United Nations Security Council was the central topic, highlighting the serious political crisis in BH, with the strong support of the international community. Numerous high-ranking representatives, including Mrs. Željka Cvijanović and Deputy Permanent Representative to the UN, Jay Dharmadhikari, presented their views at the session. On the occasion of the anniversary of the signing of the Dayton Peace Agreement, Dharmadhikari stressed that B&H is going through a severe political crisis that threatens to destabilize the country. "It is irresponsible that Republika Srpska officials want to jeopardize the progress achieved because of the interests of one person, whoever that may be," said Dharmadhikari, warning of the potential consequences that such actions could have on the stability of the region.

In the context of international news, the biggest attention was paid to the election of the new German Chancellor Friedrich Merz, while reports of the escalation of conflicts in Lebanon, Syria and Yemen occupied an important position in media coverage. In addition, reports of continuous airstrikes on the Gaza Strip indicated a deepening humanitarian crisis in the area.

Economic topics occupy 16% of news, with the largest space dedicated to reporting on financial literacy in B&H. The topic was covered in Nezavisne novine, but also on television channels such as N1, which discussed the impact of the economic situation on the daily lives of citizens.

Health and science made a smaller share of news, with 8% of news devoted to topics related to pandemics and medical research advances. Although this news was present, it did not occupy a dominant space in comparison to political topics.

Topics related to human rights, legal cases and social challenges occupied 27% of the news. Social topics, such as women's rights and financial literacy, were the focus of Oslobodjenje and Dnevni Avaz, with analyzes that dealt with key social issues in B&H.

From the cultural aspect, the celebration of St. George's Day, a holiday that has a special significance for the Roma and Serbian communities, was particularly highlighted. This holiday, which symbolizes renewal and transience, was marked by numerous events throughout the Balkans, and the media devoted themselves to reporting on the traditions and customs related to this day.

Crime and violence (excluding gender-based violence) topics made 8% of the news, with a greater focus on security issues within B&H, but also war topics that caused major consequences in the international context.

Gender-based violence occupies a smaller percentage, with 2% of the news devoted to this important social issue. Despite this, it was present in analyzes of international women's rights and the protection of victims of violence.

This overview of the main news shows that politics, war conflicts, economic topics and social issues occupy a dominant space in media coverage in Bosnia and Herzegovina. Politics and government, along with international relations and policy decisions, occupy the most space in the news, while economic topics and financial literacy also attract significant attention. Media outlets such as FTV, BHTV 1, N1, Oslobodjenje, Dnevni Avaz, and Nezavisne novine provide different perspectives on these topics, and their reporting largely shapes the political and social discourse in the country.

## THE CONTEXT

The media landscape in Bosnia and Herzegovina (B&H) reflects specific political, ethnic and cultural dynamics, due to which the three constituent nations, Bosniaks, Serbs, Croats, live within a complex political system that is both federalized and ethnically segmented. Although the constitutional framework of B&H guarantees the equality of all peoples, in practice political and ethnic divisions are often deepened by media reporting, which creates additional challenges in the process of integration and building a common society. The media, as key instruments for shaping public opinion, often reflect ideological divisions, thus becoming an important factor in the political and social life of the country.

Bosnia and Herzegovina is currently facing a number of internal and external challenges that are having a major impact on media freedom and the exercise of independent journalism. Long-standing issues concerning the national public broadcaster, the fragmentation and financially weak media market, as well as the low rate of prosecutions of those who threaten journalists and reporters, remain unsolved. After decades of transformation in the post-conflict era, progress has slowed to a halt and in some aspects has even gone into reverse, with worrying implications for democracy more widely. The country's accession process to the European Union has coincided with a serious backsliding in media freedom in Republika Srpska in particular. Concerningly, the gap between levels of press freedom in the two entities continues to widen. The new legislative initiatives at both RS and Federation B&H (FB&H) level represent negative attempts to stifle independent and watchdog reporting. Despite the momentum given to B&H by the granting of EU candidate status in 2022, the reality is that the reform process regarding media freedom has not made progress in recent years, and in some issues has gone into reverse. International pressure and EU guided reform recommendations have so far not been successful in steering significant positive changes, and instead the stagnation in media freedom progress has deepened.<sup>11</sup>

The result of a comprehensive study titled "*Safety of Women Journalists in Bosnia and Herzegovina*",<sup>12</sup> conducted by the BH Journalists Association show that women journalists in B&H are exposed daily to various forms of violence, from verbal attacks and online threats to physical assaults, often with a pronounced gender-based dimension.

**Between early 2021 and the end of 2024, a total of 132 attacks on journalists were recorded, 31 of which were directly targeted at women journalists, while 21 incidents were directed at groups of journalists.** However, the study argues the actual number of attacks is significantly higher, as most women journalists do not report the violence they experience due to distrust in institutions and fear of being perceived as victims.

In Republika Srpska (RS), one of the two entities in B&H, authorities enacted amendments to the Criminal Code, reinstating libel as a criminal offence, despite the protests from journalists, international organizations, and CSOs urging against such measures. RS authorities adopted a draft law on non-profit organizations that would further discriminate against and stigmatize CSOs receiving foreign funding, while a new Law on Freedom to Access Information regarding B&H Institutions entered into force at the state level. B&H's country score dropped a point from the 2023 VIBE study, with decreases in all principles,

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<sup>11</sup> Bosnia and Herzegovina: Media freedom in survival mode, Media Freedom Rapid Response, 2024

<sup>12</sup> Bosnia and Herzegovina Women Journalists' Safety 2024, Lajla Zaimović Kurtović

except for Principle 4 (Transformative Action) which remained at its 2023 level. The media in B&H reports on a variety of topics, mostly focused on current local and regional social and political events. Reporting, however, often lacks in-depth context and background information. This is especially evident in online media coverage of global events, where the contribution of foreign news agencies plays an important role.<sup>13</sup>

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"<sup>14</sup> 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.

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

The Press Council in B&H, 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.

According to a study conducted by the BH Journalists Association in 2024<sup>15</sup>, most respondents believe that political dependence is the biggest obstacle to media freedom (57.7 percent), followed by the general political climate – 32 percent. According to RS respondents, the two main obstacles to free journalism are political dependence (52.2 percent) and financial dependence (37.6 percent). In FB&H, 59.7 percent of respondents recognize political dependence as an obstacle to free journalism.

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,

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<sup>13</sup> Bosnia and Herzegovina . Vibrant Information Barometer 2024

<sup>14</sup> [https://freedomhouse.org/sites/default/files/2025-02/FITW\\_World\\_2025\\_Feb.2025.pdf](https://freedomhouse.org/sites/default/files/2025-02/FITW_World_2025_Feb.2025.pdf)

<sup>15</sup> <https://bhnovinari.ba/en/2024/05/06/bosnia-and-herzegovina-citizens-are-not-familiar-with-the-criminalization-of-defamation-in-republika-srpska/>

- 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

Despite the decrease in the influence of print media due to technological changes and digitization, newspapers such as Dnevni Avaz and Večernji list still maintain a significant influence in B&H. Dnevni Avaz, as the most widely circulated daily newspaper in Bosnia and Herzegovina, reflects political attitudes that are more favorable to the Bosniak community. Monitoring Dnevni Avaz enables an analysis in the way in which political opinion is shaped among the Bosniak population, thereby gaining insight into the role of print media in shaping political identity. On the other hand, Večernji list dominates the print media in Herzegovina and among the Croatian population. This newspaper focuses on topics of interest to Croats, and its political and cultural content is important for monitoring Croatian political orientation in B&H.

Oslobođenje and Nezavisne Novine newspapers also form an important part of the media landscape of B&H. Oslobođenje, which is dominant among the Bosniak population, reflects political views that favor Bosniak interests, while Nezavisne novine has the most influence among Serbs, especially in Republika Srpska. The monitoring of these media provides an insight into the way in which political and ethnic issues are presented through different newspaper perspectives.

#### **4 TV Stations:**

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. N1 positions itself as a channel that strives to offer objective and independent reporting, which makes it relevant to follow in the context of analyzing media freedom and political pluralism. Although N1 is a regional channel, its presence in B&H has a significant influence, especially among the urban and politically engaged population, which justifies its selection for analysis within this research.
5. **RTV HB** plays a key role in reporting on topics of interest to the Croat community, especially in the south-west part of B&H. This media outlet specifically targets Croats and their political, cultural and religious autonomy, and therefore the selection of RTV Herceg Bosna for monitoring is important in order to follow the reporting that shapes the Croat political and cultural perspective in B&H.

### **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. N1**
- 3. Radio Sarajevo**
- 4. Bljesak.info**
- 5. Hercegovina.info**
- 6. Nezavisne.com**
- 7. Srpska info**

The media selected for monitoring are key to the analysis of political, cultural and ethnic attitudes in Bosnia and Herzegovina, given their importance in shaping public opinion.

## TOPICS IN THE NEWS

During the monitoring day **253 news stories were monitored** from a total of **20 traditional and digital news media outlets**. The major topic areas covered by the media on 6th May, 2025, were related to politics and government (30%), followed by news on Social and Legal issues (23%), crime and violence (17%). News focused on gender-based violence were only published on internet (6%) and in print outlets (2%) and make an overall of 2% of all monitored news.

The 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		Television	
	%	N	%	N	%	N
Politics and Government	29%	18	32%	15	32%	19
Economy	16%	10	6%	3	3%	2
Science and Health	8%	5	2%	1	7%	4
Social and Legal	27%	17	19%	9	29%	17
Crime and Violence (excluding gender-based violence)	8%	5	21%	10	20%	12
Gender-based violence	2%	1	0%	0	0%	0
Celebrity, arts, media	10%	6	9%	4	3%	2
Sports	0%	0	4%	2	3%	2
Other	0%	0	6%	3	2%	1
	100%	62	100%	47	100%	59

	Bosnia and Herzegovina	
	%	N
Politics and Government	27%	23
Economy	5%	4
Science and Health	1%	1
Social and Legal	16%	14
Crime and Violence (excluding gender-based violence)	20%	17
Gender-based violence	6%	5
Celebrity, arts, media	16%	14
Sports	6%	5
Other	2%	2
	100%	85

The political crisis in B&H was a dominant topic, especially after the UN Security Council session dedicated to the situation in the country. The most prominent news of that day was the discussion on international support to Bosnia and Herzegovina. This topic was in the focus of all major media, especially FTV and BHTV 1, which reported on the reactions of the High Representatives of the international community.

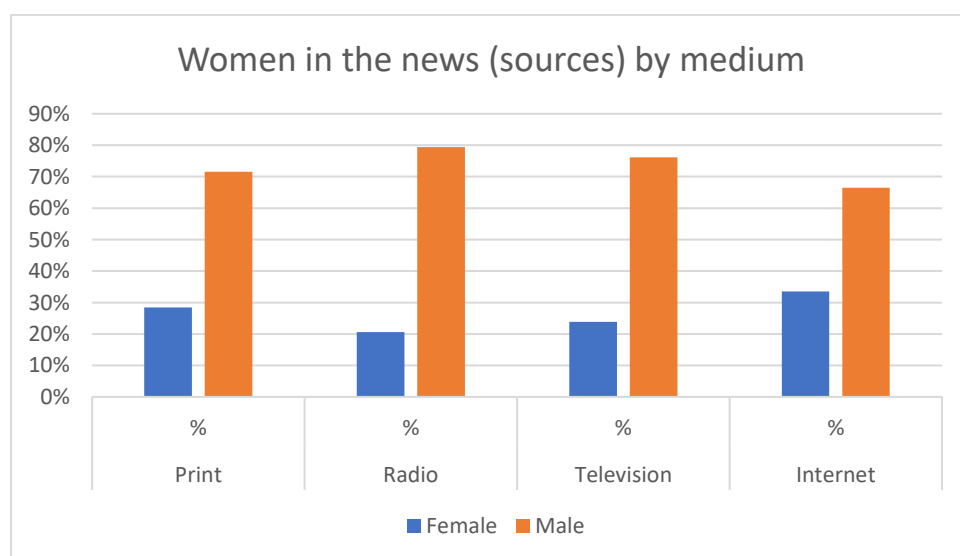
The election of the new German chancellor was also one of the main news. The topic was significant because political changes in Germany have a direct impact on Bosnia and Herzegovina, especially in the context of European integration and relations within the European Union. Media such as N1 and Večernji list analyzed how the election of the chancellor can affect the political situation in the region.

War conflicts and attacks, especially Israel's aggression on Lebanon, Syria and Yemen, accounted for 8% of the news. This news was dominantly present in N1 and RTV Herceg Bosnia, with analyzes of political reactions and global security threats. They also occupied significant space in newspapers such as Dnevni Avaz, which reported on the consequences of these conflicts for international relations.

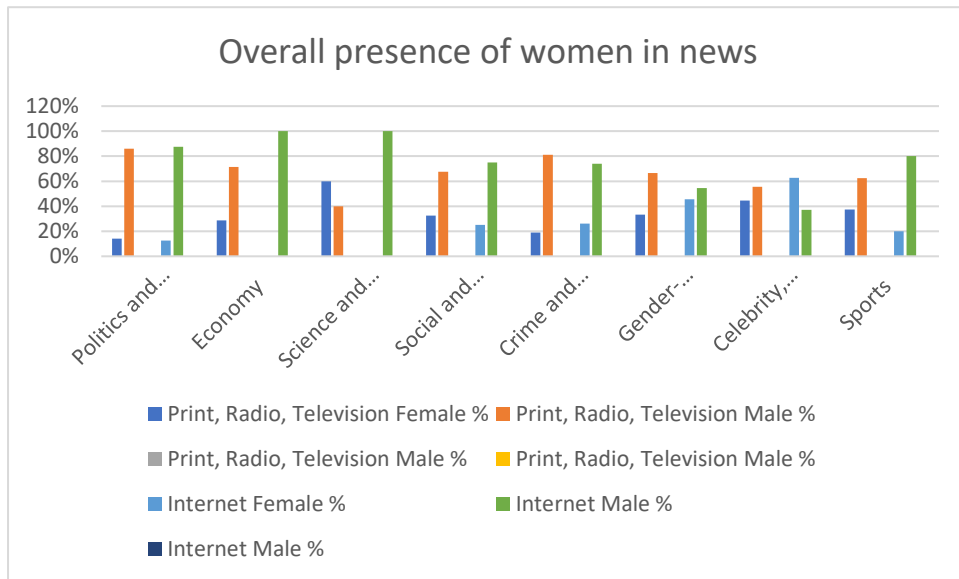
Economic topics, especially reports on financial literacy, accounted for 16% of news in print media. The results of the research, which show that the average household in B&H disposes of 1,500 KM per month, were widely commented on. Although the news on economy did not dominate the news, it attracted considerable attention, especially in print media such as Oslobođenje and Nezavisne novine.

## NEWS SUBJECTS AND SOURCES

The GMMP 2025 results showed that women are present in 34% of internet news, 28% of newspaper news that were the subject of monitoring, and 24% of news published on TV and 21% on radio, as can be seen from graph 1.

