



Women byline Up by 3% in print news

A REPORT ON GENDER CONTENTS MONITORING OF NATIONAL MEDIA
(2020)



Women byline Up by 3% in print news

Freedom Forum hereby presents report of media content monitoring through gender perspective for 2020. The monitoring report is in continuation since 2016.

We commenced the activity with an aim to advocate for the gender balance in media contents, thereby contributing to the balance in newsrooms. FF selected nine major national dailies, six internet based news portals and 21 dailies representing seven provinces for this. The activity is supported by Free Press Unlimited, an organization based in Netherlands working for protection and promotion of freedom of expression across the globe.

Monitoring is done on main news stories (published on the first and second pages) of the selected dailies and news from main news section of the online portals. News stories are then scanned for their bylines, quoted sources, headlines and stories highlighting gender biases.

In the recent past year 2019, FF had recorded 13% women in both news byline and as sources directly quoted in those stories. Again, in the online news stories they covered 17% space in byline with 12% into contents as sources. Likewise, 20% of the articles published in those national dailies during the monitoring period were written by female authors.

Although data showed gradual increase in the percentage of women in the news contents during monitoring period from 2016 to 2019, the change is yet to be satisfactory. Hence, FF this year adopted a separate methodology of monitoring the selected media for a whole month (February 2020) to extract data on the given variables and observed trends of women inclusion in comparison to previous data.

Monitored media

National broadsheets:- Kantipur (Kan), Annapurna Post (AP), Nagarik (Nag), Gorkhapatra (GP), Naya Patrika (NP), The Kathmandu Post (TKP), Republica (Rep), The Rising Nepal (TRN), and The Himalayan Times (THT)

Online news portals:- www.setopati.com, www.ratopati.com, www.onlinekhabar.com, www.lokaantar.com, www.baahrakhari.com, and www.pahilopost.com

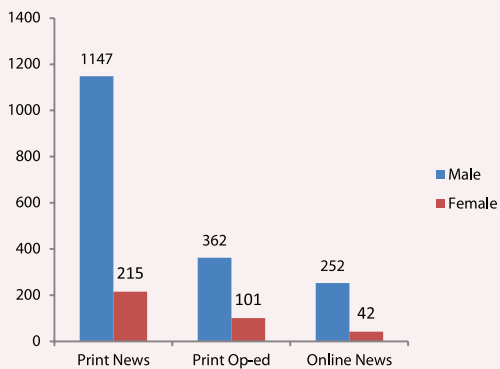
Analysis

A) Women in News Byline:

During a month-long monitoring, total 2,087 main news stories and 463 opinion articles were scanned for study on presence of women as reporters from print media.

When scanned 2,087 main news, it revealed 1,362 named bylines and 740 unnamed. Among those named bylines, 16% are of female reporters against 84% male reporters. On the other hand, 22% of the opinion articles are found to be written by female authors against 78% male authors.

FIGURE 1: GENDER IN NEWS BYLINE



Looking into the broadsheets, The Rising Nepal contributes to the highest number of women in news byline (43) with Kantipur daily containing the highest number of opinion articles written by female authors among others. Likewise, The Kathmandu Post contains news with the highest number of male byline.

