



# Female Byline *up by 5% in* Online Media

A REPORT ON GENDER CONTENTS MONITORING OF NATIONAL MEDIA  
(Jan-Mar 019)





# Female Byline *up by 5% in* Online Media

It has been over two years that Freedom Forum has been continuously monitoring news contents of major Nepali media outlets. The report in 2018 pointed out that women were underrepresented in the media contents as compared to men. According to the report, women in news byline and as news sources shared less than 15% space in media with their male counterparts.

Against this backdrop, FF also conducted interfaces and individual meetings with the media professionals in order to make them further aware on FF's study and inclusion of women in their newsrooms. The meetings held were, however, successful to bring forth critical views of media editors and journalists about opportunities and challenges of gender balance in their media houses.

Monitoring is on the contents of same nine major national broadsheets and six mainstream online news portals. This report specifically includes analyses of data on news bylines, sources quoted, headlines and gender portrayal in the stories scanned from the selected media outlets from January to March 2019. The activity is carried out with the financial support of the Free Press Unlimited (FPU), a foundation based in Amsterdam, the Netherlands, working on freedom of expression issues across the world.

## Key Points:

### October to December 2018

- Women as reporter and article writer comprise 9% and 22% respectively in the main news stories and articles of nine print dailies monitored during three months. Likewise, online news contains 15% news with female byline.
- Women as news sources are found 13% and 12% in print and online news respectively.
- Again, the highest number of female in byline and news sources are found in the news about social and legal issues for both online and print news monitored.
- Over the year 2018, Nagarik daily and www.setopati.com recorded almost double the number of female byline than other media outlets monitored throughout the year, while Kantipur publishes the highest number of women-authored articles.
- Likewise, news from Kantipur daily and Setopati online were found to quote the highest number of female sources in comparison to others.

### January to March 2019

- Women as reporter and article writer comprise 10% and 21% respectively in the main news stories and articles of nine print dailies monitored during three months. Likewise, online news contains 20% news with female byline.
- Women as news sources are found 13% and 11% in print and online news.
- Highest number of female in news and op-ed byline and as news sources are found in news on social and legal issues for both online and print news monitored.
- Nagarik daily and Setopati online published the highest number of news with female byline and surprisingly The Himalayan Times contained the highest number of female-authored op-ed articles.
- The Kathmandu Post and Setopati online are found to have quoted the highest number of female as news sources as compared to others.
- As compared to previous quarter, this quarter witnesses increase in the number of female by 1% (print) and 5% (online) in news byline whereas, their presence as news sources decreases by 1% (online).

## Analysis

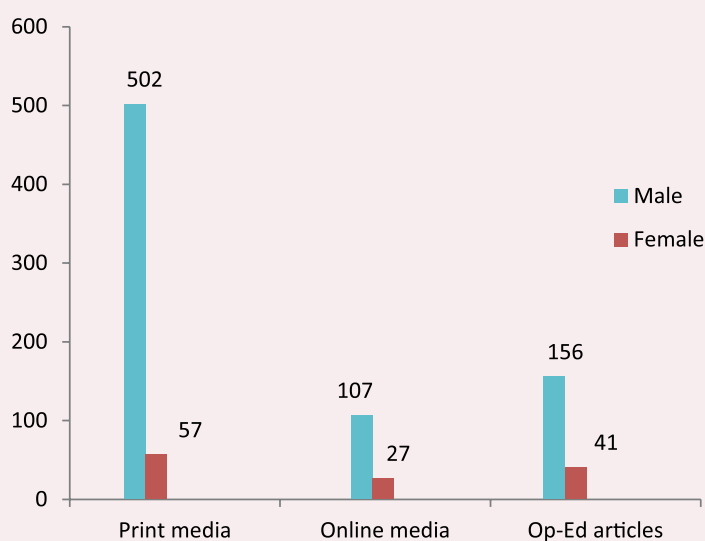
### 1. Gender In News Byline:

Among total 1,060 news stories scanned from the main pages of broadsheets, 64% showed named byline with 10% names of female and remaining 90% of male journalists.

