



Provincial media *more* *inclusive than* National media

A REPORT ON GENDER CONTENTS MONITORING OF PROVINCIAL MEDIA
(July-September- 2018)



Provincial media more inclusive than National media

Freedom Forum hereby presents its third report of media content monitoring from 21 major dailies from seven provinces of the country with the yearlong expansion of the monitoring. Among seven provinces, three provinces have been named as Gandaki (Province 4), Karnali (Province 6) and Far-Western (Province 7) while remaining others are yet to be named.

The monitoring is supported by the Free Press Unlimited (FPU), a Netherlands-based organization working on freedom of expression and journalists' safety in various parts of the world.

This report includes data generated with the monitoring of 21 newspapers, each of three from seven provinces from July to September 2018. Four main news stories were selected from all the newspapers and scanned to know about bylines, news sources and stories about women. Data generated from the monitoring are entered into MS-Excel and further analyzed to observe presence of male and female in the media contents.

However, the study is limited to only main news contents- ignoring international news, advertisements, op-eds and other dedicated news pages.

Name of the media outlets monitored

Province 1- Blast Times, Udghosh and Purwanchal daily
 Province 2- Krishna, Prateek and Janakpur Today
 Province 3- Kayakairan, Hetauda Sandesh and Paradarshi
 Province 4- Samadhan, Adarsha Samaaj and Lokwani
 Province 5- Dainik Nepalgunj, Butwal Today and Nayayugbodh
 Province 6- Malika Post, Hamro Akhabar and Dhamaka daily
 Province 7- Sundaranchal, Hill Times and Paschim Today

Key points (April-June)

- From the 1008 news monitored, 24 news contain female byline and 229 contain male byline. Female in byline increase by 0.5% in this quarter.
- This time too, Hill Times daily contributed to the highest number of news with female bylines.
- Among total 2343 person sources quoted in the news contents, 332 are female. Women as news sources increase by 3.4% in this quarter.
- Prateek Dainik (Province 2) contained the highest number of male sources while, Paschim Today (Province 7) contained the highest number of female sources.
- Overall business, social and legal news dominated the main pages of Provincial media.
- Similar to previous data, maximum number of women in byline and as news sources are recorded in the social and legal news .

Key Findings from (July-September)

- Monitoring of 1008 news contents revealed 39 female and 243 male in news byline. Number of female byline increased by 5% in this quarter.
- Among the monitored dailies, Hill Times (Pro 7) contributed to the highest number of news with female byline and Naya Yugbodh (Pro 5) contained the highest number of news with male byline.
- Among 2243 person sources quoted in the news contents, 358 are women which is an increment by 2% in this quarter.
- News from Janakpur Today and Krishna Daily published from Province 2 contained the highest number of male and female sources respectively.
- News on Social, Legal, Business, Crime and Violence dominate the main pages of monitored newspapers.
- As usual, social and legal news stories accommodated maximum number of women in byline and news sources.

Analysis

1. News Byline

During the monitoring period, total 1,008 news stories were scanned from 21 dailies representing the seven provinces. News contents scanning revealed only 282 news with byline among which 14% bylines are of female and 86% are of male (Figure 1).

Comparing among the provinces, news contents monitored from dailies of Far-western (province 7) province showed the highest number of news with female bylines (19). The Hill Times daily published from the province 7 published maximum number of news with female byline (16) on the main news pages. Monitored newspapers published from Province 2 did not show any news with female byline.