FIGURE 2: BYLINES RECORDED FROM THE MAIN NEWS IN NINE BROADSHEETS

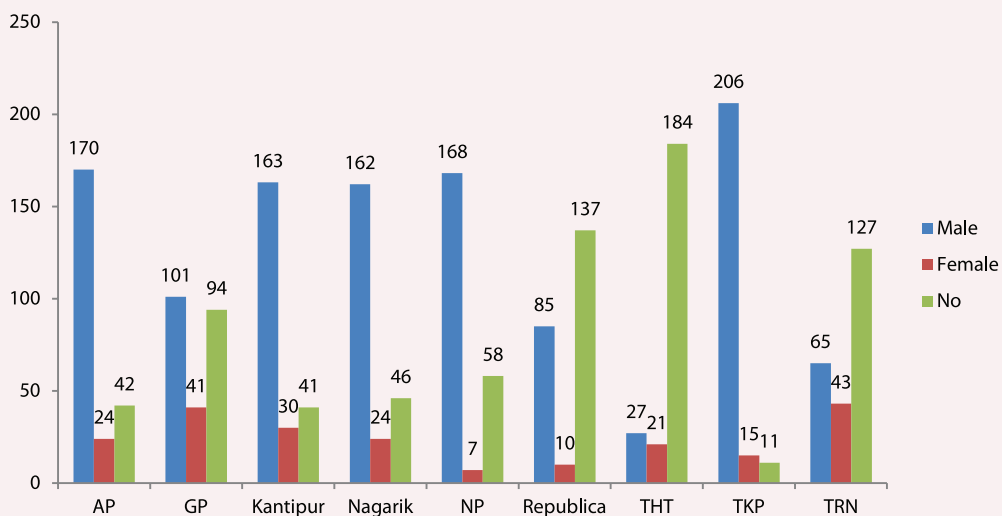
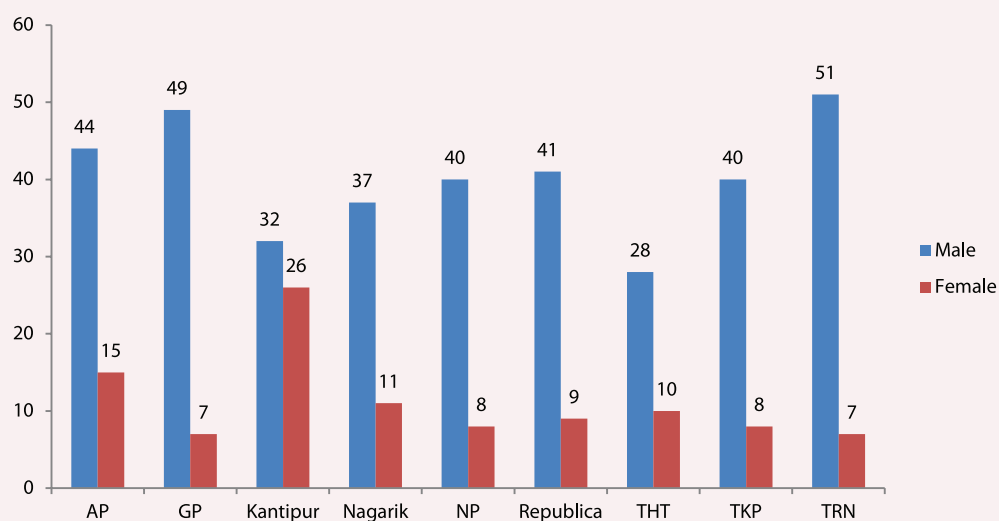


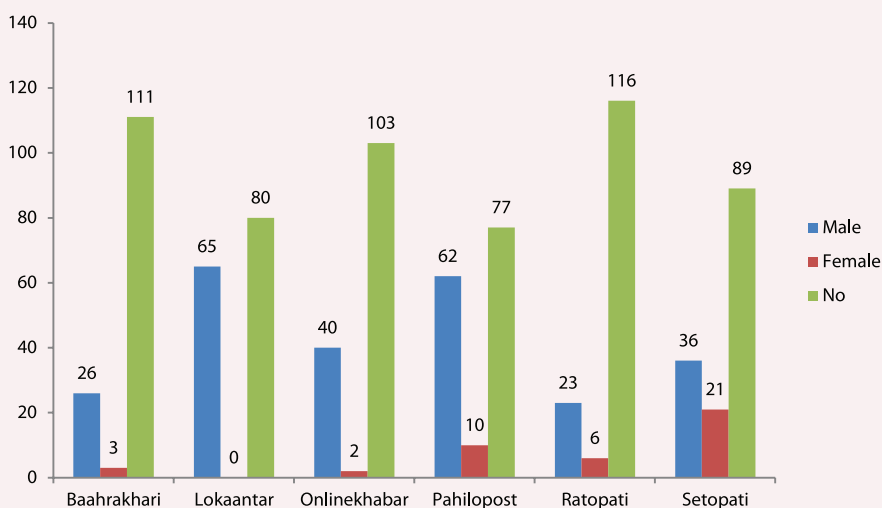
FIGURE 3: AUTHORS OF OP-ED ARTICLES PUBLISHED ON NINE BROADSHEETS



Meanwhile, among 215 bylines of female reporters recorded from print news, 101 are from the news published on front page. Among the broadsheets, the highest number of news with female in byline published on the front page are found in TRN (28) followed by Gorkhapatra (18) and The Himalayan Times (18).