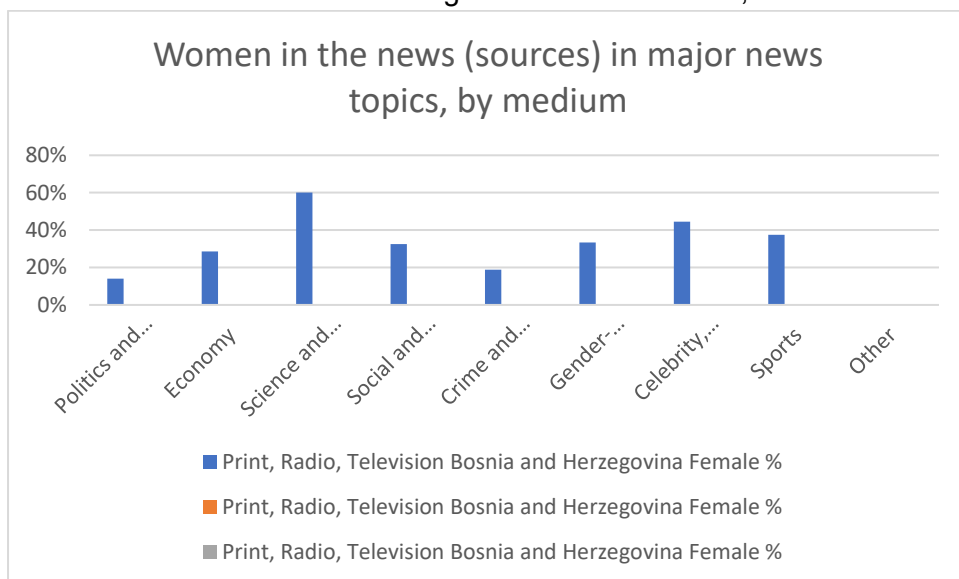


Graphic 1 Breakdown by sex of all mediums



**Graphic 2**

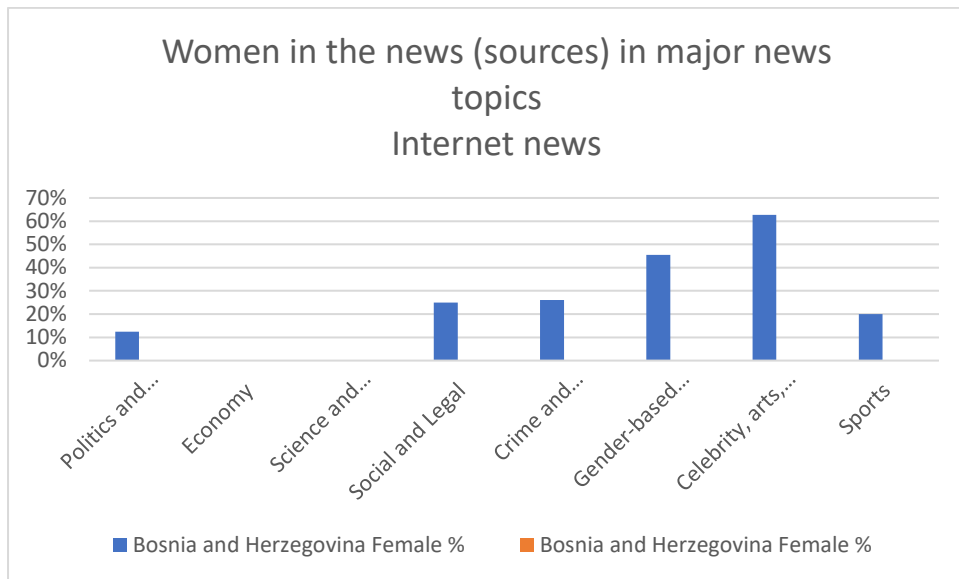
When it comes to the sources in the traditional media, women were mostly present in news on science and health (60%), Celebrity, arts, media (44%), Sports (38%), whilst 33% of all women were sources of news on gender-based violence, as shown in the Graphic 3 below.



**Graphic 3**

The situation is slightly different when it comes to the monitored internet news. Most women are featured in the category Celebrity, arts, media (63%), followed by news on Gender-based violence (45%), Crime and Violence (excluding GBV) (26%).

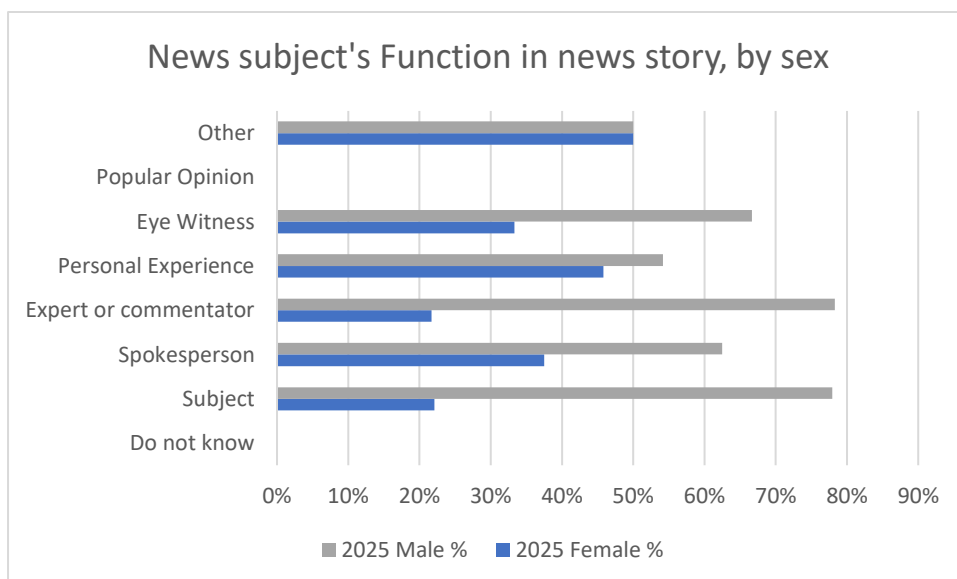
Only 13% of all sources in the all monitored stories on politics and government were women. There has not been any improvement since the GMMP 2020 when it comes to this topic, as the GMMP 2020 had showed women made only 12% of the news on Politics and Government.



**Graphic 4**

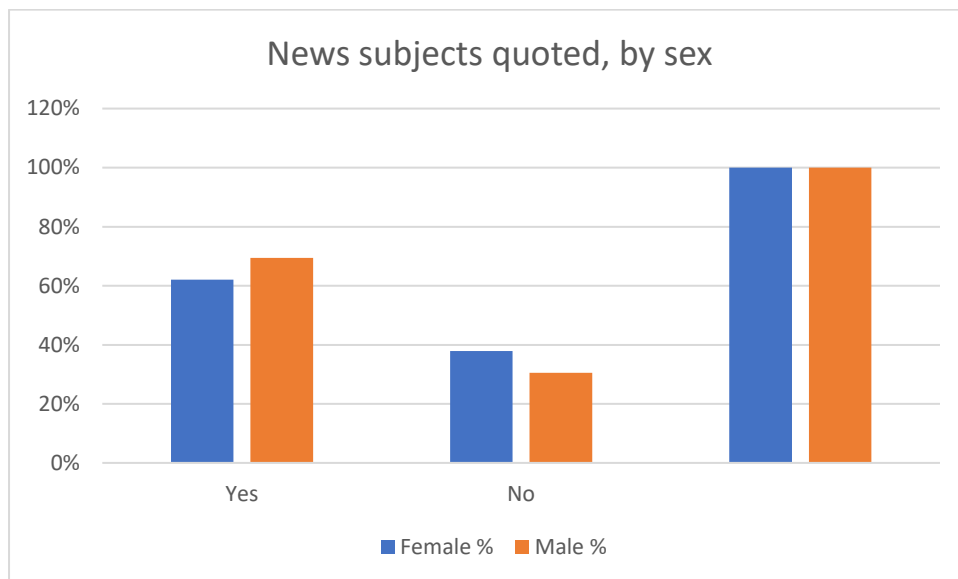
When we compare the 2025 statistics on news subject's function with those from the previous monitoring conducted in 2020, we can conclude that women have become more visible in comparison to men. However, they still make only 22% of the subjects of the all monitored newscasts.

Similar to the GMMP2020, this monitoring shows again that only 22% of females were presented as experts or commentators, whereas there has been increase in number of women identified as spokespersons, with 38% of them compared to 23% in 2020. The breakdown of news subject's function is presented in the Graphic 5 below:



**Graphic 5**

The analysis further shows that 62% of all female and 69% of male news subjects were directly quoted, as shown in the Graphic 6 below:

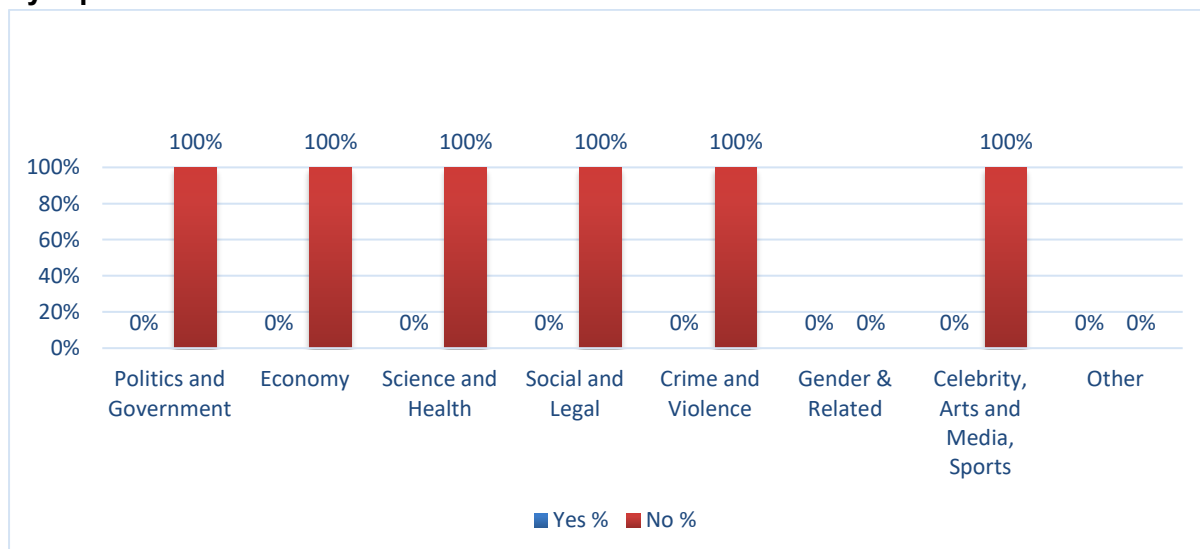


**Graphic 6**

However, this high percentage of quoted women is not surprising, given the fact that most of them were either providing testimony based on popular opinion and personal experience (as shown on the Graphic 6) - ordinary roles that require no specialized knowledge.

Exactly like in 2020, in 2025 none of the analysed stories made any reference to issues of gender equality/inequality, legislation, policy by major topic, as shown below:

**Graphic 7. Breakdown of stories where issues of gender equality/inequality are raised by topic**

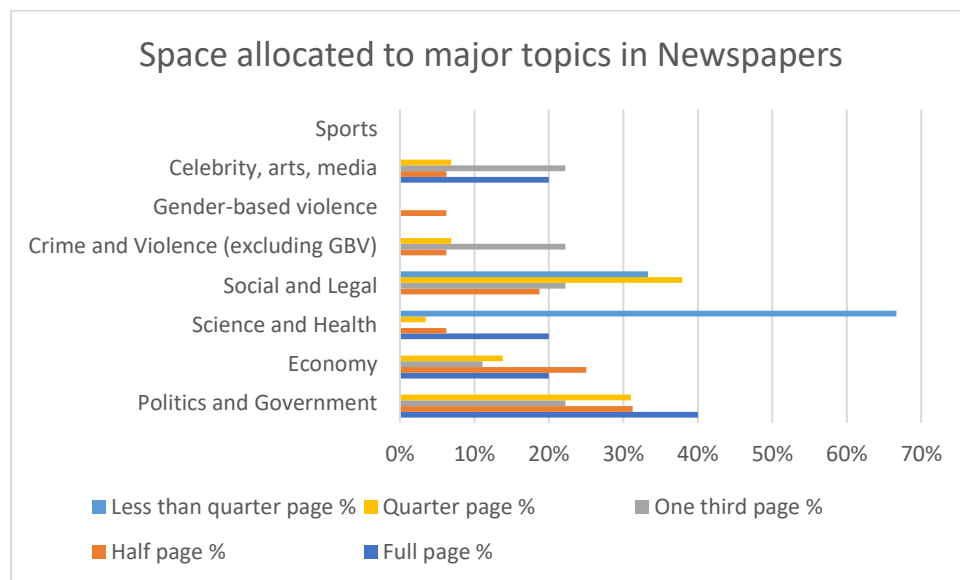


In 5 monitored newspapers the most space was allocated to Politics and Government, where, exactly like in 2020, 40% of all stories occupied a full page and 31% of stories

occupied a half of page (26% in 2020).

20% of the news on both, the Economy and Science and Health also occupied a full page. 37% of stories on Economy occupied a half of page.

Interestingly, 20% of the news on Celebrity, arts, media also occupied a full page, whereas only 6% news on GBV occupied a half of page.



**Graphic 8**

The 2025 analysis confirms a continuation of long-standing editorial patterns observed in 2020. In the five monitored newspapers, **Politics and Government** remained the dominant topic, consistently receiving the most extensive coverage, with a substantial proportion of stories occupying full or half pages, virtually unchanged from 2020. While topics such as **Economy** and **Science and Health** also received relatively generous space, particularly through half-page formats, coverage of **Celebrity, arts, and media** surprisingly matched these more “serious” topics in terms of full-page allocation. In stark contrast, **gender-based violence (GBV)**, despite its societal importance, remained significantly marginalized, with only a small share of stories, i.e. 6%, receiving even half-page visibility. This highlights a persistent misalignment between media space allocation and public interest issues, where critical social topics such as GBV continue to be sidelined.

When it comes to analysis of functions of news subjects, it can be concluded that men dominate as subjects, spokespersons, and experts across almost all professional categories.

75% of Politician subjects are men, compared to only 26% women. As experts/commentators, men appear in 55% of stories vs. 34% for women.

In the roles identified as government employees and public servants, men appear as spokespersons in 40% of stories and as experts in 3%, while women appear primarily as spokespersons (67%) but almost never as experts.

When it comes to police and military, men appear as spokespersons (20%) and experts

(2%), while women appear only as subjects (3%).

This indicates that men continue to be positioned as authoritative voices, experts, spokespersons, decision-makers, while women seldom occupy these roles.

On the other hand, women appear more frequently in roles tied to personal experience or vulnerability.

45% of stories under “personal experience” involving children/young people are female.

27% of female villagers/residents appear in personal-experience stories (compared to 77% of men).

Women also appear under “Not stated” and “Homemaker” categories, again mostly through personal narratives.

This aligns with long-standing patterns, i.e. women are more often portrayed through private, emotional, or community-based stories, rather than as experts or authorities.

Expert roles remain overwhelmingly male.