FIGURE 1: : GENDER IN NEWS BYLINE

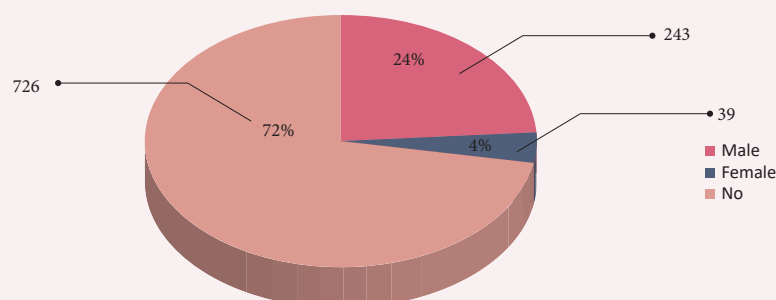
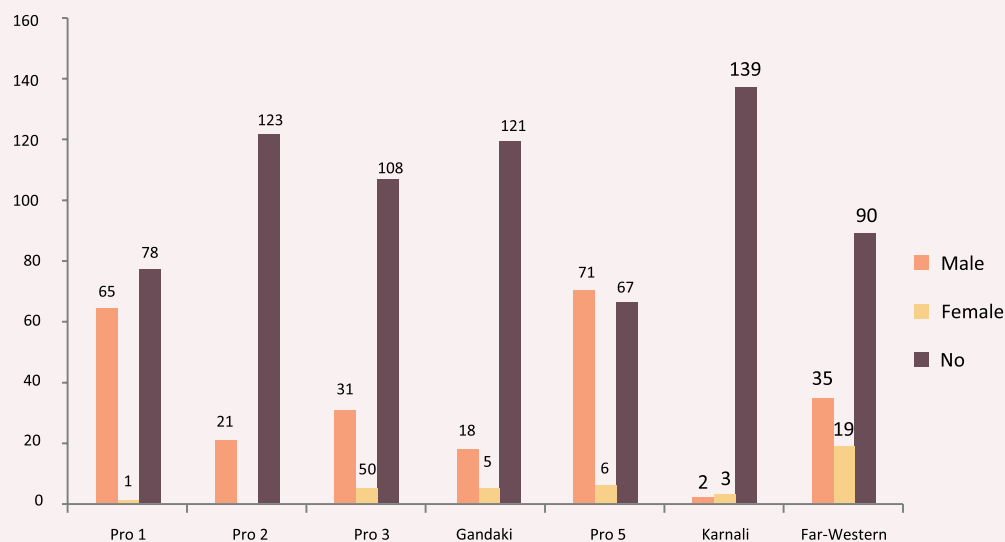


FIGURE 2: NEWS BYLINES RECORDED IN THE NEWS MONITORED FROM 7 PROVINCES' DAILIES

Dailies published from Province 5 contained maximum news with male bylines, whereas those from Karnali (Province 6) had maximum number of news without any byline. Amongst all, Naya Yugbodh from Province 5 contained the highest number of news with male byline.

2. News sources

Similarly, the news contents were also scanned for directly or indirectly quoted sources of the news. According to the data recorded after monitoring, 2,243 persons as news sources and 296 secondary sources were quoted in the news contents monitored. Among those person sources, only 16% are female while, 84% quotes are from male.

Newspapers published from Province 2 had maximum number of both men (327) and women (65) as news sources. Specifically, news contents from Janakpur Today quoted maximum number of male as sources (120) while the Krishna daily quoted maximum number of women as sources (26).

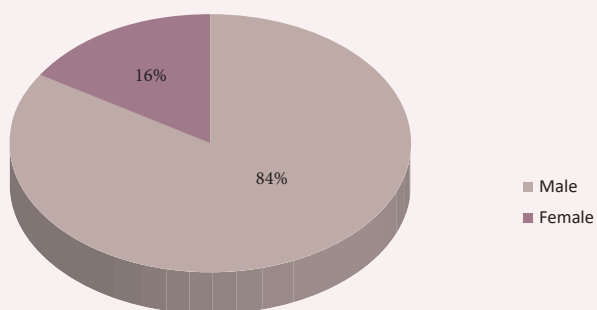
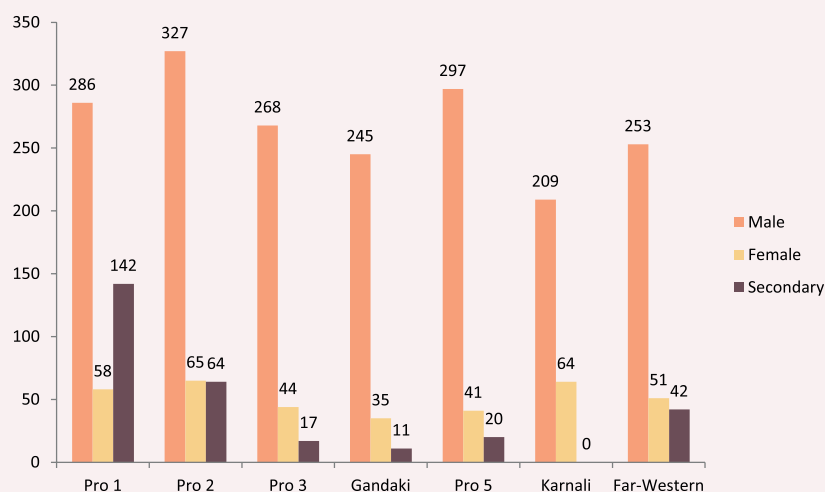
FIGURE 3: GENDER IN NEWS SOURCES

FIGURE 4: NEWS SOURCES QUOTED IN THE MONITORED DAILIES

3. News Headlines

Newspapers from provinces are found to be more diverse in terms of news headlines as compared to those of the national dailies. Except for dailies from Provinces 2 and 7, other provincial dailies contained highest number of news under social and legal category (Fig 5).