Similarly, 870 news stories scanned from main news section of internet-based portals show 14% byline of female reporters among 294 named bylines. Comparing among the portals, Lokaantar contains the highest number of stories with male byline and Setopati contributes to the highest number of stories (50%) with female byline.

FIGURE 4: FEMALE BYLINES RECORDED FROM THE MAIN NEWS OF SIX ONLINE PORTALS



B) Gender in News sources:

News stories selected from front pages of broadsheets are again scanned for sources quoted which revealed 13% women and 87% men among 4,326 persons quoted as news sources. Among the total, 360 are identified as secondary sources such as- data, records, statements, reports, etc.

FIGURE 5: GENDER IN NEWS SOURCES

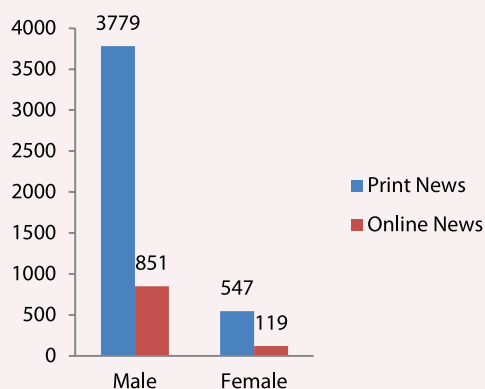
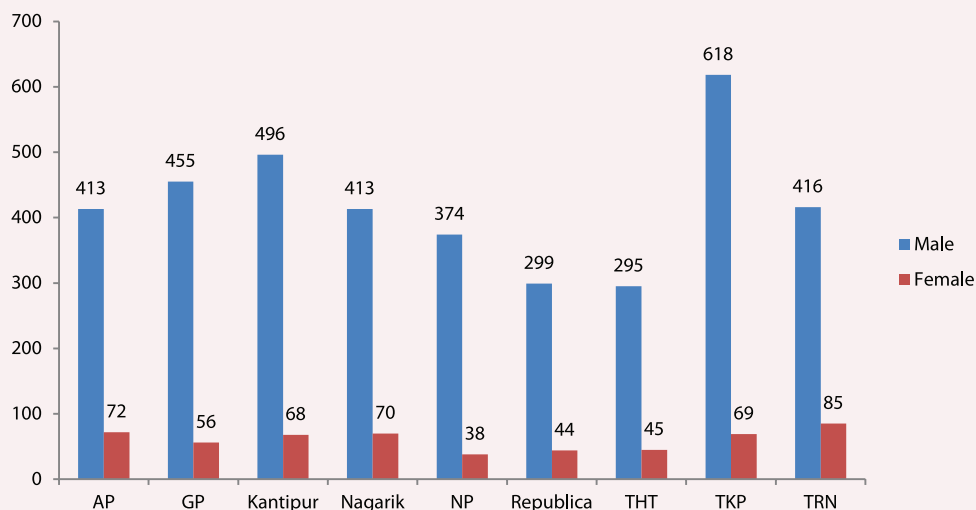


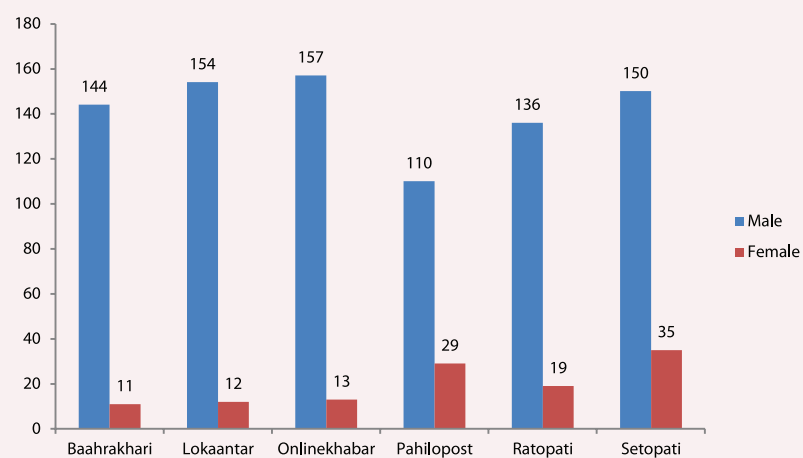
FIGURE 6: SOURCES QUOTED IN NEWS SCANNED FROM NINE BROADSHEETS



Among the broadsheets, news stories from TRN are found to quote the highest number of women as sources while TKP quoted the highest number of men.