Detailed breakdown of the new sources by occupation and sex is given in the Table 2 below:

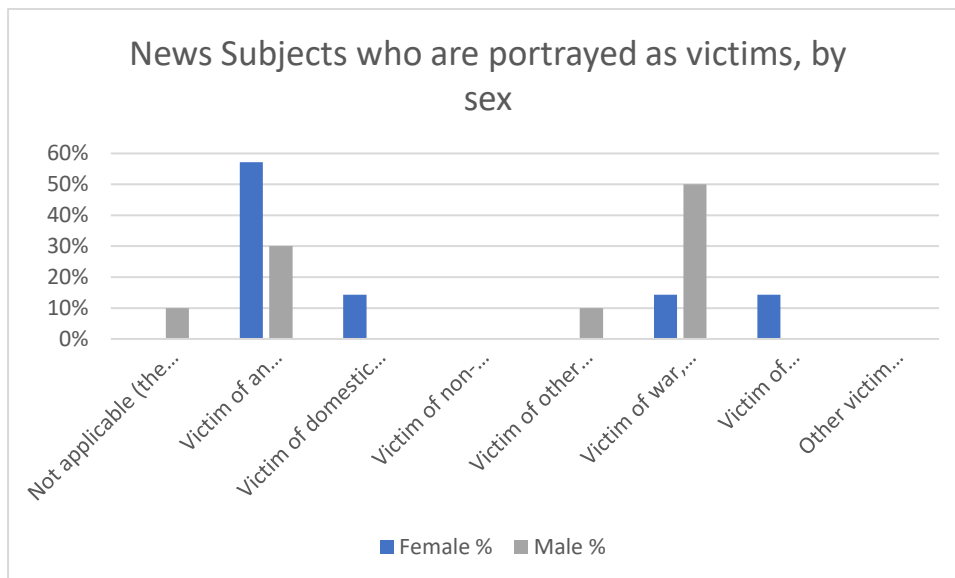
**Table 2 Function of news subjects by sex – by occupation**

	Do not know		Subject		Spokesperson		Expert/ commentator		Personal Experience		Eye Witness		Popular Opinion		Other	
	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Not stated</b>	0%	0%	6%	5%	0%	0%	0%	0%	9%	15%	0%	0%	0%	0%	0%	50%
<b>Royalty, monarch, deposed monarch, etc.</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Politician/ member of parliament, ...</b>	0%	0%	26%	75%	0%	20%	34%	55%	0%	0%	0%	0%	0%	0%	0%	50%
<b>Government employee, public servant, spokesperson, etc.</b>	0%	0%	0%	0%	67%	40%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Police, military, para-military, militia, fire officer</b>	0%	0%	3%	0%	0%	20%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Academic expert, lecturer, teacher</b>	0%	0%	9%	1%	0%	0%	12%	5%	0%	0%	0%	0%	0%	0%	50%	0%

Doctor, dentist, health specialist	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Health worker, social worker, childcare worker	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Science/ technology professional, engineer, etc.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Media professional, journalist, filmmaker, etc.	0%	0%	0%	0%	0%	0%	20%	4%	0%	0%	0%	0%	0%	0%	0%	0%
Lawyer, judge, magistrate, legal advocate, etc.	0%	0%	12%	1%	33%	0%	12%	11%	0%	0%	0%	0%	0%	0%	0%	0%
Business person, exec, manager, stock broker...	0%	0%	12%	0%	0%	0%	0%	2%	9%	0%	0%	0%	0%	0%	0%	0%
Office or service worker, non-management worker	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Tradesperson, artisan, labourer, truck driver, etc.	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%
Agriculture, mining, fishing, forestry	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Religious figure, priest, monk, rabbi, mullah, nun	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	17%	0%	0%	0%	0%
Activist or worker in civil society org., NGO, trade union	0%	0%	0%	1%	0%	20%	17%	11%	0%	0%	0%	0%	0%	0%	0%	0%
Sex worker	0%	0%	12%	3%	0%	0%	5%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Celebrity, artist, actor, writer, singer, TV personality	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sportsperson, athlete, player, coach, referee	0%	0%	9%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Student, pupil, schoolchild	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%
Homemaker, parent (male or female)	0%	0%	0%	0%	0%	0%	0%	0%	45%	0%	0%	0%	0%	0%	0%	0%
Child, young person no other occupation given	0%	0%	3%	1%	0%	0%	0%	0%	27%	77%	100%	83%	0%	0%	0%	0%
Villager or	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

resident no other occupation given																	%
Retired person, pensioner no other occupation given	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Criminal, suspect no other occupation given	0%	0%	6%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%
Unemployed no other occupation given	0%	0%	6%	5%	0%	0%	0%	0%	9%	15%	0%	0%	0%	0%	0%	0%	50%
Other only as last resort & explain	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	0%	100%	100%

The results on female and male news subjects who are portrayed as victims in the monitored media of B&H show that in the monitored news women were portrayed mostly as victims of an accident, natural disaster, poverty (57%), and victims of domestic violence, rape, murder, etc.; victims of war, terrorism, vigilantism, state violence; victims of discrimination based on gender, race, ethnicity, age, religion, ability, etc. with 14% for each category, whereas 50% of men were portrayed as victims of war, terrorism, vigilantism, state violence.

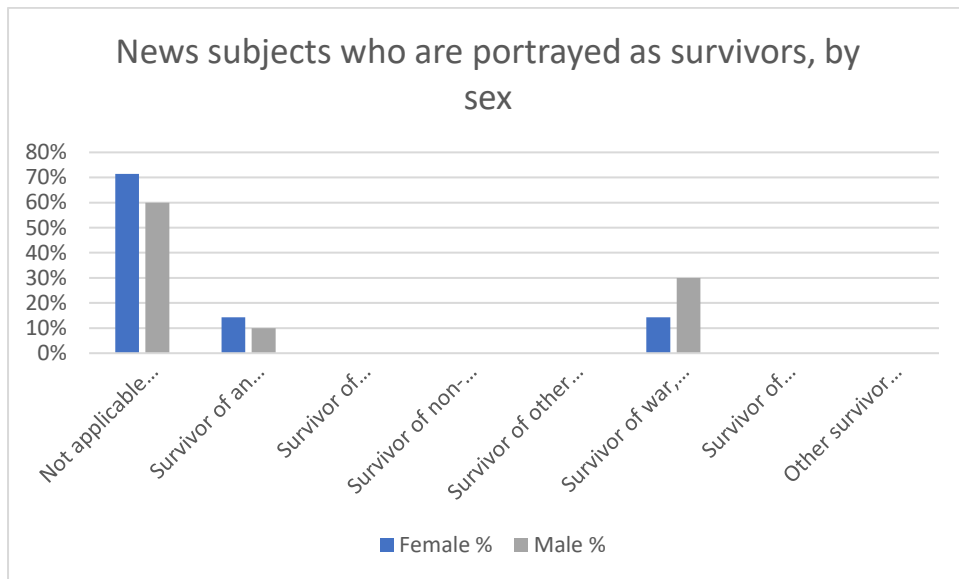


**Graphic 9**

A significant 71% of women and 60% of men were not identified as survivors but only as victims.

14% of women are identified as survivors of an accident, natural disaster, poverty.

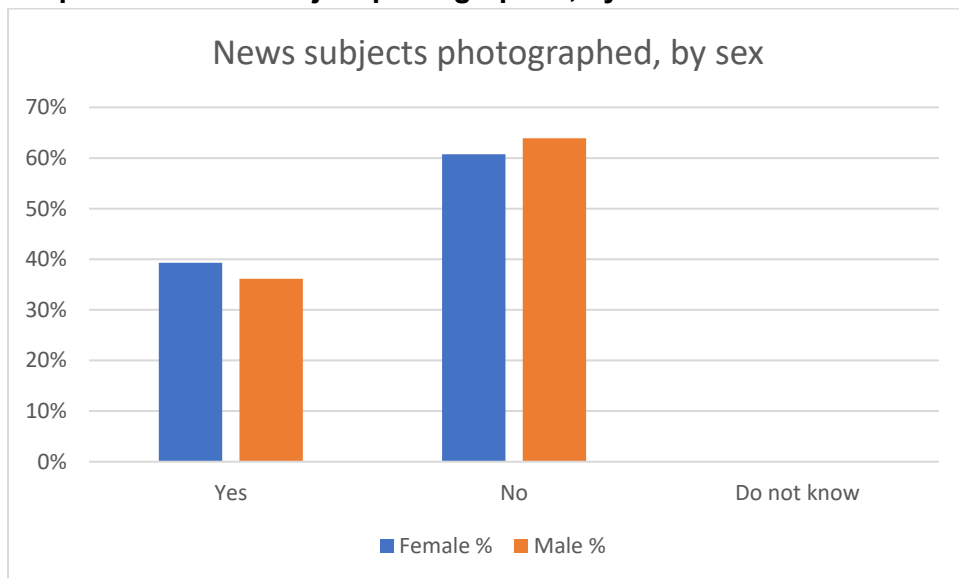
14% of women and 30% of men are identified survivors of war, terrorism, vigilantism, state violence.



**Graphic 10**

There is a small difference in relation to female and male news subjects appearing in photographs in B&H. 39% of female (38% in 2020) and 36% (as well as in 2020) of male subjects were photographed.

**Graphic 11. News subject photographed, by sex**



**In addition to the standard GMMP indicators, three special questions were introduced to reflect the specific media and societal context of B&H.** Given the rising number of femicides and persistent normalization of gender-based violence, these questions assess whether media recognize femicide as a distinct phenomenon, use gender-sensitive language, and situate individual cases within broader social and structural inequalities. Together, they help evaluate whether news reporting moves beyond sensationalism toward responsible, gender-balanced journalism that informs the public,

challenges harmful narratives, and supports prevention of violence against women.

**Special question 1:** Does the news story relate to femicide?

**Special question 2:** Does the story include gender-sensitive terminology and language?

**Special question 3:** Does the news story provide a broader social/structural context of gender-based violence?

However, across all media types and topics, “Yes” responses are extremely rare, indicating that B&H media largely fail to identify femicide, use gender-sensitive language, or provide broader social/structural context when reporting on violence and gender-related issues. This pattern is consistent across print, radio, television, and online media, pointing to systemic gaps rather than isolated editorial choices.

Special Question 1: Relation to femicide

Mentions of femicide are almost entirely absent across all topics and media. Even within gender-based violence stories, femicide is rarely explicitly recognized (only isolated “Yes” cases in print and internet, and none in radio or television). Coverage of crime and violence overwhelmingly treats incidents as isolated events, reinforcing depoliticized and individualized narratives rather than acknowledging femicide as a gendered and structural phenomenon.

Special Question 2: Use of gender-sensitive terminology

Gender-sensitive language is used inconsistently and minimally, with slightly higher, but still very low, occurrence in print media, particularly in economy, science/health, and celebrity-related stories. Radio and television show almost complete absence of gender-sensitive terminology across all topics, suggesting limited editorial awareness or application of gender-equality standards in broadcast journalism.

Special Question 3: Broader social/structural context of gender-based violence

This is the weakest-performing indicator overall. With very few exceptions (notably isolated cases in print and television under social/legal and science/health topics), news stories almost never contextualize violence within broader social, institutional, or structural frameworks. The near-total absence of “Yes” responses indicates that media reporting largely avoids addressing root causes such as patriarchy, systemic inequality, institutional failures, or prevention responsibilities.

Print media show slightly higher sensitivity across all three questions, though still at very low levels.

Radio and television consistently record zero or near-zero “Yes” responses, highlighting a significant gap in broadcast media practices.

Internet media show marginally better results than broadcast media, particularly in social/legal and gender-based violence topics, but still fall far short of gender-balanced

reporting standards.

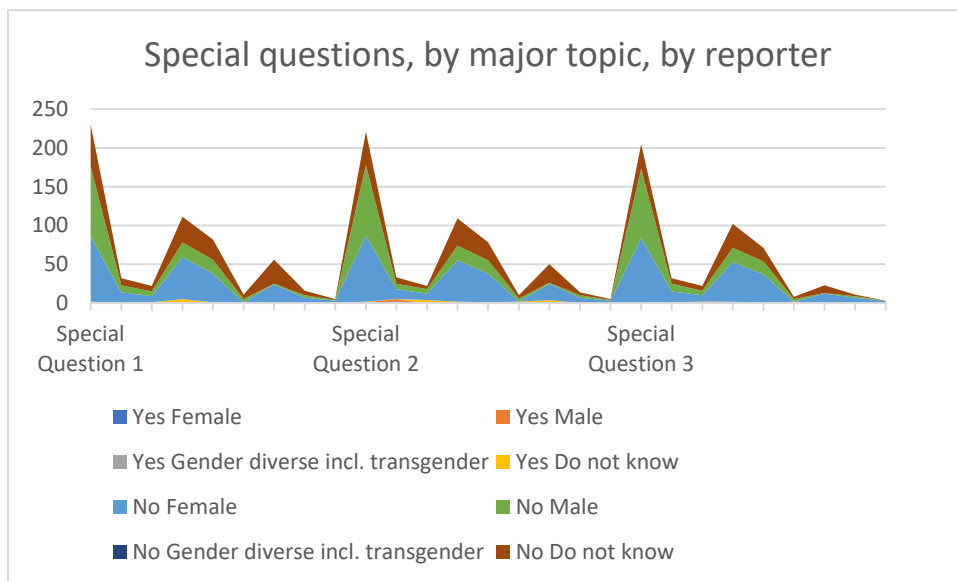
The findings demonstrate that media in B&H predominantly individualize violence, omit gendered power relations, and neglect structural explanations, even when reporting on gender-based violence itself. This undermines public understanding, weakens prevention efforts, and perpetuates harmful narratives—underscoring the urgent need for systematic journalist training, editorial guidelines, and accountability mechanisms for gender-responsive reporting.

**Table 3 Special questions, by medium, by major topic**

		2025							
		Print		Radio		Television		Internet	
		Yes	No	Yes	No	Yes	No	Yes	No
<b>Special Question 1</b>	Politics and Government	1	32	0	51	0	88	1	35
	Economy	0	18	0	1	0	9	0	4
	Science and Health	1	6	0	3	0	11	0	1
	Social and Legal	2	32	0	21	0	41	3	12
	Crime and Violence (excluding gender-based violence)	0	11	0	15	0	29	1	22
	Gender-based violence	0	3	0	0	0	0	1	7
	Celebrity, arts, media	0	6	0	7	0	5	0	38
	Sports	0	0	0	2	0	7	0	7
	Other	0	0	0	3	0	0	0	2
<b>Special Question 2</b>	Politics and Government	2	28	0	52	0	89	0	28
	Economy	5	15	0	1	0	9	0	3
	Science and Health	4	3	0	3	0	11	0	1
	Social and Legal	2	32	0	21	0	41	0	13
	Crime and Violence (excluding gender-based violence)	1	10	0	15	0	29	0	19
	Gender-based violence	1	2	0	0	0	0	1	6
	Celebrity, arts, media	3	3	0	7	0	5	1	31
	Sports	0	0	0	2	0	7	0	5
	Other	0	0	0	3	0	0	0	2
<b>Special Question 3</b>	Politics and Government	0	32	0	51	0	88	0	12
	Economy	0	20	0	1	1	8	0	2
	Science and Health	2	5	0	3	0	11	0	1
	Social and Legal	0	34	1	20	1	40	0	6
	Crime and Violence (excluding gender-based violence)	0	11	0	15	0	29	0	12
	Gender-based violence	1	2	0	0	0	0	1	4
	Celebrity, arts, media	0	6	0	7	0	5	0	5
	Sports	0	0	0	2	0	7	0	2
	Other	0	0	0	3	0	0	0	0

Consistent with the medium-based findings above, affirmative (“Yes”) responses to all three special questions are extremely rare regardless of the sex of the reporter, indicating that the absence of gender-sensitive reporting is structural and editorial, rather than driven by individual journalists’ gender. Both female and male reporters overwhelmingly produced stories that did not identify femicide, use gender-sensitive language, or provide broader social or structural context when covering violence and gender-related topics.