Among provinces, dailies from Karnali province had the highest number of social and legal news while those from Province 2 contained the highest number of political news.

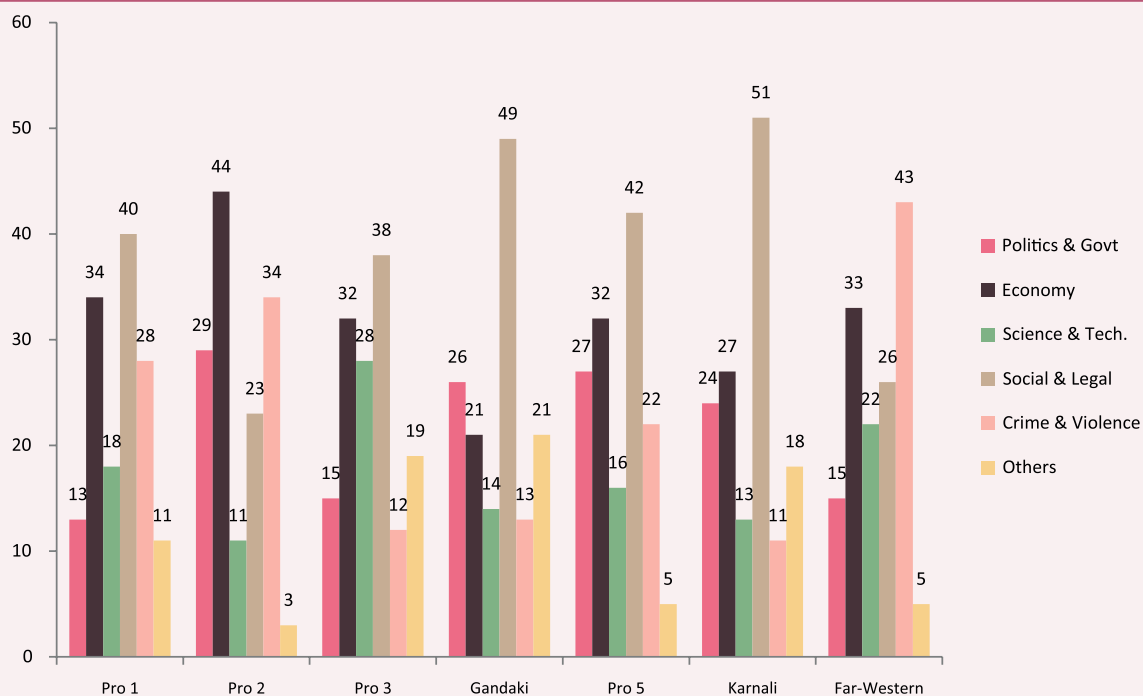
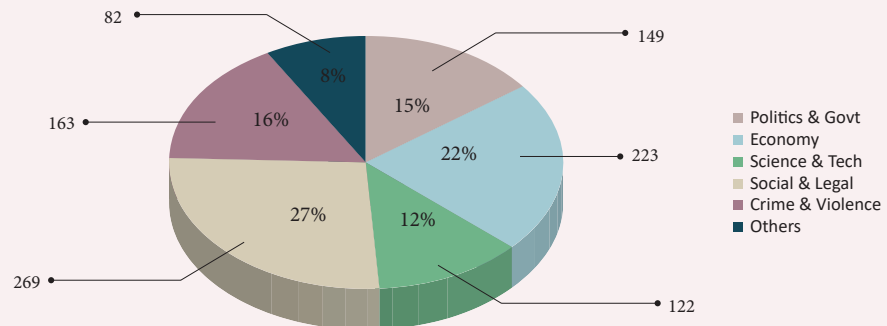
FIGURE 5: TOPIC WISE DISTRIBUTION OF NEWS CONTENTS MONITORED FROM PROVINCIAL DAILIES

FIGURE 6: : TOPIC-WISE NEWS DISTRIBUTION OF ALL 7 PROVINCES (%)



Among total 1,008 news stories scanned during the monitoring period from 21 dailies, the highest (27%) news headlines are related to social and legal issues followed by 22% economic issues. Despite national dailies, provincial dailies provide less space to political news contents (Fig 6).