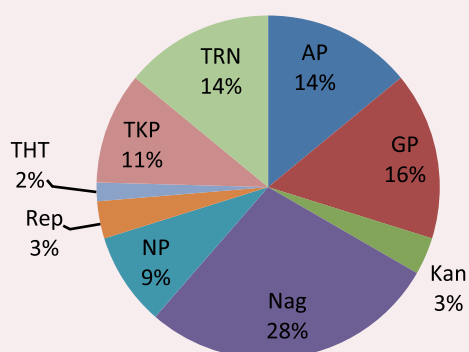
Comparing among the broadsheets, this time too, the Nagarik daily outnumbers other dailies with almost a double number of news with female bylines (16) whereas, the Kathmandu Post contains the highest number of male in bylines (84).

Out of total 57 bylines of female in the news stories monitored, 22 news are published on the first pages of the broadsheets. The Rising Nepal tops the list for publishing maximum number of news (6) with female byline on the first page.

**FIGURE 1: : GENDER IN NEWS BYLINE**

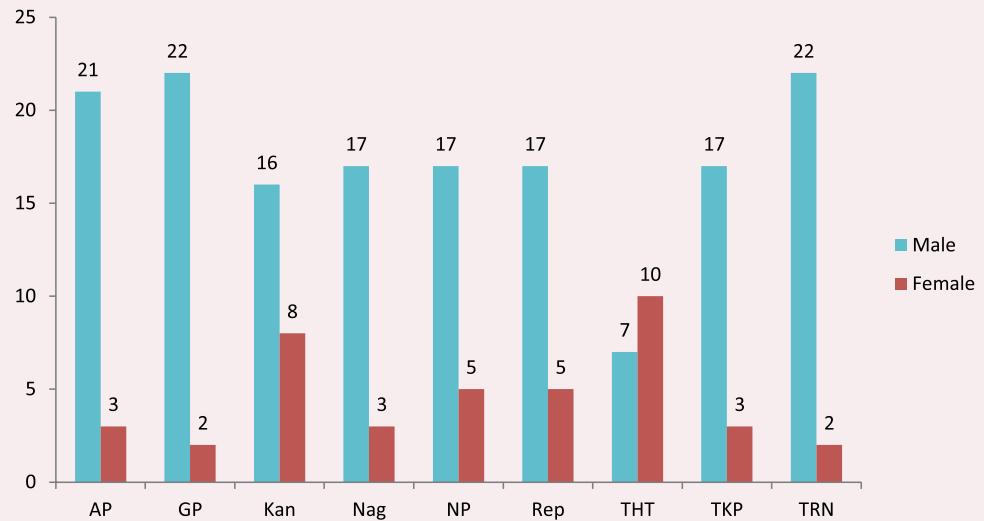


**FIGURE 2: BYLINES RECORDED FROM THE MAIN NEWS OF NINE BROADSHEETS**



Likewise, total 197 op-ed articles were also scanned for their authors from the same nine broadsheets which revealed 21% female against 79% male authors. The Himalayan Times among others published the highest number of articles by female author whereas, Gorkhapatra and The Rising Nepal exceeded others for articles by male author.

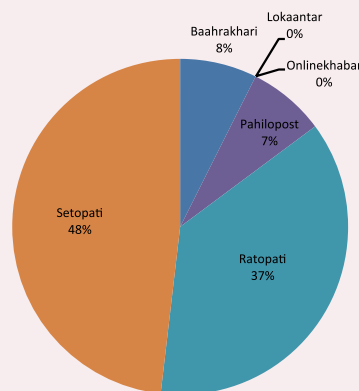
**FIGURE 3: : GENDER OF AUTHORS FROM OP-ED ARTICLES OF NINE BROADSHEETS**



Notably, THT contains more articles written by women (10) than men (7) on its op-ed pages from January to March 2019.

Furthermore, 360 news stories published on the home page of six online portals were also scanned for bylines. Scanning resulted 20% bylines of female and 80% of male among 134 stories with named byline.