Notably, the few “Yes” responses appear sporadically and without a clear pattern, including in stories authored by male reporters and in cases where the reporter’s sex was unknown, while female reporters were not significantly more likely to apply a gender lens. This reinforces the conclusion drawn above that editorial policies, newsroom routines, and dominant news values, rather than reporter demographics, shape reporting practices, contributing to the persistent individualization and depoliticization of gender-based violence in B&H media.



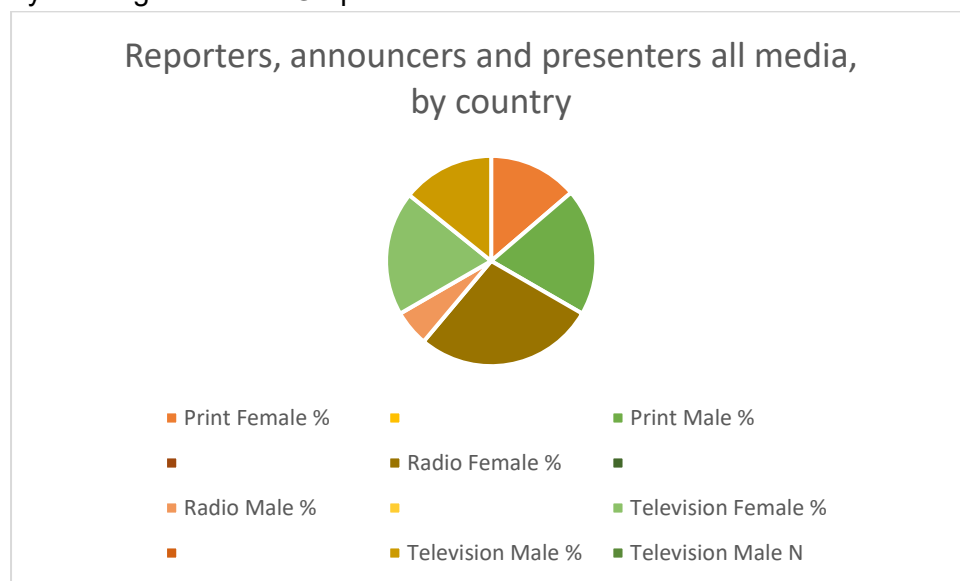
**Graphic 12**

## JOURNALISTS AND REPORTERS

Out of total number of reporters, announcers and presenters in traditional news media that were monitored on 6th May, 2025, women significantly outnumber men in radio news (83%). We notice a significant incline, as the gender distribution in radio was in favor of men in 2020, with less women radio reporters on the GMMP 2020 monitoring day, i.e. 39%.

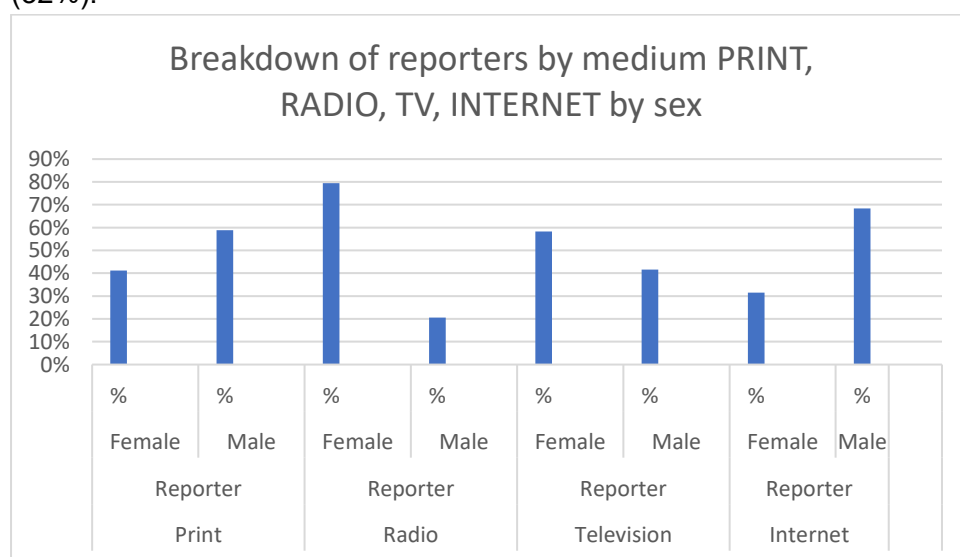
Women slightly outnumber men in TV news (57%), which indicates a decline of 10% compared to 2020, where 67% of all reporters were women.

In print news 70% of male reporters&presenters vs. 30% of female ones published news articles on the 2020 Global Media Monitoring Day. In 2025 we record an improvement, with 41% of females publishing news in print media. Detailed breakdown of reporters by medium by sex is given in the Graphic 12 below.



**Graphic 13**

When it comes to the ratio of reporters, female reporters are most represented in radio (79%), followed by television (58%), print media (41%), and are least represented in online media (32%).



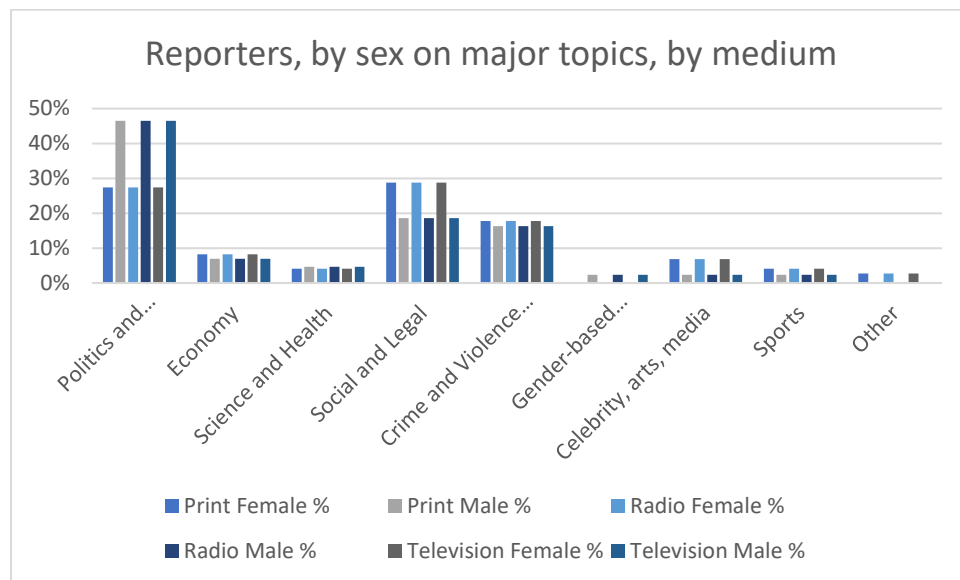
**Graphic 14**

Women journalists in daily newspapers more often report on politics and government issues (14%), while male journalists are represented in 20% of these reports. Women are minimally represented in topics related to women's economic participation.

Women radio journalists cover political and economic topics, while men are dominant in reporting on health and social rights.

Women TV reporters dominate reports on social issues (91%), while men are more present in reports on politics (38%) and the economy (36%).

Internet - Women journalists take on a greater share of reporting on social issues, while their representation in political and economic topics is lower compared to male journalists.

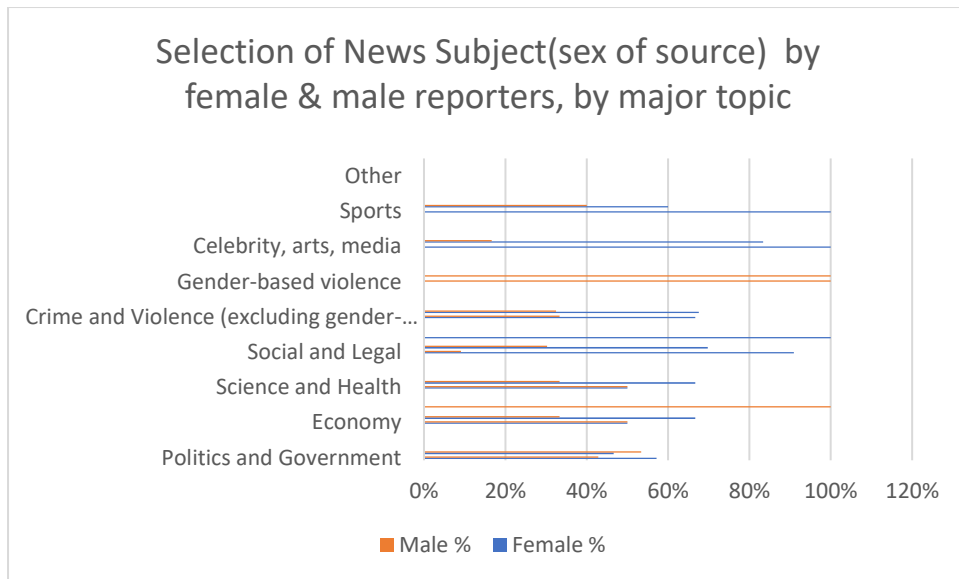


**Graphic 15**

The obtained data show that female and male reporters tend to select news subjects of their own sex across most topics, but this pattern is uneven and strongly influenced by the gender composition of available sources. Female reporters quote women more often than male reporters in Politics and Government, Social and Legal issues, Crime and Violence, and especially in topics such as Celebrity and Sports, where women make up 100% of the subjects selected by female reporters.

Male reporters, meanwhile, consistently select male sources more frequently across every major topic, including Economy and Science and Health, where men make up two-thirds of the subjects they cite. Notably, gender-based violence reporting continues to rely exclusively on male reporters selecting male sources, leaving women entirely absent as quoted subjects in a field where their voices are central. Overall, the findings highlight a persistent gender imbalance in sourcing practices, in which male perspectives remain dominant and women's voices appear primarily when female reporters are present.

This points out to gender dynamics and can influence the way topics are interpreted and presented to the public.



**Graphic 16**

The distribution of news topics by medium and sex of reporter in 2025 reveals a highly concentrated and uneven agenda, with the vast majority of coverage clustered around mainstream political, foreign policy, religion/culture, and crime-related topics, while issues directly linked to women’s rights, gender equality, social welfare, health, and gender-based violence are almost entirely absent across all media. This pattern is consistent regardless of whether stories are reported by women or men, reinforcing earlier findings that gender-blind reporting is shaped by newsroom priorities rather than reporter demographics.

Print and internet media show slightly more thematic diversity, including isolated coverage of women’s participation in politics or the economy, arts and culture, and social/legal issues, while radio and television remain narrowly focused on hard politics, foreign affairs, and corruption, with minimal space for gender-sensitive or rights-based topics. The near-total lack of stories on femicide, intimate partner violence, technology-facilitated GBV, and women’s movements further explains why, as shown above, media rarely identify femicide, use gender-sensitive language, or provide structural context: these issues are largely excluded from the news agenda itself, rather than inadequately framed once covered.

**Table 4. Breakdown of news topics by medium by sex of reporter**

	Print				Radio				Television				Internet			
	Female		Male		Female		Male		Female		Male		Female		Male	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Women politicians, women electoral ca	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Peace, negotiations, treaties	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other domestic politics/government (lc	14%	1	20%	2	10%	3	38%	3	0%	0	12%	3	50%	3	8%	1
Global partnerships (transnational trad	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Foreign/international politics, UN, peac	14%	1	0%	0	19%	6	38%	3	26%	9	36%	9	0%	0	15%	2
National defence, military spending, inf	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other stories on politics & government	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Economic policies, strategies, module	0%	0	10%	1	0%	0	0%	0	3%	1	0%	0	0%	0	0%	0
Economic crisis, state bailouts of com	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Poverty, housing, social welfare, aid, €	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Women's participation in economic pro	14%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Employment	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Informal work, street vending, etc	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other labour issues (strikes, trade unio	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Rural economy, agriculture, farming, le	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Consumer issues, consumer protection	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Transport, traffic, roads...	14%	1	20%	2	6%	2	0%	0	3%	1	0%	0	0%	0	0%	0
Income inequality between women and	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other stories on economy (specify in 'c	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Science, technology, research, discov	0%	0	0%	0	0%	0	13%	1	6%	2	4%	1	0%	0	0%	0
Medicine, health, hygiene, safety, (not	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Cancer treatment, policy ...	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Polio vaccine, treatment, ...	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
HIV and AIDS, policy, treatment, etc	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other epidemics, viruses, contagions,	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Birth control, fertility, abortion, steriliza	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Climate change, climate action, climat	0%	0	0%	0	0%	0	0%	0	3%	1	0%	0	0%	0	0%	0
Environment, pollution, tourism	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Artificial intelligence, technology innov	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other stories on science & health (spe	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Post 2015 agenda, Agenda 2030, Pac	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Family relations, inter-generational cor	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Human rights, women's rights, rights o	0%	0	0%	0	10%	3	0%	0	11%	4	8%	2	0%	0	0%	0
Religion, culture, tradition, controversi	0%	0	10%	1	13%	4	0%	0	20%	7	12%	3	17%	1	8%	1
Migration, refugees, xenophobia, ethn	0%	0	10%	1	0%	0	0%	0	0%	0	0%	0	0%	0	15%	2
Other development issues, sustainabili	0%	0	0%	0	3%	1	0%	0	0%	0	0%	0	0%	0	0%	0
Education, childcare, nursery, universit	0%	0	0%	0	0%	0	0%	0	0%	0	4%	1	0%	0	0%	0
Women's movement, gender-related d	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Changing gender relations (outside the	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Legal system, judiciary, legislation, far	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Disaster, accident, famine, flood, plan	14%	1	0%	0	3%	1	0%	0	0%	0	0%	0	0%	0	0%	0
Riots, demonstrations, public disorder,	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other stories on social/legal (specify in	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	8%	1
Non-violent crime, bribery, theft, drugs	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	8%	1
Corruption (incl. political corruption)	0%	0	0%	0	6%	2	13%	1	14%	5	4%	1	0%	0	0%	0
Violent crime, murder, abduction, asse	14%	1	10%	1	0%	0	0%	0	0%	0	0%	0	0%	0	8%	1
Child abuse, sexual violence against cl	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
War in the Middle East including Gaza	0%	0	0%	0	6%	2	0%	0	3%	1	8%	2	0%	0	0%	0
War, civil war, terrorism, other state-b	0%	0	10%	1	3%	1	0%	0	3%	1	4%	1	0%	0	0%	0
Other crime/violence (specify in 'comm	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Sexual harassment against women, ra	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	8%	1
Intimate partner violence against wom	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	8%	1
Intimate partner violence against men	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Intimate partner violence against gen	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Technology-facilitated GBV incl. reven	0%	0	10%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other gender violence such as feminic	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Celebrity news, births, marriages, roy	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Arts, entertainment, leisure, cinema, b	14%	1	0%	0	10%	3	0%	0	3%	1	4%	1	0%	0	0%	0
Media, (including internet, social netw	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Fake news, mis-information, dis-inform	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Beauty contests, models, fashion, cos	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	17%	1	0%	0
Other celebrity/arts/media news (spec	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	17%	1	0%	0
Team sports (soccer, football, basket	0%	0	0%	0	6%	2	0%	0	3%	1	4%	1	0%	0	8%	1
Individual sports (boxing, cycling, golf,	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Other sports (specify in 'comments')	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Use only as a last resort and explain	0%	0	0%	0	3%	1	0%	0	3%	1	0%	0	0%	0	8%	1

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

Looking at the obtained GMMP 2025 data for Bosnia and Herzegovina, we can see that the media portrayal of women shows a strong focus on entertainment and celebrity. The largest share of stories, 33%, falls under Celebrity, Arts, and Media, indicating that women are most often covered in lifestyle and entertainment contexts rather than in public, political, or scientific life.

