

**MEDIA MONITORING
MARCH 8, 2006**

BOSNIA AND HERZEGOVINA

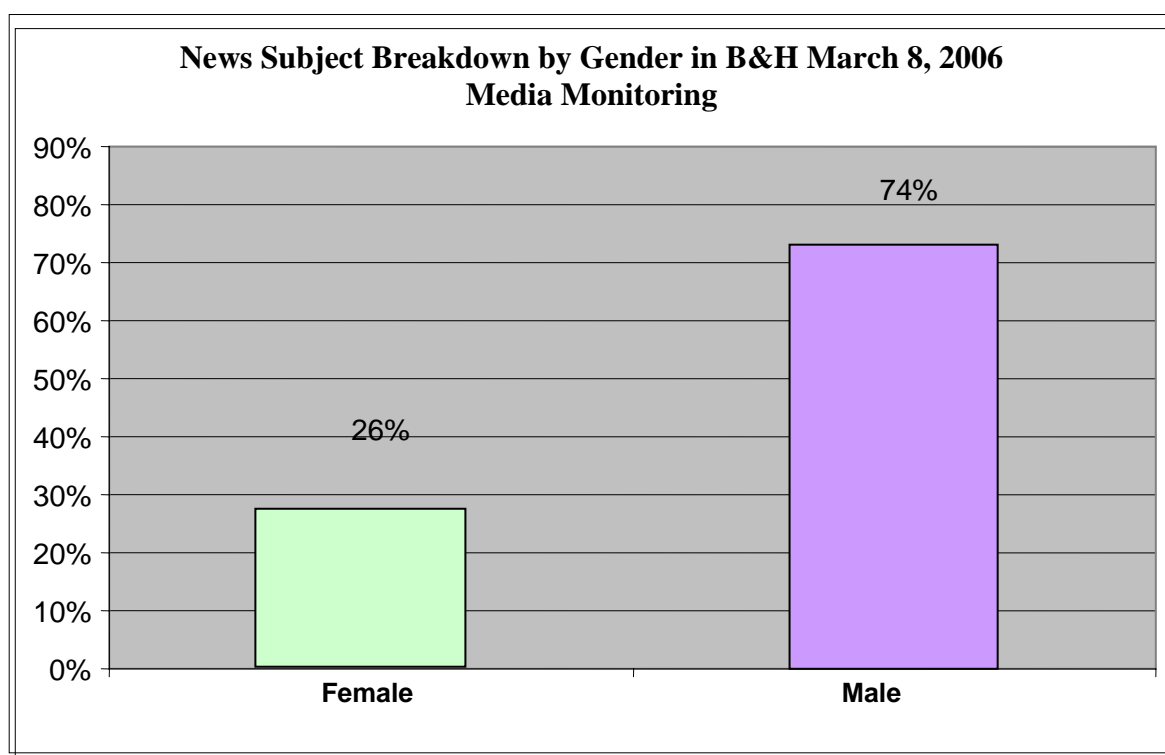
SHORT SUMMARY

1. Results of Media Monitoring on March 8, 2006 - Project "Gender Equality in Bosnia and Herzegovina - Informed Public Opinion and Gender Sensitive Media"

Monitoring	TV Central News	Radio News	Newspapers	Total
Total	10	10	7	27
Individual news	137	104	122	363
People in news*	484	281	318	1 083

*Including women and men presenters, reporters, and news subjects

People in news	Women %	Men %	Women	Men	Total
Presenters	56%	44%	145	114	259
Reporters	60%	40%	64	43	107
News subjects	26%	74%	183	513	696



In total, we monitored 27 media - 10 TV stations, 10 radio stations, and 7 newspapers.