On the news stories scanned from six online portals, 12% of 970 person sources are women with remaining 88% men. Among total, 386 are secondary sources.

FIGURE 7: SOURCES QUOTED IN NEWS MONITORED FROM SIX ONLINE NEWS PORTALS



Among the news portals, stories scanned from Setopati online are found to quote the highest number of women as sources, whereas news from Onlinekhabar quoted the highest number of men as source.

C) Topic of the story:

During a month of monitoring, 2,550 news and articles were scanned from national broadsheets. Those news and articles were then separated into six categories according to their headlines. Those categories are: - Politics and Government, Economy, Science and Health, Social and Legal, Crime and Violence and others.

FIGURE 8: TOPICWISE DISTRIBUTION OF NEWS SCANNED FROM THE BROADSHEETS

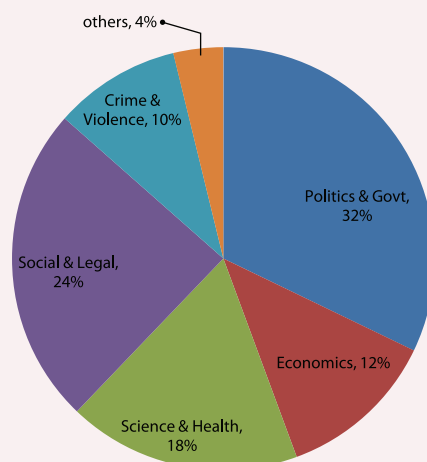
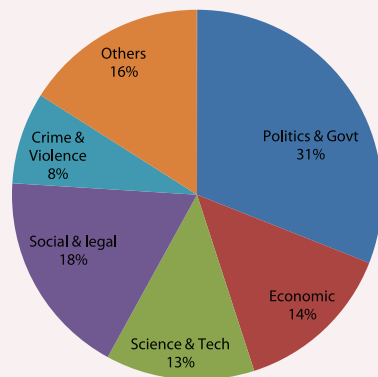


FIGURE 9: TOPICWISE DISTRIBUTION OF NEWS FROM ONLINE NEWS PORTALS



Among the total, majority of the stories are about government and politics (32%) followed by social news (24%). Among the broadsheets, the Annapurna Post is found to publish more political news (121) on its front page than others while the Kantipur (82) publishes majority of news about social and legal issues.

On the other hand, 870 news items were scanned from six online portals during the month among which stories about politics and government occupy major space (31%) besides 18% social news.

Among the news portals, Lokaantar is found to publish majority of news on political issues (54) as main news and Setopati published the highest number of news about social and legal issues (34). It is worth mentioning that majority of news scanned from Setopati and Pahilopost online are about social issues and sports/entertainment respectively.

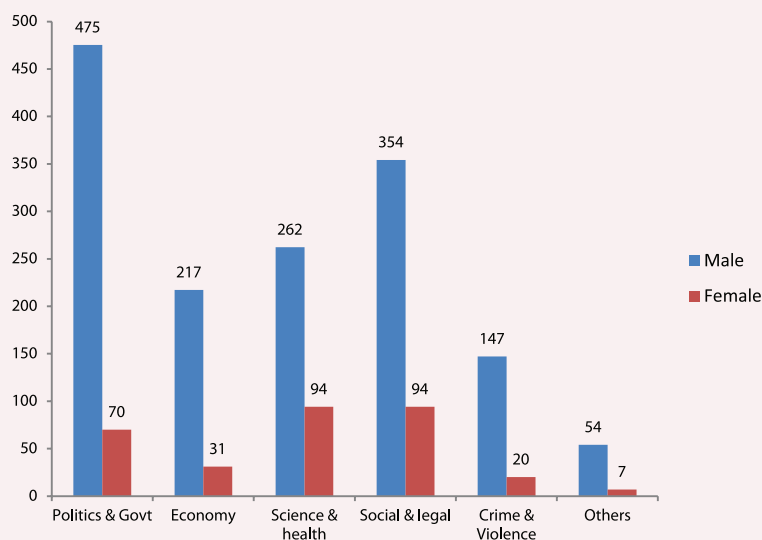
D) People in the news:

While linking journalists and news sources to the type of story they are involved with, data recorded for byline and sources are also scrutinized on the basis of topic of the stories.