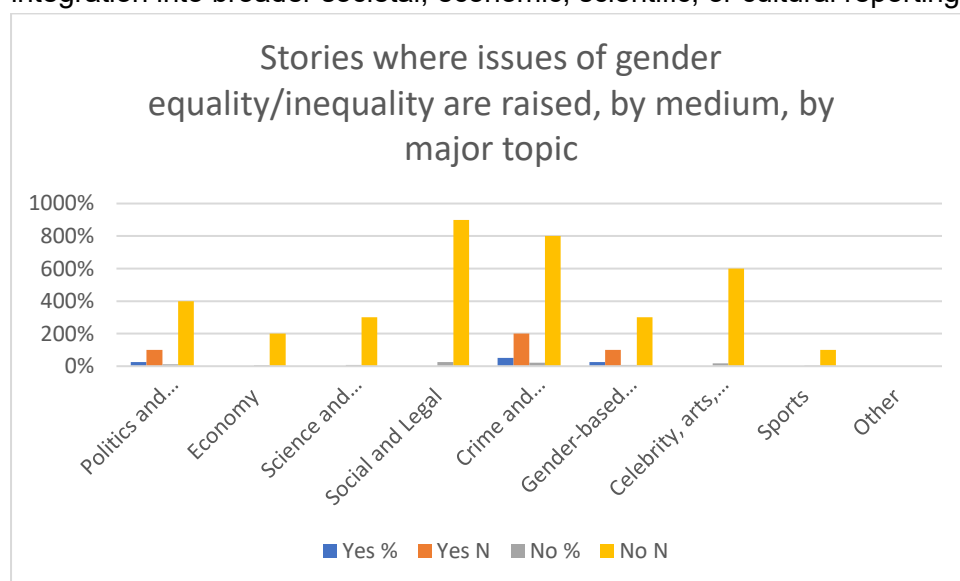
Coverage in politics and the economy is very limited, with only 5% of stories in each area, suggesting that women’s visibility in leadership, governance, and economic topics remains minimal. In contrast, women are moderately represented in social, legal, and crime-related topics, with social and legal issues making up 14% and Crime and Violence (excluding gender-based violence) 17% of stories. This presence tends to be reactive, often focusing on women as victims rather than highlighting their agency or leadership. Gender-based violence is visible, accounting for 12% of coverage, which shows attention to gendered issues, though it is still lower than coverage in entertainment or general crime. Fields such as Science, Health, and Sports are underrepresented, with only 7% and 2% coverage respectively, making women’s achievements and participation in these areas largely invisible. A small portion, 5%, falls under other topics, indicating some coverage beyond the main categories.

Overall, the media portrayal of women is skewed toward stereotypical roles, emphasizing celebrity and arts, while women are more frequently featured as subjects of stories about crime or gendered issues than as leaders or professionals. The low representation in politics, economy, science, and sports highlights structural underrepresentation and reinforces traditional gender norms. The breakdown of stories with women as a central Focus by medium, by major topic is shown in the graphic below:



**Graphic 17**

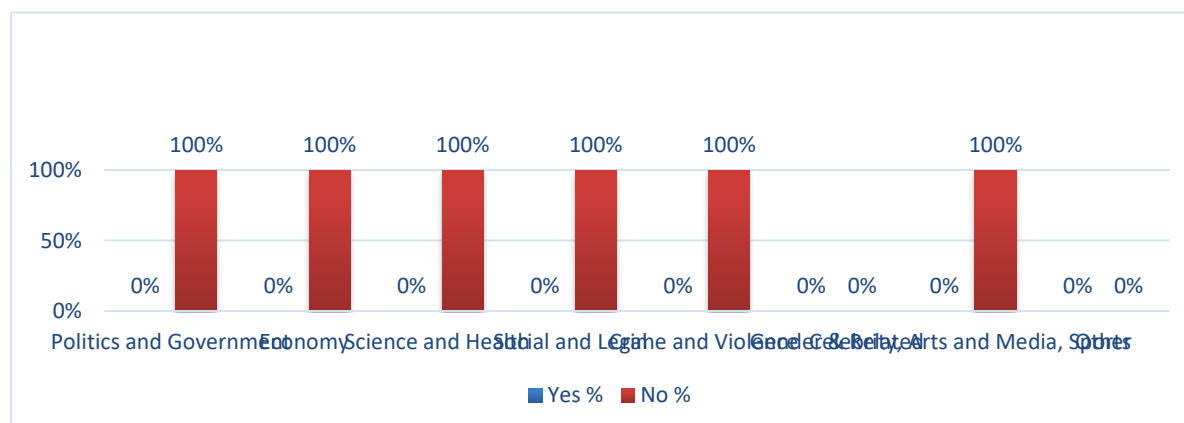
Moreover, the data on stories where issues of gender equality or inequality are raised shows that such discussions are unevenly distributed across different topics. In the area of Politics and Government, 25% of stories addressed gender equality, while 11% did not, indicating some attention to representation and power structures but still limited overall. In Economy, Science and Health, Social and Legal issues, Sports, and Celebrity, Arts, and Media, there was almost no coverage linking these topics to gender equality, with 0% of relevant stories raising such issues, except for Crime and Violence (excluding gender-based violence) and Gender-Based Violence. Half of the stories in Crime and Violence highlighted gender equality concerns, and 25% of gender-based violence stories did so as well, reflecting that gender-focused discussions are primarily linked to women’s victimization or inequality in violence-related contexts. Overall, 100% of stories on these issues are concentrated in a few areas, showing that media attention to gender equality remains highly topic-specific, with little integration into broader societal, economic, scientific, or cultural reporting.



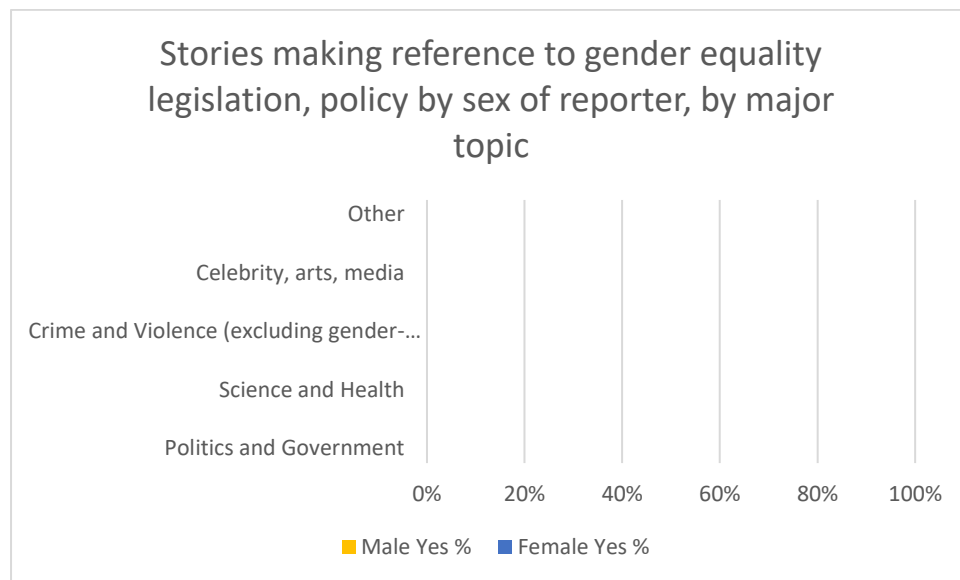
**Graphic 18**

The pattern from 2020 has continued and this year’s collected monitoring data have shown (again) that none of the stories makes a reference to issues of gender equality/inequality, legislation, policy, etc., as shown in the Graphic below:

**Graphic 19 Stories making reference to issues of gender equality/inequality, legislation, policy by major topic**



Also, the data below show a complete absence of references to gender-equality legislation, human rights, or related policies across all topics, regardless of the reporter's sex. This indicates a systemic gap in integrating gender-equality perspectives into news coverage, even in areas where such angles are highly relevant, such as politics, the economy, and social and legal issues.



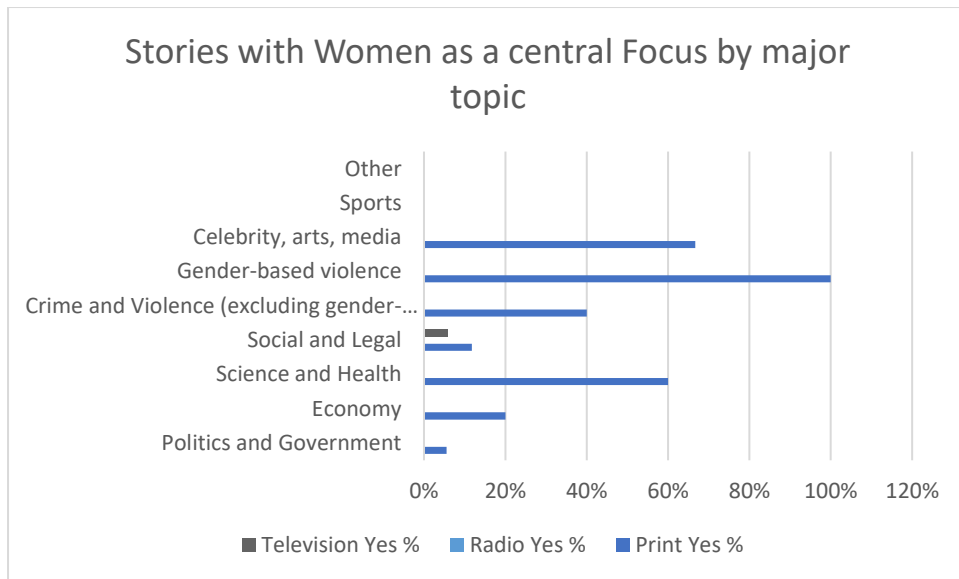
**Graphic 20**

The GMMP 2025 data show that overall presence of women in print media is 24%. However, women are featured as a central focus almost exclusively, with particularly high visibility in topics such as gender-based violence, science and health, and celebrity and arts.

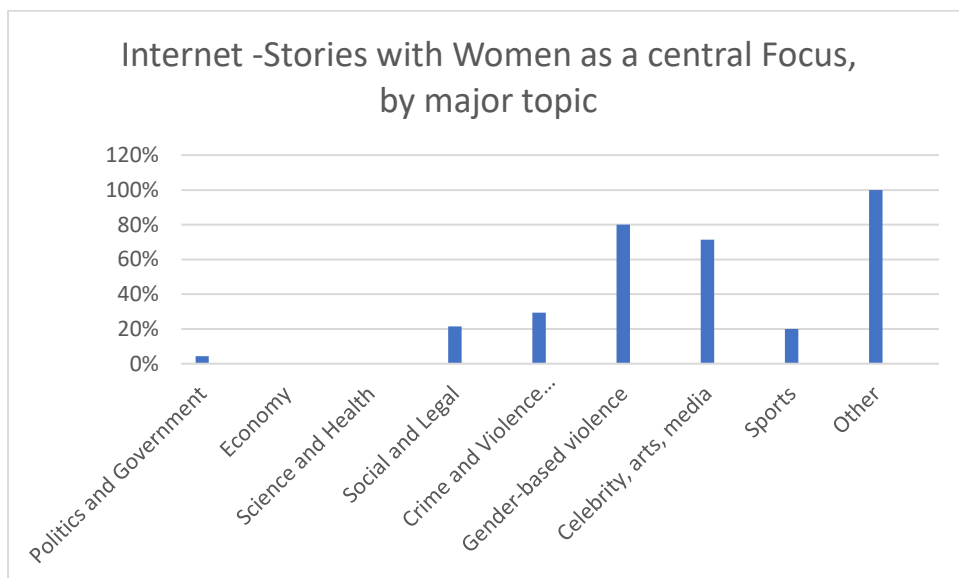
Television shows only a minimal share, an overall presence of mere 2%, limited to social and legal issues, while radio includes no stories with a central focus on women across any topic. This indicates a strong platform imbalance, where women's representation is concentrated in print, leaving significant gaps in broadcast media coverage.

On the other hand, internet news displays a somewhat broader thematic spread, with women most frequently centred in gender-based violence (80%), celebrity and arts (71%), crime and violence excluding GBV (29%), and social/legal issues (21%), but with almost no presence in politics, economy, science, or government-related content.

This pattern suggests that online media continue to frame women primarily through narratives of vulnerability, victimization, or entertainment rather than as actors in political, economic, or scientific life. The strong concentration of women-centred stories in gender-based violence and celebrity/arts indicates that their presence is often tied either to crises affecting them or to soft-news content, while their near-absence in politics, economy, and science reinforces their marginalization in areas of power, expertise, and decision-making. Overall, this portrayal limits the visibility of women's contributions to public life and perpetuates a narrow, stereotyped representation in the digital news sphere.