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

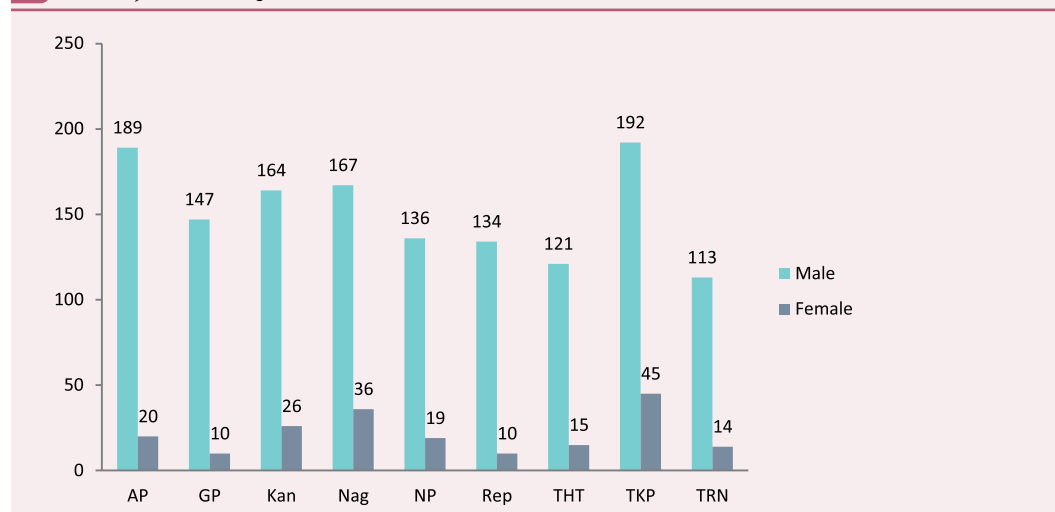


Among the selected online news portals, Setopati (13) followed by Ratopati (10) contain the highest number of news with female in bylines. Lokaantar contains the highest number of news with male bylines in comparison to others. On the other hand, news scanned from Lokaantar and Onlinekhabar did not show any female name in news byline.

## 2. Gender in News sources:

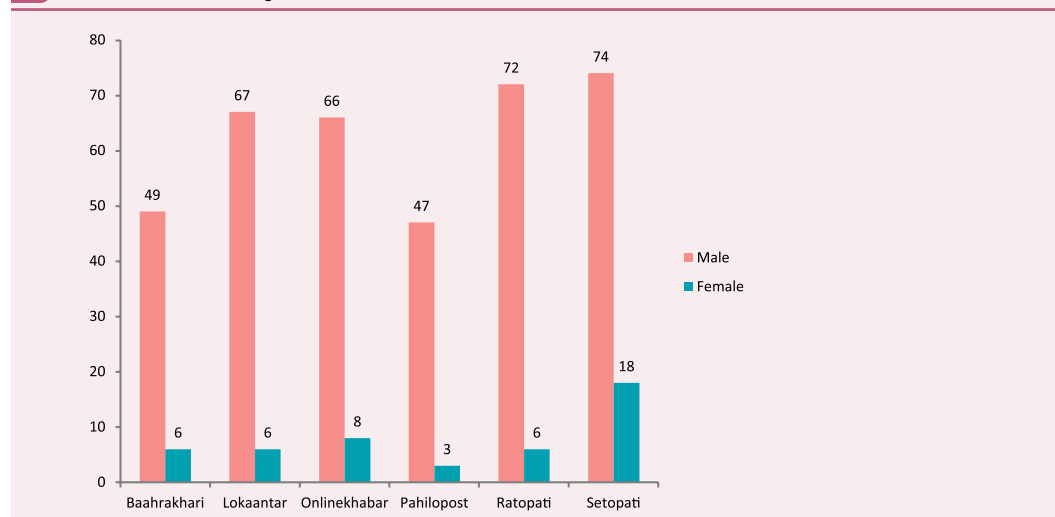
While scanning the same news stories from nine broadsheets for sources quoted, 13% were found to be women with 87% men. Among the broadsheets, the Kathmandu Post constitutes the highest number of both male (192) and female sources (45).

**FIGURE 5: SOURCES QUOTED IN NEWS MONITORED FROM NINE BROADSHEETS**



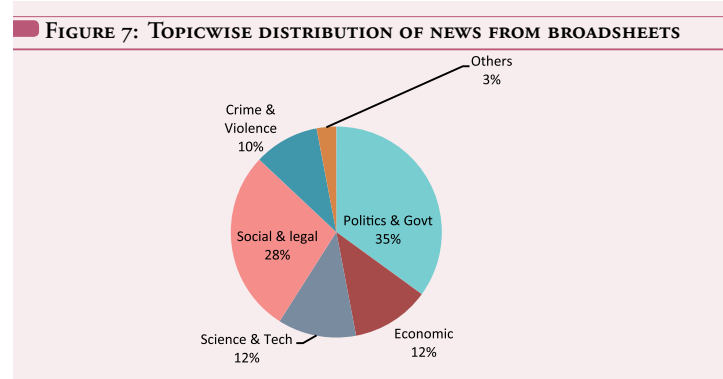
Similarly, news stories monitored from online news portals quoted only 11% women as news sources against 89% men.