Overview of Media Per Number of Monitored News Stories

No.	Title and Type of Monitored Media	No. of Monitored News
1.	Dnevni Avaz - Daily Newspapers	42
2.	ATV Banja Luka - Television	23
3.	Glas Srpske - Daily Newspapers	22
4.	RTRS - Public Broadcasting Service of RS	21
5.	Nes Radio - Radio Station	20
6.	TV Federation of B&H - Public Broadcasting Service of Federation of B&H	19
7.	RTV HIT - Private Radio and Television	17
8.	Radio Mostar - Radio Station	15
9.	Radio RS - Radio Station	15
10.	BN Televizija - Private TV Station	15

11.	Euro Blic - Daily Newspapers	13
12.	Nezavisne novine - Daily Newspapers	12
13.	Dnevni list - Daily Newspapers	12
14.	SAN - Daily Newspapers	12
15.	Radio Trebinje - Radio Station	12
16.	BM Radio Zenica - Radio Station	11
17.	Hercegovačka Televizija Mostar - TV Station	11
18.	NTV Hayat - Private TV Station	10
19.	BHT1 - Public Broadcasting Service of B&H	10
20.	Radio Tuzla - Radio Station	9
21.	Fokus - Daily Newspapers	8
22.	BH Radio - Radio Station	8
23.	OBN - Private TV Station	8
24.	Bobar radio - Radio Station	5
25.	Radio DUB - Radio Station	4
26.	Radio Bihać - Radio Station	4
27.	RTV Pink - Private Radio and TV station	4

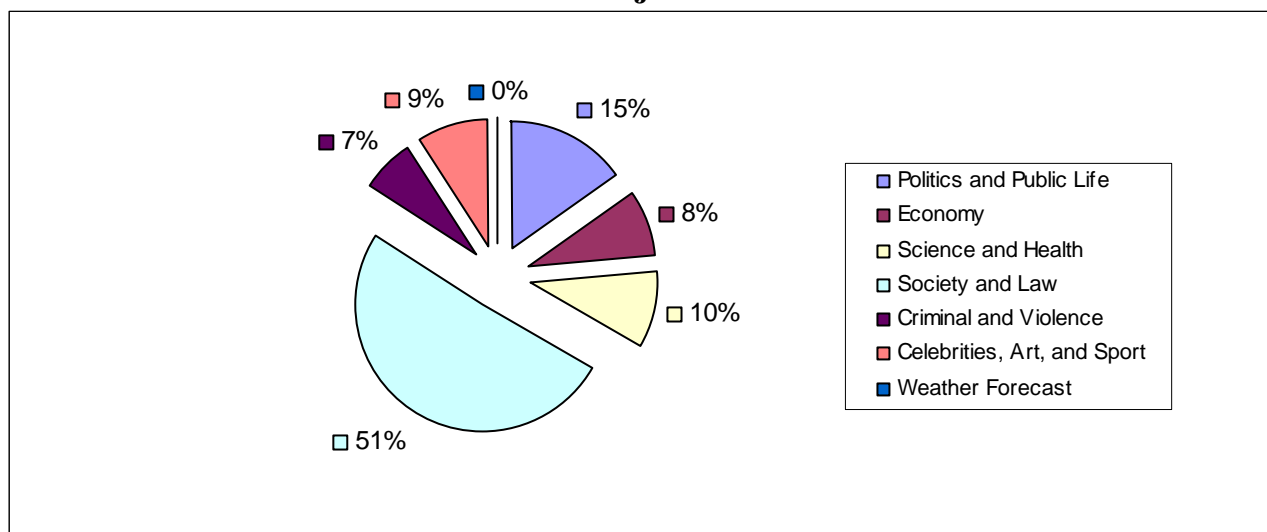
2. Presence of Women and Men as News Subjects in Television, Radio, and Newspapers

Television				Radio				Newspapers			
Women		Men		Women		Men		Women		Men	
N	%	N	%	N	%	N	%	N	%	N	%
78	28%	198	72%	29	21%	111	79%	76	27%	203	73%

3. Presence of Women and Men as News Subjects in B&H in Major Topic Areas

Topic	Women	Men	I do not know	Total
Politics and Public Life	28	199	2	229
Economy	15	79	1	95
Science and Health	18	32	1	51
Society and Law	93	127	1	221
Criminal and Violence	12	47	6	65
Celebrities, Art, and Sport	17	26	1	44
Weather Forecast	0	1	0	1
Total	183	511	12	706