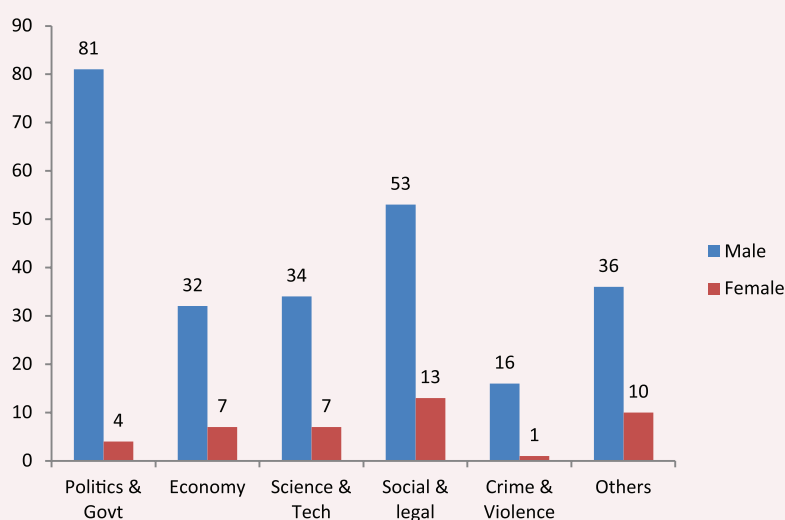
i. News byline

Analysis revealed that the political stories have maximum byline of male reporters, whereas social news is found to be reported more by female journalists.

Among 1,509 male bylines derived from print contents, the highest-31% is from news about politics and government. Likewise, among 316 female bylines the highest- 30% each are from news on social/ legal and science/ health.

FIGURE 10: FEMALE BYLINE VERSUS HEADLINES IN NEWS FROM BROADSHEETS

Again, among 252 male bylines identified from news of online portals, 32% is from news about politics and government, while among 42 female bylines 31% are from news on social issues.

FIGURE 11: BYLINE VERSUS HEADLINES IN NEWS FROM ONLINE NEWS PORTALS

ii. News sources

According to the data, trend of sources and topic of the story is also somehow similar to that of news byline.

Among 3,779 directly quoted male sources identified from print news, the highest (30%) come from news about politics and government and among 547 female sources maximum (29%) come from news on social and legal issues.