**FIGURE 6: SOURCES QUOTED IN NEWS MONITORED FROM SIX ONLINE NEWS PORTALS**

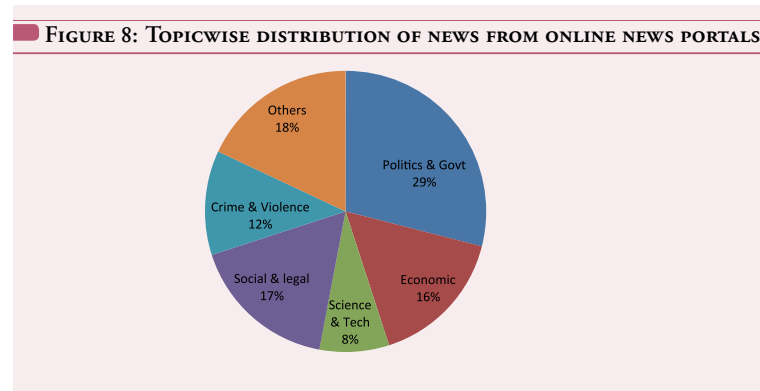


Setopati among others is found quoting the highest number of both men and women as news sources.

**3. News headlines:** FF monitored total 1,060 news stories from nine broadsheets during these three months period. Among those, political news outnumbered others by 35% followed by 28% news about social and legal issues. The least were related to arts, entertainment, celebrity and sports.



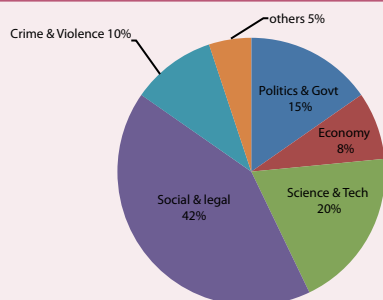
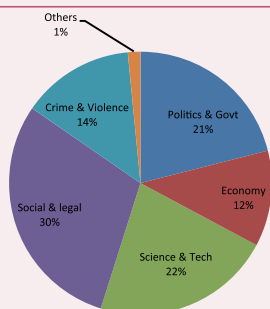
Among the broadsheets, Naya Patrika, Republica and the Kathmandu Post were found publishing social news more than political news on their front pages.



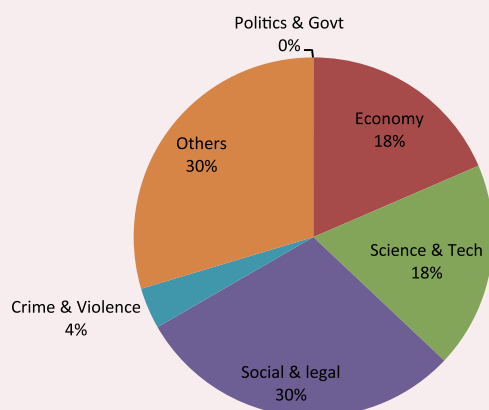
Again, among 360 news stories from six online news portals, majority (29%) are about politics and governmental issues being followed by 18% news about sports, media, arts and entertainments. Comparing among the news portals, Onlinekhabar is found publishing more political news on its main news section than others.

#### 4. People in the news:

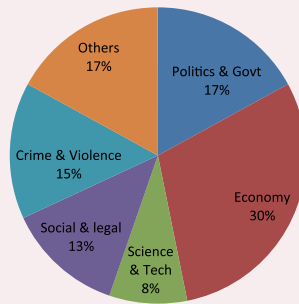
While three months data recorded total 98 news and op-ed articles by women in print outlets, the data is further analysed for its relation with headlines. Analysis reveals almost 42% of those report on the social and legal issues with only 15% reporting on the political issues. Likewise, amid 195 women recorded as news sources from the stories, maximum (58) are scanned from social and legal news and 41 from political news.