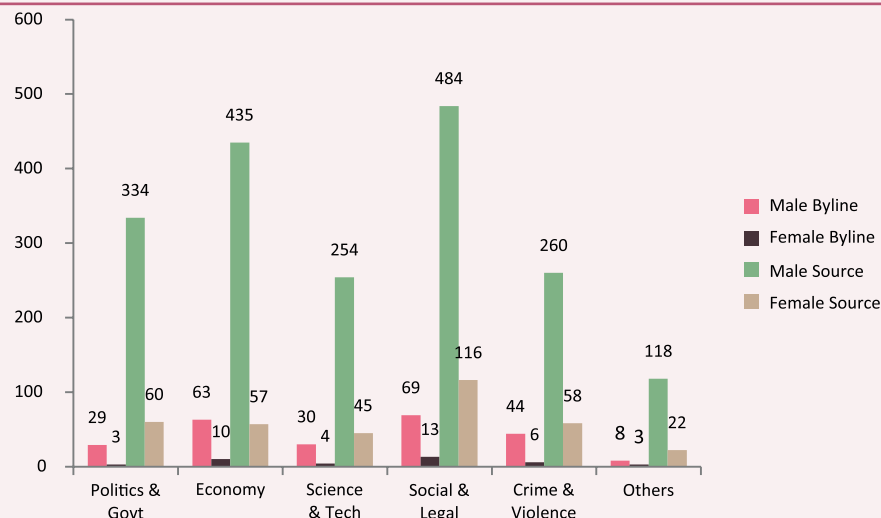
Dailies from Provinces 1, 2, 5 and 7 were also found to have provided due space for news on crime and violence on the first page despite others.

Additionally, news on science and technology also covered significant space on the front pages of the dailies (12%).

4. People in the news

While scanning the headline of the news contents monitored in relation with the gender of reporters and sources on the news, it is noted that news on social and legal issues showed the highest number of both male and female as news reporters and sources (fig 7).

FIGURE 7: BYLINE AND SOURCES ACCORDING TO NEWS HEADLINES



Men as news sources exceed women by almost five times in the news contents monitored for three months.

Moreover, after social and legal news majority women found with byline are the economic news, whereas as sources their presence is second highest in the news related to political issues.

5. Women in the news stories

Among 1,008 news stories scanned from 21 dailies of seven provinces, 38 stories were about women among which 21 challenged stereotype and the remaining ones still highlighted gender inequality. Among others, maximum news stories monitored from the dailies of Province 4 were about women.

Some of the stories challenging stereotype are as follows:

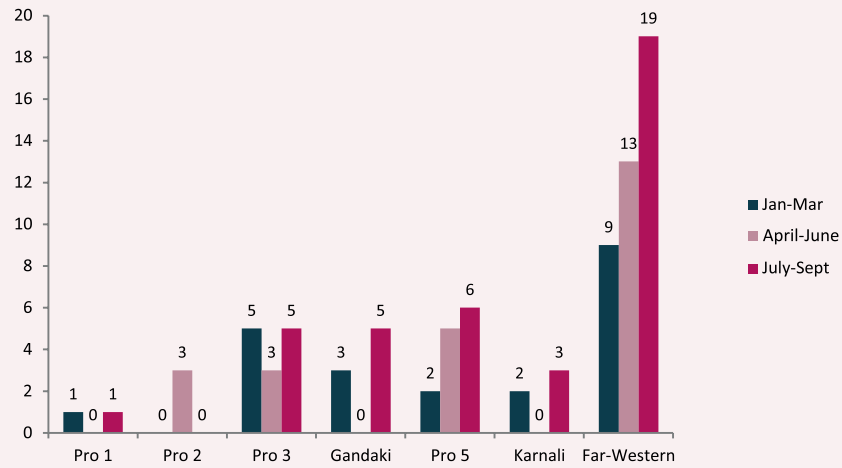
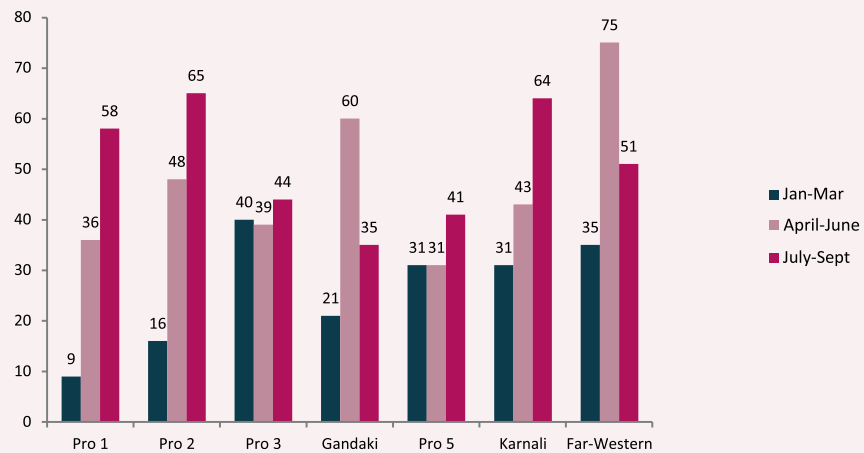
- a. **Shova becoming single women icon (Dainik Nepalgunj, September 27, Nepalgunj):** The story is about a single woman Shova BC who lost her husband during armed conflict. In spite of lamenting over husband's death she has become a source of strength and determination for other single women to fight for their rights. BC, founder chairperson of Conflict Victim and Single Women Network has been advocating for women's rights. According to the story, BC had to struggle with her family members to step out of her home and work after husband's death. Hence, the story presents Shova in a challenging role and hence, warrants further analysis.
- b. **Mothers complain, "Neither can we eat nor feed" (Naya Yugbodh, August 1, Ghorahi) :** The news covers grievances of mothers who have to carry out their household chores in addition to looking after the babies. The story quotes them saying- we are forced to work outdoor for earning due to which our babies suffer from malnutrition. The babies with malnutrition are treated in the nutrition house where mothers too stay with their babies. Hence, the story depicts how mothers suffer from family borne troubles after giving birth to babies in the rural places. Thus, the story presents women in the submissive role.
- c. **Minor girls rape target, girl as young as 4-year a rape victim (Butwal Today, July 25, Ghorahi):** The news mentions that minor and teenage girls are being raped by their own relatives and family members. One of the news stories tells a harrowing state of 4-year old girl that she was raped by a 82 year old man. News also quotes a study report stating there were 27 rape cases recorded in six months at the place where victims were 23 minors, 3 elder women and one a teenage. Hence, the story depicts the society is quite unsafe for female irrespective of age.