FIGURE 12: NEWS SOURCE VERSUS HEADLINES IN CONTENTS SCANNED FROM BROADSHEETSTALS

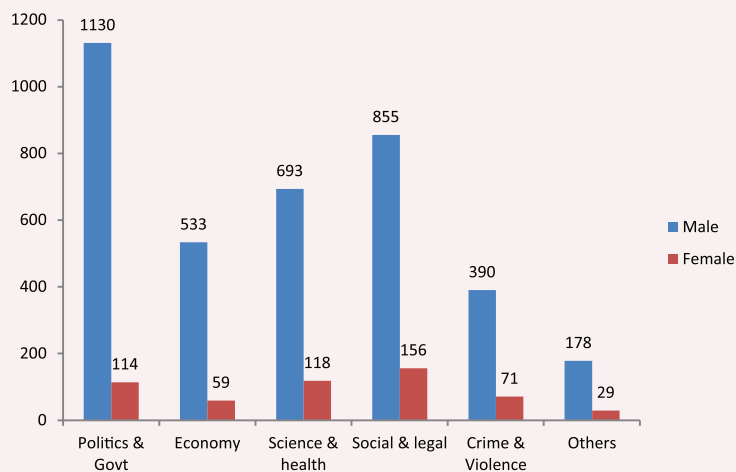
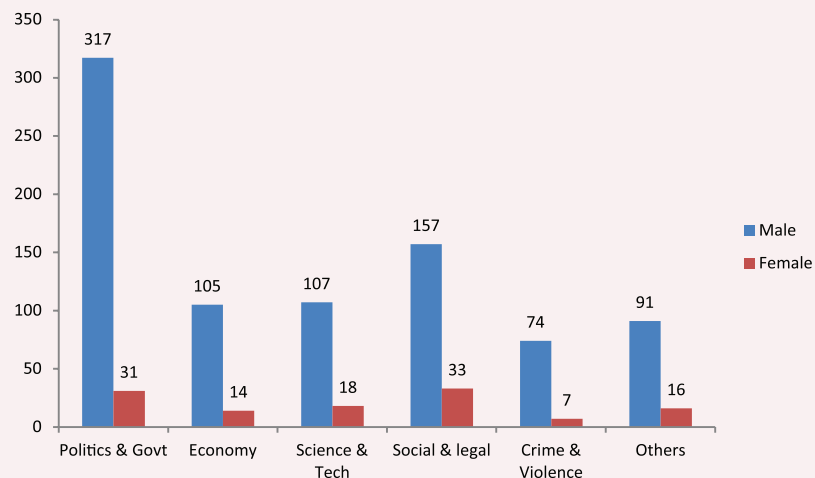


FIGURE 13: NEWS SOURCES VERSUS HEADLINES IN NEWS FROM ONLINE PORTALS

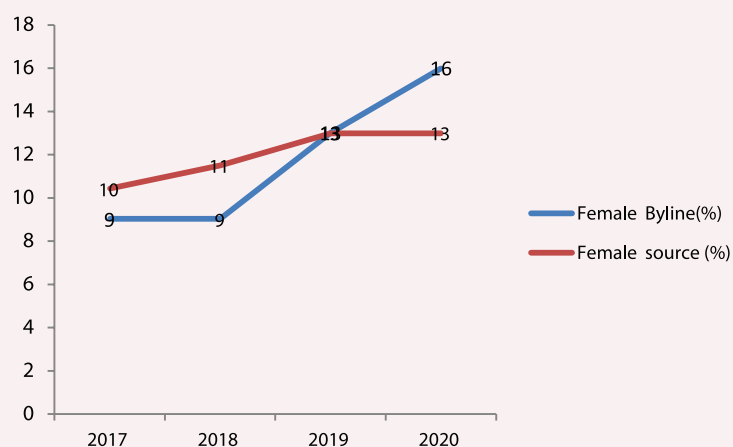


Likewise, out of 851 male sources from online news majority (37%) are derived from political news, whereas majority (28%) of 119 total female sources is from social news.

E) Annual trend of women inclusion in Nepali media contents

Data recorded from monitoring of Nepali media contents through gender perspectives which started from 2016 show gradual increase in the percentage of news with female in bylines published on the selected broadsheets.

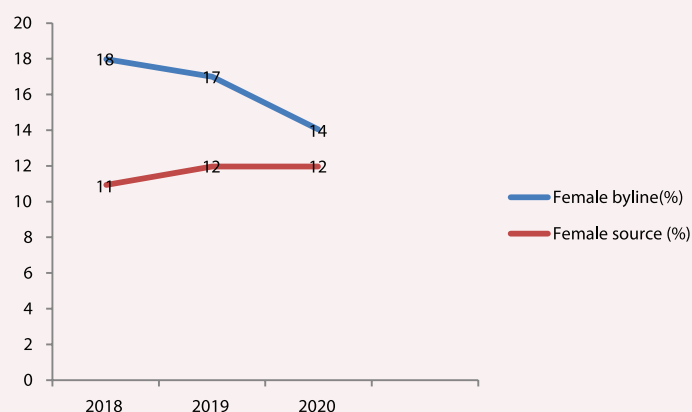
FIGURE 14: TREND OF FEMALE INCLUSION IN THE CONTENTS OF PRINT MEDIA



As shown in the above figure, data line of female byline seems moving upward to this year, while that of male byline seems coming downward with year.

However, their inclusion as news sources does not show significant change with the increasing year of monitoring.