**FIGURE 9: FEMALE BYLINE VERSUS HEADLINES IN NEWS FROM BROADSHEETS****FIGURE 10: FEMALE SOURCE VERSUS HEADLINES IN NEWS FROM BROADSHEETS**

On the other hand, among 27 news with female in bylines, maximum (8) are about social/ legal and sports/ celebrities/media/ entertainment each whereas, no any political news showed female byline. Similarly, out of 47 women as news sources the highest (30%) have been recorded from business news (Fig 12).

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



**FIGURE 12: FEMALE SOURCE VERSUS HEADLINES IN NEWS FROM ONLINE NEWS PORTALS**

### 5. *Stories about women:*

Out of 1,060 total stories scanned during these three months from the print outlets, 21 are stories about women among which six are published on the first pages and only two present those in the challenging role and 11 warrant further analyses.

Similarly, out of 360 stories scanned from online portals, seven are stories about women where only one present those in challenging stereotypic role with two warranting analysis. Amongst others, Setopati publishes and pins at least one story by female journalist on its home page.

## Some stories warranting further analysis:

A. *Women's voice go unheard in local units led by male officials* (Menuka Dhungana, *The Kathmandu Post*, Achham, March 16): The story describes women in the remote district Achham of Nepal who cannot speak up for their rights and demand services at the local units. Even though the local units have elected female representatives in one of the municipality, they have been unable to encourage local women to seek services because of male dominance in decision making roles. Contrary to this, in another municipality which has a female deputy mayor, more voices of women are heard and there are more initiatives to control violence against women. Hence, the story at a time perpetuates and also challenges stereotype for women.

b. *15 girls, women died in chhau sheds in 13 yrs* (Himalayan News Service, *The Himalayan Times*, Kathmandu, March 23): The story refers to the recently published report of National Human Rights Commission which states that as many as 15 girls and women died in chhau sheds in the last 13 years in Achham and Dailekh districts alone. The story quotes one of the female members of NHRC saying, "Many menstruating girls and women are compelled to lose their lives in chhau sheds, but the government and other stakeholders seem least concerned about eliminating this ill practice." However, the law has criminalized practicing Chhaupadi, it is yet to be eliminated practically. The story also informs that women do not speak against their family members which reflects the perpetuating stereotype and hence, warrants further analysis.

c. *Having periods in school? No worries in Gyanodaya, it has pad-vending machine!!* (Shanti Tamang, *Setopati*, Kathmandu, February 12) : The story describes interesting fact about a school which has a pad-vending machine. Students at school can use pads worth Rs. 6. The story quotes school's principal (male) saying they have brought this scheme for female students who used to be shy to share their problems even with female teachers and remained absent in class during periods. But nowadays they do not have any problem as privacy is also maintained in the room where machine is kept. This makes the school menstruation-friendly, says the story. The story in a way challenges stereotype where male teacher addresses problems of female students.

d. **Rupmati murdered after being raped, two of the suspects arrested** (Onlinekhabar, Biratnagar, February 3): The news covers an incident where a 11-year old girl was raped and murdered. Although two of the suspects have been arrested, police is not able to collect the evidence. The girl was raped while going to her neighbour's house to watch television. The incident portrays how females are the target of violence even at young age. Hence, the story perpetuates stereotype and warrants further analysis.

## Conclusion:

Along with continuation of two-year long monitoring of media contents from the major nepali media outlets, FF has been recording gradual improvement in data on women's presence in media. This three months (Jan-Mar) as well, data reveals increase in the number of female in news byline by 1% in print and 5% in online media contents.

Likewise, op-ed articles scanned from the broadsheets through the period recorded 21% women authored articles which is 1% decrease against previous quarter.

Comparing among the monitored outlets, news from Nagarik daily and Setopati online show the highest number of female in bylines and The Himalayan Times contains the highest number of female authors in op-ed articles.

Setopati is found to have published at least a news story with female byline on its home page, while Kantipur publishes at least one article by woman every day.

In case of the news sources, this quarter recorded equal number of women sources from news of broadsheets whereas it has decreased by 1% in online news. Amongst others The Kathmandu Post and Setopati quoted the highest number of women as news sources.

Looking into the headlines, all the media outlets monitored contain majority of political news as compared to other issues. While maximum number of female byline are found in social news for both print and online news; their presence as sources is found maximum in social news from print and business news from online media outlets.

Overall, this quarter recorded fair presence of women in news byline of the monitored online media contents as compared to print 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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