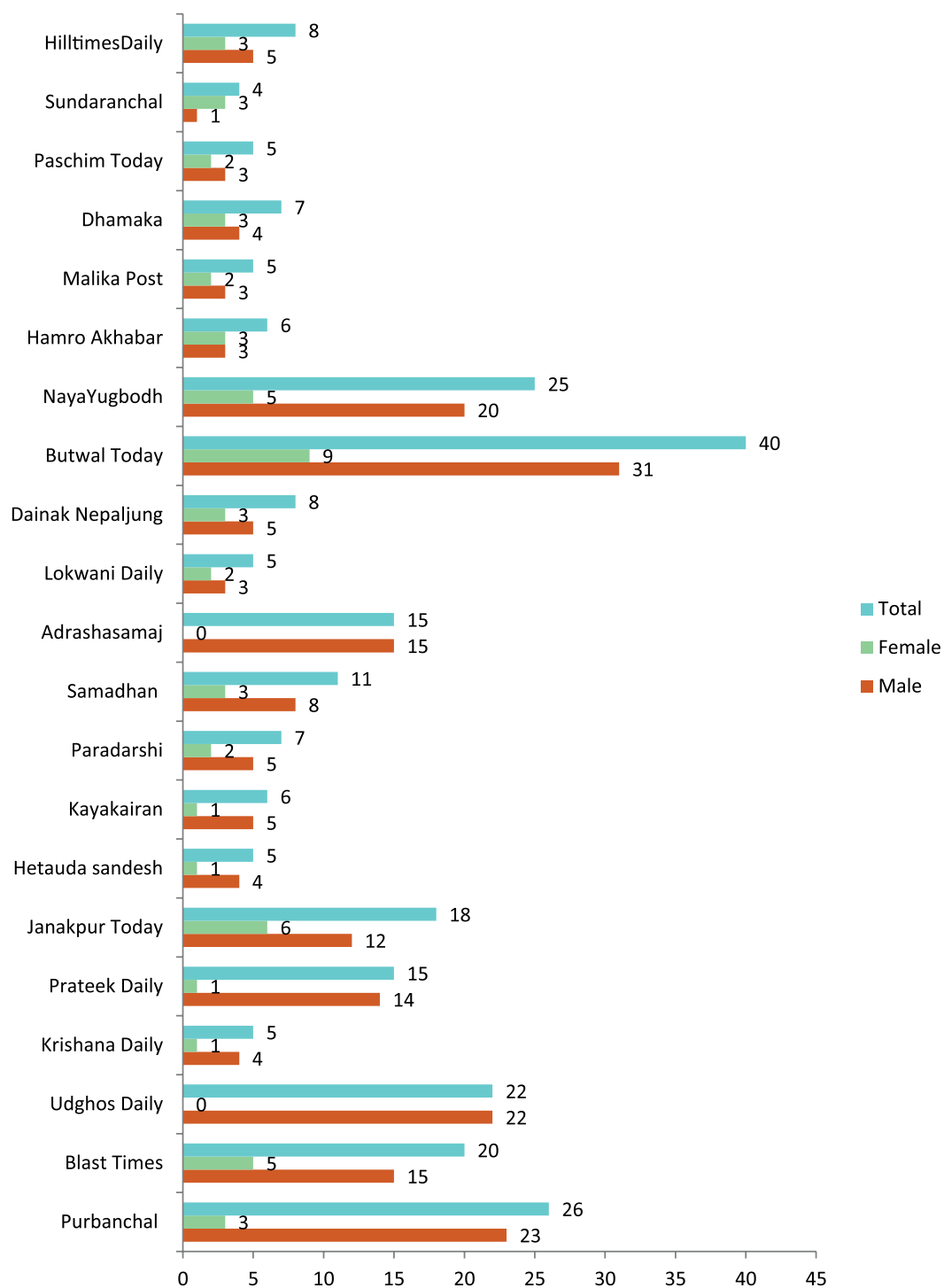
Comparative analysis

While comparing the monitored data from January to September 2018, overall percentage of female in the news bylines show significant increase- by 5%. Similarly, this three months monitoring witnessed increase of women as news sources by 2%.

According to figure 8, Far-western province shows surprising increase in the number of news with female byline on the first page of the dailies. Except the dailies from Province 1 and 2, other dailies show increasing number of female in news byline from January to September.

Likewise, in case of the women as news sources provinces 1,2,3,5 and 6 (Karnali) show increasing trend, whereas Province 4 (Gandaki) and 7 (Far-western) show decreasing trend through nine months.

FIGURE 8: TREND OF FEMALE BYLINE DURING NINE MONTHS (JANUARY TO SEPTEMBER 018)**FIGURE 9: TREND OF WOMEN AS NEWS SOURCES DURING NINE MONTHS (JAN-SEPTEMBER 018)**

Actual Number of Journalists in the media houses

Freedom Forum also conducted a quick survey in the 21 media houses for actual number of journalists in the respective media. According to the survey report, Butwal Today published from Province 5 has the highest number of both male and female journalists.

Nevertheless, three media houses Prateek, Krishna and Janakpur Today from Province 2 also have at least one working female journalist but its contents still fail to show any female in byline.

CONCLUSION

Monitoring of the news contents for their byline and sources from 21 dailies from the seven provinces through July to September records increase in the percentage of women as both reporters and news sources. Data shows their presence in byline increases by 5% whereas, as news sources by 2%.

This three monthly report concludes that one among every six news byline recorded is of female, while one among approximately 5 of the news sources quoted in the news are female. Data recorded from provincial media shows that these media are comparatively more inclusive in term female in their contents as compared to the national media covered by the study.

Again, while the national dailies still publish politically dominant contents in their main pages, provincial dailies show fair diversity in their news. Overall data concludes that provincial media often publish more social, business and crime news on the main pages rather than political news.

Moreover, analysis of the relation between news headlines and presence of women in the news revealed that social news accommodate maximum number of women both in byline and as news sources.

Conclusively, this three monthly report shows better inclusion of women as news reporters and sources in the Provincial media contents.

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.

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