**Graphic 21**

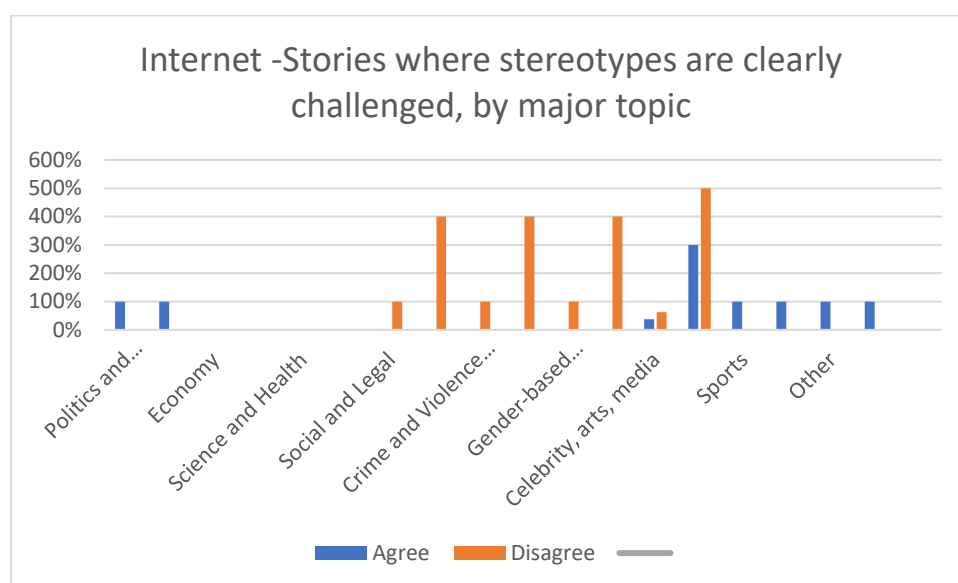


**Graphic 22**

Compared with the GMMP 2020 findings, the **2025** patterns show both continuity and widening gaps. In 2020, women as a central focus appeared most often in celebrity and lifestyle stories (13%), followed by economy (11%), science and health (7%), and politics and government (5%), indicating a somewhat broader thematic representation than in 2025. By 2025, however, women’s visibility has become more concentrated in topics associated with vulnerability or soft news, particularly online and in print, while their presence in key public-interest areas, politics, the economy, and science, has further diminished, and their visibility in broadcast media has dramatically declined. This signals a deepening platform imbalance and a narrowing of women’s roles in the news agenda compared to 2020.

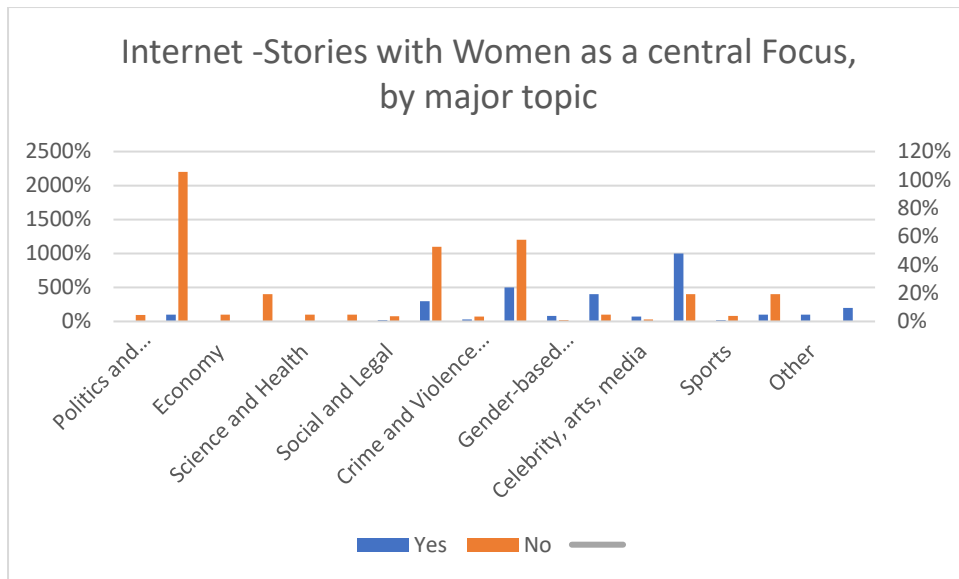
In 2025, analysis of Internet stories shows a mixed pattern regarding the challenge or reinforcement of gender stereotypes across different topics. In Politics and Government, the

single story identified actively challenged stereotypes, with 100% of coverage in this category doing so. In contrast, Social and Legal issues, Crime and Violence (excluding gender-based violence), and Gender-Based Violence were dominated by stories that reinforced stereotypes, with 100% of stories in each category failing to challenge them. In Celebrity, Arts, and Media, the picture is more balanced: 38% of stories challenged stereotypes, while 63% supported or reinforced them, indicating that some progress is being made in questioning norms in lifestyle and entertainment contexts. For Economy, Science and Health, and Sports, there was either no coverage challenging stereotypes or, where a story existed, it fully challenged stereotypes (as in Sports and Other, each with a single story). Overall, the data suggests that on the Internet, gender stereotypes are most often challenged in high-profile or isolated contexts, such as politics or sports, while coverage of social, legal, and violence-related topics tends to perpetuate existing stereotypes.



**Graphic 23**

In 2025, Internet coverage of stories with women as a central focus shows a highly uneven distribution across different topics. Women are almost completely absent from stories about Politics and Government, Economy, and Science and Health, with only 4% of political stories including women as a central focus and none in the economy or science and health categories. In Social and Legal issues, 21% of stories center on women, while in Crime and Violence (excluding gender-based violence), this rises to 29%, and in Gender-Based Violence, 80% of stories feature women prominently, reflecting that women’s visibility online is largely tied to experiences of victimization. In Celebrity, Arts, and Media, 71% of stories have women as the central focus, indicating a strong presence in entertainment and lifestyle content. Women are less represented in Sports, with 20% of stories highlighting them, but in the “Other” category, all stories (100%) center on women, though this category is small. Overall, the data suggests that online media coverage still portrays women predominantly in contexts of gendered issues, crime, or entertainment, while they remain largely invisible in politics, economy, science, and broader societal discourse.



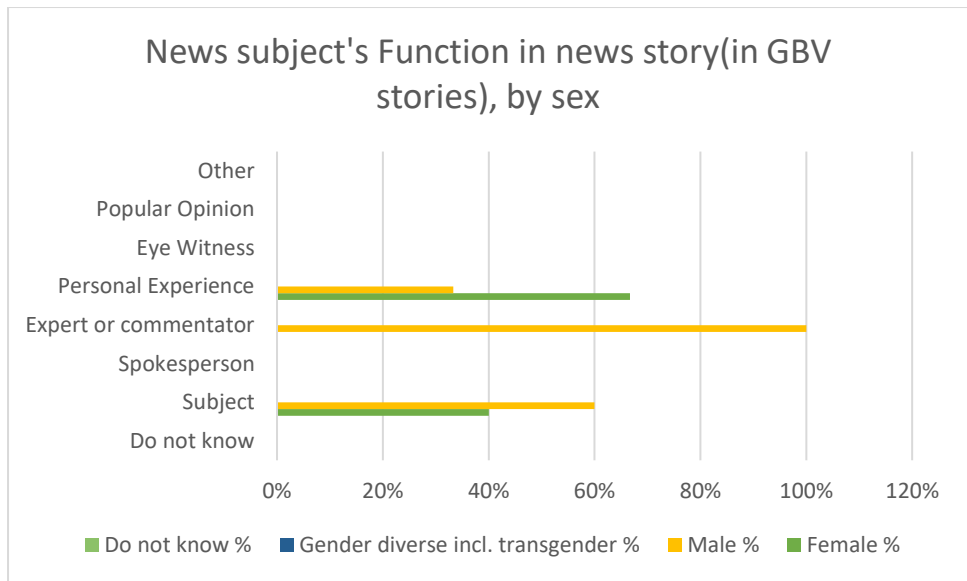
**Graphic 24**

Comparing the 2025 data for B&H with the GMMP 2020 results highlights both continuities and shifts in the online portrayal of women. In 2020, women were underrepresented across most Internet news topics, though they were the central focus in all stories on gender and related issues, in 46% of stories on Celebrity, Arts, Media, and Sports, and in 31% to 12% of stories in Science and Health and Politics, respectively. By 2025, the pattern in B&H shows a sharper concentration: women’s visibility is extremely high in Gender-Based Violence (80%) and Celebrity, Arts, and Media (71%), but nearly absent from Politics, Economy, and Science and Health, with only 4% of political stories featuring women and none in economy or science. Social and Legal stories (21%) and Crime and Violence (29%) show moderate coverage. Compared to 2020, the 2025 data suggest that online coverage has become even more topic-specific, emphasizing women in contexts of victimization and entertainment, while their representation in politics, economy, science, and broader societal issues remains minimal. This indicates a persistence of structural underrepresentation and reinforces stereotypical portrayals rather than a broadening of women’s visibility in professional or public life.

### **FOCUS ON GENDER BASED VIOLENCE**

The obtained data clearly indicate a gender imbalance in the reporting of gender-based violence (GBV), and this reporting reflects broader social patterns of gender inequality and stereotypes.

- Breakdown by subject function in GBV stories
- Subject:
- Women: 40%
- Men: 60%



**Graphic 25**

It is observed that men continue to be more often portrayed as subjects in stories about GBV. This ratio indicates that the media more often reports on men, either as perpetrators or victims, while women are often underrepresented in stories about their own experiences of violence. Women as subjects of these stories often remain invisible, even though they are the ones most affected by this violence.

Expert or commentator:

- Women: 0%
- Men: 100%
- Gender diverse (including trans people): 0%

This data is concerning because it shows that there are no women in the role of expert or commentator in the analyzed stories about GBV. All experts and commentators are men, which reflects the deeper problem of gender imbalance in the media, where women are left out of important conversations about issues that directly affect them. Also, gender diverse people, including trans people, are completely excluded from these discussions, which indicates the marginalization of the LGBTQ+ community in the reporting of GBV.

Personal experience:

- Women: 67%
- Men: 33%

Here, women are dominantly represented, which is understandable because women make up the majority of GBV victims. This information also indicates that reporting often focuses on women as bearers of personal experiences of violence, thus emphasizing the gender-specific nature of violence. However, the presence of men in this category also suggests

that men are beginning to be recognized as victims, especially in the context of domestic violence.

In 2025, analysis of media coverage of GBV shows distinct patterns across different media types, both in terms of sources and subjects. In print media, there is very limited coverage: only one story addresses technology-facilitated GBV, involving one female and two male subjects, while all other sub-topics, including sexual harassment, intimate partner violence, and other forms of gender violence, are entirely absent. Radio and Television show no coverage of any GBV sub-topics, indicating a complete lack of attention to these issues in these media on the monitoring day. Internet coverage is the most visible, but still highly limited and narrowly focused. It includes stories on sexual harassment, rape, and sexual assault against women (2 female, 3 male subjects) and intimate partner violence against women (3 female, 3 male subjects). No coverage is recorded for intimate partner violence against men or gender-diverse persons, nor for other forms of gender violence such as femicide, human trafficking. Overall, these data suggest that GBV remains highly underreported across most media, with Internet being the primary platform where such stories appear, and coverage tends to focus on women as victims, but men also appear as subjects, particularly in online harassment and sexual assault stories. The absence of attention to gender-diverse persons and broader forms of GBV highlights significant gaps in media representation and awareness-raising.

**Table 5 People in GBV stories (sources and subjects), by medium, by sub-topic by sex of subject**

	Print				Radio				Television				Internet			
	Female	Male	erse incl.	do not know	Female	Male	erse incl.	do not know	Female	Male	erse incl.	do not know	Female	Male	erse incl.	do not know
	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Sexual har	0	0	0	0	0	0	0	0	0	0	0	0	2	3	0	0
Intimate p	0	0	0	0	0	0	0	0	0	0	0	0	3	3	0	0
Intimate p	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Intimate p	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Technolog	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other gen	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

In 2025, the data on source selection in GBV reporting by sex of reporter shows a clear pattern: all identified stories were reported by male journalists. For sexual harassment against women, rape, and sexual assault, the sole reporter was male, and the same applies to intimate partner violence against women. Technology-facilitated GBV, including nonconsensual intimate images, online stalking, misogyny, and trolling, was also exclusively reported by male journalists, covering one to two sources depending on the specific story. There was no coverage reported by female or gender-diverse journalists for any GBV sub-topic, and no stories addressed intimate partner violence against men or gender-diverse persons, nor other forms of gender violence such as femicide or human trafficking. Overall, the data indicate that GBV reporting in 2025 relied entirely on male reporters and reflects a lack of gender diversity among journalists covering these sensitive topics, which may influence both source selection and framing of the issues.

**Table 6 GBV reporting, source selection, by sub-topic, by sex of reporter, by sex of**

**source**

**Sexual harassment against women, rape, sexual assault.**

Sex of reporter	Female		Male	
	%	N	%	N
Female	0%	0	0%	0
Male	100%	1	100%	1
Gender diverse incl.				
transgender	0%	0	0%	0
Do not know	0%	0	0%	0

**Intimate partner violence against women**

Sex of reporter	Female		Male	
	%	N	%	N
Female	0%	0	0%	0
Male	100%	1	100%	1
Gender diverse incl.				
transgender	0%	0	0%	0
Do not know	0%	0	0%	0

**Intimate partner violence against men**

Sex of reporter	Female		Male	
	%	N	%	N
Female	0%	0	0%	0
Male	0%	0	0%	0
Gender diverse incl.				
transgender	0%	0	0%	0
Do not know	0%	0	0%	0

**Intimate partner violence against gender diverse persons**

Sex of reporter	Female		Male	
	%	N	%	N
Female	0%	0	0%	0
Male	0%	0	0%	0
Gender diverse incl.				
transgender	0%	0	0%	0
Do not know	0%	0	0%	0

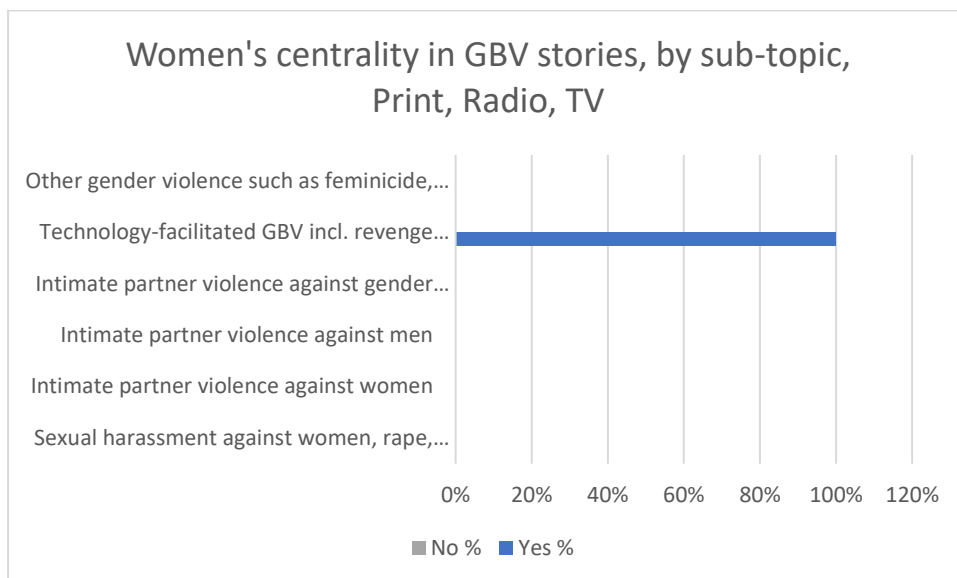
**Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny, online harassment, trolling,...**

Sex of reporter	Female		Male	
	%	N	%	N
Female	0%	0	0%	0
Male	100%	1	100%	2
Gender diverse incl.				
transgender	0%	0	0%	0
Do not know	0%	0	0%	0