FIGURE 15: TREND OF FEMALE INCLUSION IN THE CONTENTS OF ONLINE MEDIA



In case of the news from online portals, percentage of women in news byline show decreasing trend, whereas trend for news sources is consistent for two years.

Observation:

Started from 2016 and coming to the year 2020, Freedom Forum has witnessed **multiple variations (for example, increase in percentage of female byline from 9% to 13% and percentage of female sources from 10% to 13% in the monitoring reports from 2017 to 2019)** in the data of women inclusion in Nepali media contents. Apart from few positive changes, this report of 2020 again portrays women in submissive role against their counterparts in the media contents.

Data obtained from a month long monitoring of contents from national media outlets reveal less representation of women as compared to men in both news byline and as news sources. According to the data, women occupy 16% and 14% space in the bylines of news scanned from print and online media respectively. It is 3% increase in the print media while 3% decrease in online media as compared to 2019.

Similarly, their presence as opinion authors has also increased by 2% this year resulting into 22% as compared to the last year 2019.

Looking into their presence as news actors, 13% and 12% women are quoted as sources in the main news contents of print and online news respectively.

Among the monitored broadsheets, news contents scanned from The Kathmandu Post and The Rising Nepal contain the highest number of men and women both in byline and as sources. Likewise, among online media, Setopati alone contributes to the maximum inclusion of women both in byline and as sources.

It is worth mentioning that almost 50% of the total female bylines recorded during the monitoring have come from the news published on the front pages of print media- majority of which is contributed by state-owned media TRN and Gorkhapatra; then followed by THT.

Yet again, majority of media are found to publish maximum news about politics and government as main news followed by news about social issues. Despite this fact, majority of female journalists and sources are found in the news about social and legal issues in both print and online media.

Conclusively, contents of print media show increased participation of women as compared to online media. Among print media too, contents of state-owned media have exhibited significant increase in presence of women. Most importantly, THT which contained minimal number of women in bylines before has published the highest number of news with female byline on its front page after TRN and GP.

Recommendations

To the government and policy makers:

- Appoint women as spokesperson and information officers at public agencies
- Enforce and facilitate media houses to develop gender policies and guidelines for making balanced and safe newsrooms.
- Launch safety scheme for women journalists

To media regulatory bodies:

- Monitor media houses' news rooms and publish contents on how balanced are their contents
- Facilitate media houses to appoint women in leadership roles
- Train women experts in media and communication skills

To media houses/ Editors:

- Appoint more competent female journalists in editorial role and include those in editorial meetings
- Recruit more female journalists and assign them on mainstream beat reporting
- Train newsroom staffs in reporting skills and maintaining gender balance in contents.
- Analyze content for representation and portrayal of men and women
- Direct reporters to include women experts' voice on their reporting along with men
- Ensure health safety to women journalists in the wake of coronavirus spreading across the globe

To journalists:

- Avoid portraying women in traditional stereotypical way in the stories,
- Search more women experts for their voices in your stories

*[http://womeninnews.org/ckfinder/userfiles/files/Gender%20Balance%20Guidebook_FINAL_RGB%20\(1\).pdf](http://womeninnews.org/ckfinder/userfiles/files/Gender%20Balance%20Guidebook_FINAL_RGB%20(1).pdf)

----- **The End** -----

Freedom Forum is an independent, non-governmental and not-for-profit civil society organization working for the cause of social accountability, democracy and human rights focused on press freedom, freedom of expression and right to information in Nepal. Incepted in 2005, Freedom Forum has emerged as a prominent national organization in promoting access to information and freedom of expression through dialogue, research, training, public advocacy and campaign and programme implementation. Currently, the organization is working on the issues of public finance management, budget transparency, open data and aid governance, political and parliamentary accountability, freedom of expression online and open government partnership (OGP) based on its on-hand experience and learning.

**Freedom Forum**

P.O. Box: 24292

Block No. 22, Adarsha Marg

Thapathali, Kathmandu, Nepal

Telephone: 977-1-4102022, 4102030

Fax: 977-1-4226099

Email: info@freedomforum.org.np

monitoring@freedomforum.org.np

Web: www.freedomforum.org.np

www.nepalpressfreedom.org