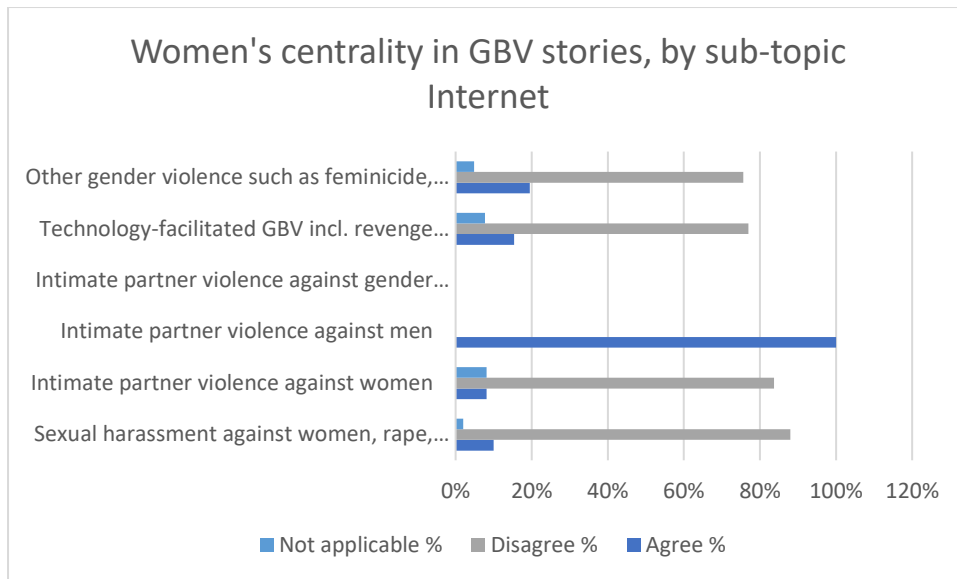
Sex of reporter	Female	Male
-----------------	--------	------

	%	N	%	N
<b>Other gender violence such as femicide, trafficking of girls and women, FGM...</b>				
Female	0%	0	0%	0
Male	0%	0	0%	0
Gender diverse incl. transgender	0%	0	0%	0
Do not know	0%	0	0%	0

The centrality of women in GBV stories in B&H varies significantly by medium and sub-topic. In Print, Radio, and Television, coverage is extremely limited: women are only central in technology-facilitated GBV stories, with 100% of such stories highlighting female subjects, while all other GBV sub-topics, including sexual harassment, intimate partner violence, and other gender violence such as femicide or trafficking, are absent. On the Internet, women are prominently featured in stories on sexual harassment, rape, and sexual assault, with 100% of these stories centering on female subjects. In intimate partner violence against women, 67% of stories feature women as central, while 33% do not, indicating that some stories may focus on other perspectives, such as perpetrators or institutional responses. No Internet stories feature women as central subjects in intimate partner violence against men or gender-diverse persons, nor in other forms of gender violence like femicide or trafficking. Overall, the data show that online media provides the primary platform where women are central in GBV reporting, but their visibility remains highly topic-specific, focused largely on victimization in sexual and technology-facilitated violence.



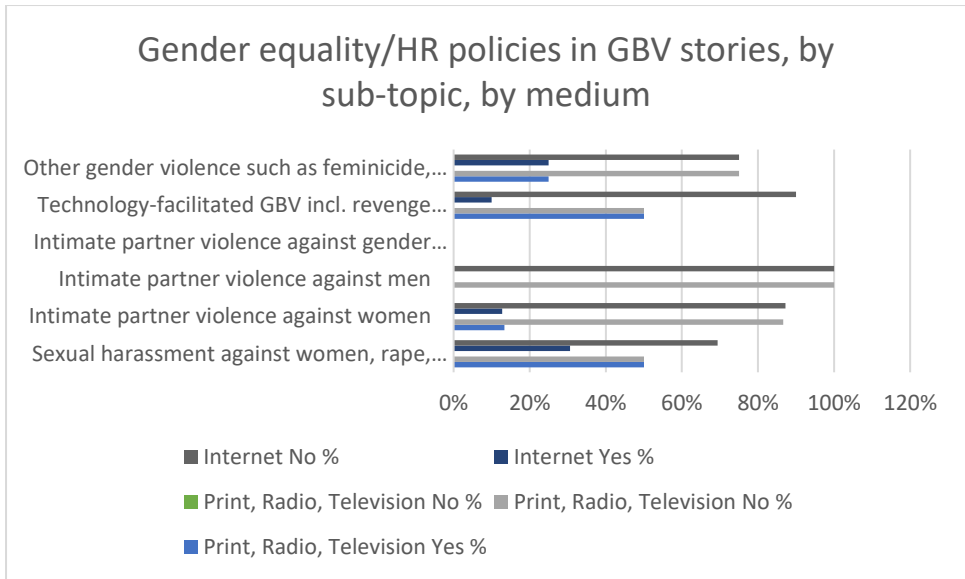
**Graphic 26**



**Graphic 27**

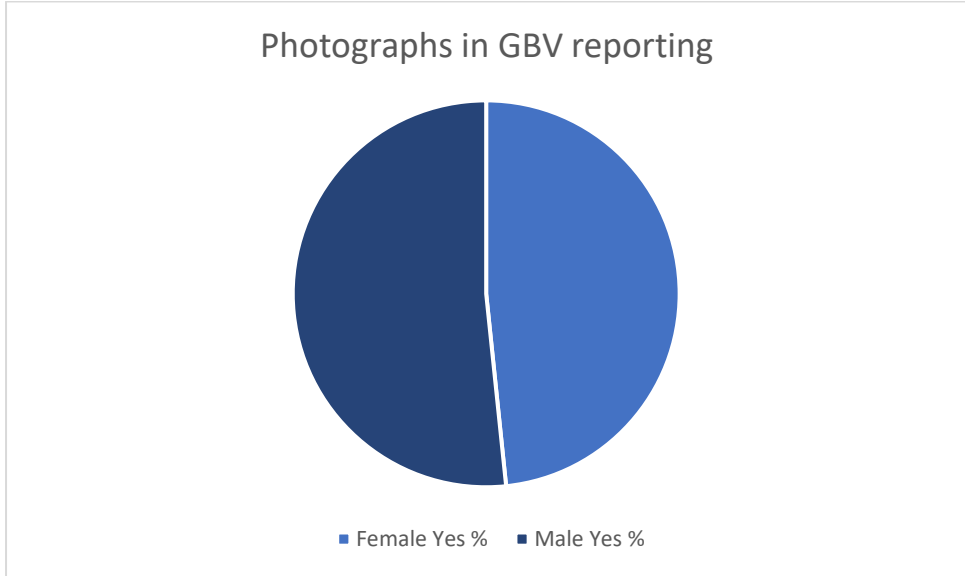
The inclusion of gender equality or human rights (HR) policies in GBV reporting in B&H varies by medium and sub-topic. In Print, Radio, and Television, half of the stories on sexual harassment, rape, and sexual assault (50%) incorporate gender equality or HR perspectives, while the other half do not. For intimate partner violence against women, only 13% of stories address such policies, with the vast majority (87%) omitting them. There is no coverage of intimate partner violence against gender-diverse persons, and intimate partner violence against men is entirely devoid of gender equality or HR framing. Technology-facilitated GBV stories show a 50/50 split in Print/Radio/TV, while other forms of gender violence include gender equality/HR references in 25% of cases. On the Internet, the integration of gender equality or HR policies is even lower. Only 31% of sexual harassment, rape, and sexual assault stories include this perspective, with 69% lacking it. Intimate partner violence against women similarly shows minimal inclusion, at 13%, while intimate partner violence against men and gender-diverse persons remains completely absent. Technology-facilitated GBV stories reference gender equality/HR policies in only 10% of cases, and other gender violence stories do so in 25% of cases.

Overall, these findings indicate that while some attention is paid to gender equality and human rights in GBV reporting, it is largely inconsistent and largely absent, particularly online, reflecting a gap in framing GBV within broader policy and rights-based contexts.



**Graphic 28**

The use of photographs in GBV reporting in B&H shows a clear gendered pattern. For female subjects, 27% of stories included a photograph, while 73% did not, indicating that women’s visual representation in GBV reporting is limited. For male subjects, 29% of stories included photographs. Gender-diverse or transgender subjects were almost entirely absent from photographic representation, with only 1% of stories including a photo. In cases where the sex of the subject was unknown, photographs were used in 40% of stories. Overall, the data suggest that photographs in GBV reporting are unevenly applied, with a strong underrepresentation of both female and male subjects visually, and a near-total invisibility of gender-diverse individuals, which may affect audience perception and the framing of GBV stories.



**Graphic 29**

# CASE STUDIES

## Case Study 1

**Title:** The EU is requesting that Bosnia and Herzegovina introduces new ways of registering companies, no more paperwork and "walking around the counters."

**Published in** Večernji list Newspaper

### Summary

The article was published in Večernji list Newspaper on page 7 on 6 May, 2025. It referred to the initiative of the European Union aimed at digitization of business, with an emphasis on the introduction of a new company registration system that enables business without paper documents and visits to counters.

### Analysis

Along with this news, a neutral photo of a business meeting was used where men and women are sitting equally at the table and negotiating together. This photo represents a positive shift in the visual representation of women in the business and institutional environment, as it sends a message about their equality in professional processes. However, the news text does not include any statement by a woman or the presence of women's voices. Although women are visually present, their role in the narrative remains passive. Women are shown exclusively on an illustrative level, without real participation in important strategic and systemic changes. This, consciously or unconsciously, perpetuates the pattern according to which women, even when present, remain in the background, unable to directly shape the message and content of the news.



**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent B: Good  
C: Fair D: Weak E: Poor



<p><b><u>Professionalism</u></b> Story is fair, accurate and balanced from a gender equality perspective</p> <p>Good, 4 Fair, 3 <b>Weak, 2</b> Poor, 1</p>	<p><b><u>Rights-based approach</u></b> Story clearly highlights the human and/or women's rights dimensions of the issue</p> <p>Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b></p>	<p><b><u>Respect for Freedom of Expression</u></b> Story contains the views, perspectives and concerns of women as well as men, told in their own voices</p> <p>Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b></p>
<p>Total points: <b>A:</b> 10 – 12 points; <b>B:</b> 9 – 10 points ; <b>C:</b> 7 – 8 points ; <b>D:</b> 5 – 6 points ; <b>E:</b> 3 – 4 points</p>		<p><b>GRADE: E</b></p>

## Case study 2

**Title:** Zehra Dizdarevic, Member of Academy of Science, Passes Away  
**Published in Dnevni avaz Newspaper**

### Summary

On May 6, 2025, Dnevni avaz published an article dedicated to Member of Academy of Science, Zehra Dizdarević, on page 4, which highlights in detail her scientific achievements, professional contribution, and significant role in the academic community.

### Analysis

The text is of high quality and respectfully depicts the life and work of one of the most prominent female scientists in Bosnia and Herzegovina. However, it should be emphasized that this kind of recognition only appears on the occasion of her death. This raises a key question: why do we have to wait for a woman to pass away to remember all her accomplishments?

In a society that still does not provide enough space for female scientists, texts like these are precious, but also serve as a reminder of the necessity of continuous media monitoring of the work of living and active academics, university professors and researchers. Their results, innovations and contributions deserve the same visibility and valorization as those of their male counterparts.



Such approaches would not only contribute to balance in media reporting, but also provide an incentive for further promotion of gender equality in the academic and scientific community.

It is commendable that gender sensitive language is used in the text.

**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent B: Good  
C: Fair D: Weak E: Poor



<p><b><u>Professionalism</u></b> Story is fair, accurate and balanced from a gender equality perspective</p> <p><b>Good, 4</b> Fair, 3 Weak, 2 Poor, 1</p>	<p><b><u>Rights-based approach</u></b> Story clearly highlights the human and/or women’s rights dimensions of the issue</p> <p><b>Good, 4</b> Fair, 3 Weak, 2 Poor, 1</p>	<p><b><u>Respect for Freedom of Expression</u></b> Story contains the views, perspectives and concerns of women as well as men, told in their own voices</p> <p><b>Good, 4</b> Fair, 3 Weak, 2 Poor, 1</p>
<p>Total points: <b>A:</b> 10 – 12 points; <b>B:</b> 9 – 10 points ; <b>C:</b> 7 – 8 points ; <b>D:</b> 5 – 6 points ; <b>E:</b> 3 – 4 points</p>	<p><b>GRADE: A</b></p>	

### Case study 3

Title: Global value

Published in Dnevni avaz Newspaper

### Summary


In the same issue of Dnevni avaz, in the Person of the Day section on page 5, news was published about the exceptional international recognition for Colonel Jasmina Kamber Omerbegović, who was nominated for the prestigious Women in Defence UK Award 2025.

### Analysis

This nomination represents exceptional recognition not only for her individual work, but also for the entire system of the armed forces in Bosnia and Herzegovina. Through her actions, Colonel Kamber Omerbegović breaks deep-rooted gender stereotypes about where a woman's "place" is and confirms that women can and should be equal participants in the security and defense sectors. Her story deserves significantly more media space - not as an exception, but as an inspiration for future generations of women who choose atypical careers.



By promoting the success of women in uniform, the media actively participates in shaping new social narratives and empowering women in areas where they are still underrepresented. Such contents contribute not only to the greater visibility of women in specific professions, but also to the spread of awareness of the opportunities that are still often denied to women.

<b>MEDIA ACCOUNTABILITY SCORECARD</b> 		
A: Excellent B: Good C: Fair D: Weak E: Poor		
<b><u>Professionalism</u></b> Story is fair, accurate and balanced from a gender equality perspective  <b>Good, 4</b> Fair, 3 Weak, 2 Poor, 1	<b><u>Rights-based approach</u></b> Story clearly highlights the human and/or women's rights dimensions of the issue  <b>Good, 4</b> Fair, 3 Weak, 2 Poor, 1	<b><u>Respect for Freedom of Expression</u></b> Story contains the views, perspectives and concerns of women as well as men, told in their own voices  <b>Good, 4</b> Fair, 3 Weak, 2 Poor, 1
Total points: <b>A: 10 – 12 points; B: 9 – 10 points ; C: 7 – 8 points ; D: 5 – 6 points ; E: 3 – 4 points</b>		<b>GRADE: A</b>

## Case study 4

**Title:** Sarah Seifer showed culinary skills

**Published in Dnevni avaz Newspaper**

### Summary

On the back page of Dnevni avaz from 06.05.2025. a photo and text about former reality show participant Sarah Seifert was published. The text states that she is a former reality show participant, and that she will present herself at cooking, in the show "Dinner for 5". The 5-sentence text is accompanied by a photo showing her in a very skimpy underwear and with a Santa Claus hat on her head.

### Analysis

Sarah Seifert has been labeled as a "beauty" and a "good cook." This portrayal implies that her physical attractiveness and domestic skills are the main values that society attributes to women, reduced to traditional and limited roles. Such a way of presenting not only ignores the complexity of her personality, but also perpetuates social norms that reduce women to their bodies and abilities associated with family life, thereby diminishing their professional and intellectual contributions. The use of sexualised imagery, particularly near-nude visual representation unrelated to the content of the story, further objectifies women and shifts the focus away from any substantive achievements or competencies.



The sexualization of women in the media can also serve as "bait" for misogyny and hate speech. Such presentations enable and normalize objectification, creating space for negative stereotypes that portray women as objects of desire rather than as active participants in social, political and professional life. Using physical beauty as a basic criterion of a woman's value supports prejudices and social dynamics that deny women equal visibility and a role outside traditional frameworks.

Therefore, it is important for the media to recognize their responsibility in portraying women in a broader, more equal context, in which their achievements, intellectual work and professional successes are recognized and valued, and not just their physical characteristics.

**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent B: Good  
C: Fair D: Weak E: Poor



<p><b><u>Professionalism</u></b> Story is fair, accurate and balanced from a gender equality perspective</p> <p>Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b></p>	<p><b><u>Rights-based approach</u></b> Story clearly highlights the human and/or women’s rights dimensions of the issue</p> <p>Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b></p>	<p><b><u>Respect for Freedom of Expression</u></b> Story contains the views, perspectives and concerns of women as well as men, told in their own voices</p> <p>Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b></p>
<p>Total points: <b>A:</b> 10 – 12 points; <b>B:</b> 9 – 10 points ; <b>C:</b> 7 – 8 points ; <b>D:</b> 5 – 6 points ; <b>E:</b> 3 – 4 points</p>	<p><b>GRADE: E</b></p>	

## Case study 5

**Title:** Kim Kardashian got annoyed because a security guard stepped on her dress, the video caused reactions

**Published on Klix portal on 6 May 2025**

[https://www.klix.ba/magazin/showbiz/kim-kardashian-se-iznervirala-jer-je-zastitar-nagazio-njenu-haljину-snimak-izazvao-reakcije/250506054#google\\_vignette](https://www.klix.ba/magazin/showbiz/kim-kardashian-se-iznervirala-jer-je-zastitar-nagazio-njenu-haljину-snimak-izazvao-reakcije/250506054#google_vignette)

### Summary

The article was published on the web portal Klix on 6 May, 2025. It is about Kim Kardashian's brief confrontation with a security guard who stepped on her dress as she headed to the Met Gala.


### Analysis

This story portrays women in a way that is highly superficial and emotionally judgmental. The entire article focuses on Kim Kardashian's appearance, her dress, and a brief moment of irritation, instead of acknowledging her broader public or professional identity. Her reaction is treated as a spectacle, and the public comments included in the article reinforce a familiar pattern in which women's emotions are policed more harshly than men's.



A simple, human response to someone stepping on her gown becomes a subject of moral debate, which reflects a gendered expectation that women must remain calm, agreeable, and non-confrontational at all times. The framing reduces her to a combination of glamour, behaviour, and drama, without any context about her influence, business achievements, or work outside entertainment. Mentioning that she was with her daughter adds yet another layer of intrusive scrutiny that female celebrities, especially mothers, face routinely. The fact that the media went as far as to hire a lip-reader to interpret what she said highlights the degree of hyper-surveillance applied to famous women. This is an extraordinary measure that reveals how trivial incidents involving women are magnified and sensationalised. It shows an eagerness to manufacture controversy and extract drama from moments that would likely be ignored if they involved a male celebrity. Using a lip-reader is not only invasive but also signals that the media feels entitled to dissect every private word or gesture made by a woman in public. Instead of reflecting on the charitable purpose of the event or the artistic and cultural relevance of the Met

Gala, the article chooses to focus on a fleeting irritation and turn it into entertainment, which reinforces a wider pattern of reducing women to spectacle rather than subjects with depth and agency.

<b>MEDIA ACCOUNTABILITY SCORECARD</b> 		
A: Excellent B: Good C: Fair D: Weak E: Poor		
<b><u>Professionalism</u></b> Story is fair, accurate and balanced from a gender equality perspective  Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b>	<b><u>Rights-based approach</u></b> Story clearly highlights the human and/or women's rights dimensions of the issue  Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b>	<b><u>Respect for Freedom of Expression</u></b> Story contains the views, perspectives and concerns of women as well as men, told in their own voices  Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b>
Total points:  <b>A:</b> 10 – 12 points; <b>B:</b> 9 – 10 points ; <b>C:</b> 7 – 8 points ; <b>D:</b> 5 – 6 points ; <b>E:</b> 3 – 4 points		<b>GRADE: E</b>

## Case study 6

**Title:** Hailey Bieber attending the Met Gala without Justin: Fans named her the saddest woman of the night

**Published on Klix portal on 6 May 2025**

<https://www.klix.ba/magazin/showbiz/hailey-bieber-se-na-met-gali-pojavila-bez-justina-fanovi-je-prozvali-najtužnijom-zenom-veceri/250506082>

**Summary:** The article was published on the web portal Klix on 6 May, 2025. It writes about Hailey Bieber attending the Met Gala without her husband Justin Bieber.

### Analysis:

The article centres on Hailey Bieber’s appearance at the Met Gala and uses her solo presence—without Justin Bieber—to construct a narrative of emotional fragility, distance, or sadness. Although Hailey appears composed and professionally styled, the reporting emphasizes readers’ and social-media users’ interpretations of her facial expressions, suggesting she looked “sad,” “quiet,” or “distanced.” This framing shifts the focus away from her agency, her fashion choice, and her professional presence, and instead




speculates about her emotional state, reinforcing a familiar media pattern in which women are read through an emotional lens rather than through their actions or achievements.

The repeated reference to past drama involving Justin’s ex-girlfriend, as well as the suggestion that Hailey avoided events because of that incident, further reduces her to the role of a woman defined by her husband’s relationships and fan conflicts. By juxtaposing her poised appearance with Justin’s unrelated, relaxed Instagram activity, the article subtly positions Hailey as lonely, troubled, or neglected, reinforcing gendered narratives that spotlight women’s supposed insecurity or sadness in their partners’ absence.

The reporting also draws heavily on social-media commentary—such as calling her “the saddest woman of the night”—which amplifies voyeuristic and speculative interpretations rather than factual information. This contrasts with how Justin is portrayed: the article treats his behavior (excessive spending, emotional issues, frustration with paparazzi) as his own internal struggle, while Hailey’s portrayal is

filtered through how she appears *to others*. In this way, the coverage reflects a broader media trend in which women are framed primarily through their emotionality, relationships, and perceived vulnerability, rather than their autonomy, career, or self-representation.

<b>MEDIA ACCOUNTABILITY SCORECARD</b> 		
A: Excellent B: Good C: Fair D: Weak E: Poor		
<b><u>Professionalism</u></b> Story is fair, accurate and balanced from a gender equality perspective  Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b>	<b><u>Rights-based approach</u></b> Story clearly highlights the human and/or women's rights dimensions of the issue  Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b>	<b><u>Respect for Freedom of Expression</u></b> Story contains the views, perspectives and concerns of women as well as men, told in their own voices  Good, 4 Fair, 3 Weak, 2 <b>Poor, 1</b>
Total points:  <b>A: 10 – 12 points; B: 9 – 10 points ; C: 7 – 8 points ; D: 5 – 6 points ; E: 3 – 4 points</b>		<b>GRADE: E</b>

## SUMMARY AND CONCLUSIONS

The analysis of data collected during the GMMP 2025 monitoring day reveals persistent and structural gender imbalances in media reporting, particularly in coverage of gender-based violence (GBV) and broader public-interest topics. Men continue to dominate as subjects, sources, experts, and commentators across almost all media formats, while women and gender-diverse people remain significantly underrepresented, especially in positions of authority and expertise.

In GBV-related reporting, women are predominantly portrayed through personal experiences and victim narratives, accounting for the majority of eyewitness and survivor roles. While acknowledging and validating women's experiences of violence is essential, this narrow framing reinforces stereotypes of women as passive victims, while men are more frequently positioned as active subjects, decision-makers, or authoritative voices. The complete absence of women and gender-diverse people as experts or commentators in GBV stories further limits the diversity and depth of public discourse and marginalizes perspectives that are crucial for understanding the structural nature of violence.

Across thematic areas, women are largely excluded from coverage related to politics, economics, science, and social decision-making, where their presence remains minimal. Their visibility is highest in entertainment and arts, yet even there women are often portrayed through stereotypical lenses tied to appearance, emotions, or traditional family roles. Gender-sensitive reporting that affirms women's rights and promotes equality remains limited in key social and political topics and is most visible only in entertainment content and selected reports on violence against women.

Media reporting also shows a lack of inclusive and intersectional perspectives. Marginalized communities, such as Roma women and men, are rarely covered in substantive ways, with reporting often confined to cultural or folkloric events rather than addressing systemic discrimination, poverty, or exposure to violence. Gender-diverse people, including trans persons, are almost entirely absent from both GBV reporting and broader news coverage, further reinforcing their social invisibility.

These findings underline the urgent need for more balanced, inclusive, and responsible journalism. Media outlets should actively increase the representation of women and gender-diverse people as experts, professionals, and political actors, particularly in areas that shape public policy and societal values. Expanding the range of sources to include health professionals, academics, activists, and community representatives would significantly improve the quality and contextual depth of GBV reporting.

Ultimately, the media play a central role in shaping social norms and public understanding of gender equality. More gender-balanced and gender-sensitive reporting can contribute to dismantling harmful stereotypes, empowering women and gender-diverse people, and strengthening collective responsibility in preventing and addressing gender-based violence. The GMMP 2025 findings clearly demonstrate that achieving this balance requires sustained commitment, editorial accountability, and a conscious effort to reflect the full diversity of voices and experiences in society.

## RECOMMENDATIONS AND ACTION PLAN 2026-2030

The GMMP 2025 findings confirm that gender imbalance in media reporting in Bosnia and Herzegovina is not incidental but structural, reflected in editorial priorities, source selection, and framing of public-interest issues—particularly gender-based violence (GBV). To address these gaps and advance gender equality in the media, the following recommendations outline priority actions for the period 2026–2030.

### **1. Increasing representation of women and gender-diverse people in expert and commentator roles**

Media outlets should proactively increase the presence of women and gender-diverse people as experts, analysts, and commentators, especially in reporting on GBV, crime, social policy, health, justice, and politics. GMMP 2025 data show that expert commentary in GBV stories is dominated exclusively by men, reinforcing unequal power dynamics and limiting the diversity of perspectives presented to the public.

Action steps include developing gender-balanced expert databases, collaborating with women’s organizations, academic institutions, and professional associations, and establishing internal editorial targets for source diversity. Ensuring that women and gender-diverse people are regularly quoted as authoritative voices will contribute to more informed, credible, and inclusive public debate and challenge entrenched norms that associate expertise and authority primarily with men.

### **2. Expanding representation of women and gender-diverse people as active subjects and leaders in GBV stories**

Media reporting on GBV should move beyond victim-centered narratives and actively portray women and gender-diverse people as agents of change, including advocates, survivors, professionals, policymakers, and community leaders. GMMP 2025 findings show that women are predominantly represented through personal experiences of violence, reinforcing stereotypes of passivity and vulnerability.

Journalists are encouraged to report on prevention initiatives, survivor-led advocacy, institutional accountability, legal reforms, and grassroots activism, as well as stories of recovery, resistance, and resilience. This broader framing supports a shift from individualised portrayals of violence toward an understanding of GBV as a systemic social problem requiring collective action and institutional responsibility.

### **3. Empowering journalists through systematic training in gender-sensitive reporting**

Continuous and institutionalized training in gender-sensitive and ethical reporting is essential to addressing the biases identified in GMMP 2025. Journalists and editors should be equipped to recognize gender stereotypes, avoid sensationalism, use gender-sensitive language, and provide broader social and structural context in GBV reporting.

Training programmes should cover topics such as femicide, technology-facilitated GBV, intersectionality, ethical use of images, survivor-centred reporting, and the Istanbul Convention standards. Media organizations are encouraged to integrate gender sensitivity into editorial guidelines and codes of ethics, ensuring that these principles are applied consistently across all sections, not only in stories explicitly labelled as “women’s issues.”

#### **4. Increasing visibility and inclusion of gender-diverse people in GBV reporting**

Gender-diverse people, including trans and non-binary individuals, are almost entirely absent from GBV coverage, despite facing heightened risks of violence and discrimination. Media outlets should make deliberate efforts to include gender-diverse perspectives in reporting on GBV, human rights, health, and social policy.

This includes respectful representation, accurate terminology, and consultation with LGBTQI+ organizations and advocates. Inclusive reporting not only acknowledges the experiences of all victims of violence but also contributes to a more comprehensive understanding of GBV as a phenomenon that affects people across gender identities, reinforcing the principle of equality and non-discrimination.

Implementing these recommendations between 2026 and 2030 requires commitment from media owners, editors, journalists, regulators, and civil society. By diversifying sources, expanding narratives, and embedding gender sensitivity into everyday journalistic practice, the media in Bosnia and Herzegovina can play a transformative role in challenging patriarchal norms, amplifying marginalized voices, and advancing gender equality. The GMMP 2025 findings provide a clear evidence base—and an urgent call to action—for sustained reform in media representation and reporting practices.

#### **ACTION PLAN 2026-2030**

- Share the GMMP 2025 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 2025 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**

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

### **How the monitoring took place**

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, how is gender portrayed on an ordinary news day? The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency.

To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

## **Conclusion**

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of

volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

## **References**

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## **Annex 2. List of Monitors**

1. Abida Pehlic
2. Alma Muratovic-Kajmaz
3. Aida Karabeg
4. Ruzica Ljubičić
5. Edina Alihodžić Ince
6. Lea Bagarić
7. Karla Bjeliš
8. Lucija Sabljic
9. Martina Baotic
10. Ivo Žaja
11. Petra Čuturić
12. Ana Radišić
13. Una Ercegović
14. Ana Pavličević
15. Katarina Matijević
16. Ivana Grubeša
17. Jelena Franjčević



Udruženje  
**Novi put**



Association  
**“Novi put”**

WACC  
80 Hayden Street  
Toronto  
ON M4Y 3G2  
Canada

**Tel:** +1 416 691 1999  
[gmmp@waccglobal.org](mailto:gmmp@waccglobal.org)  
[www.whomakesthenews.org](http://www.whomakesthenews.org)

**FB** [@Global.Media.Monitoring.Project](https://www.facebook.com/GlobalMediaMonitoringProject)  
**X** [@whomakesthenews](https://twitter.com/whomakesthenews)  
**Instagram** [@gmmpglobal](https://www.instagram.com/gmmpglobal)

Association “Novi put”  
Adema Buća 10  
88000 Mostar  
Bosnia and Herzegovina

**Tel:** +387 36 988 022  
[info@newroadbih.org](mailto:info@newroadbih.org)  
[www.newroadbih.org](http://www.newroadbih.org)

**FB** [@udruzenjenoviput](https://www.facebook.com/udruzenjenoviput)  
**LinkedIn:** [@association-novi-put](https://www.linkedin.com/company/association-novi-put)  
**Instagram:** [@udruzenjenoviput](https://www.instagram.com/udruzenjenoviput)