March 8, 2006 - Female News Subjects Per Topics as % of All Female News Subjects



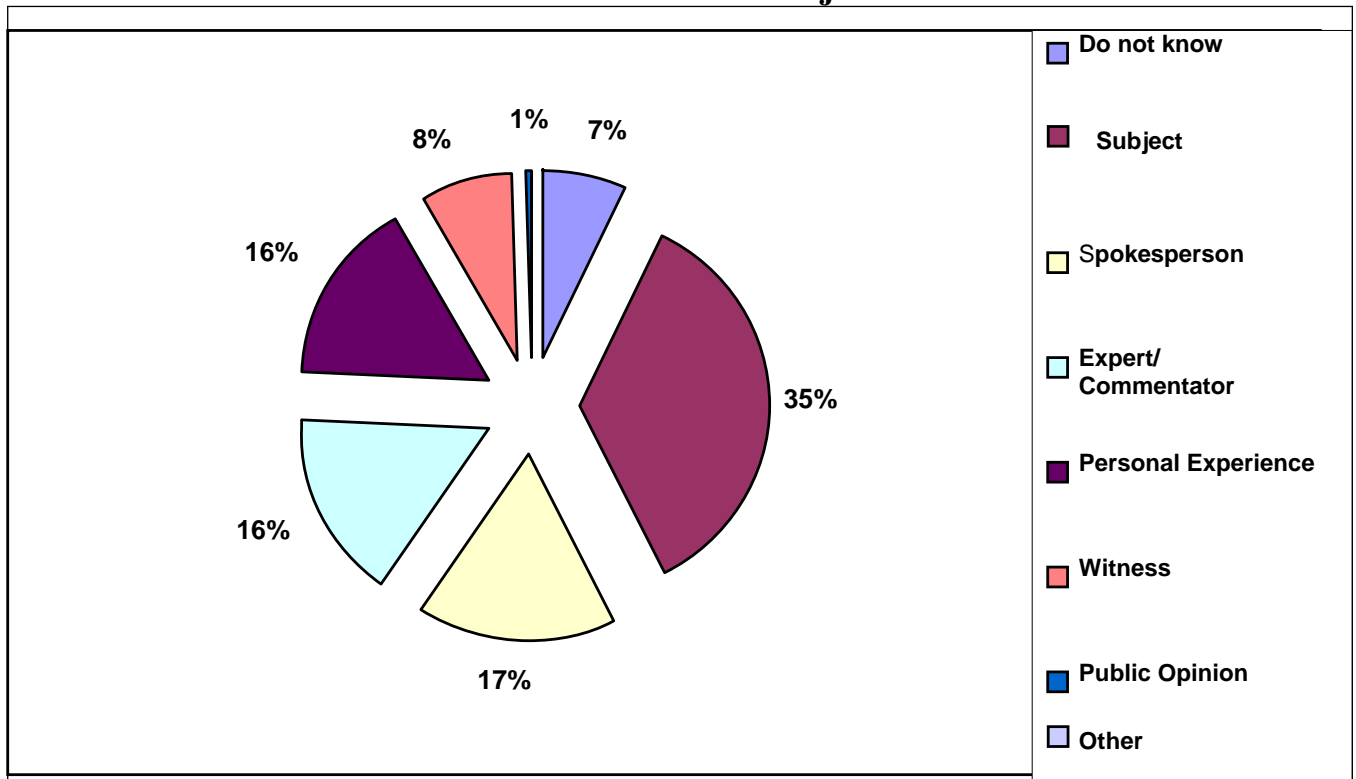
4. Who Are People that "Make" News in Bosnia and Herzegovina? Position/Occupation of Men and Women News Subjects in B&H

Position/Occupation	Women	Men	Total	Women %	Men %
Not Stated	31	19	50	62%	38%
Royalty	4	9	13	31%	69%
Government Official/Politician	26	166	192	13%	87%
Government Employee	18	74	92	24%	76%
Police Officer/Military Officer	0	24	24	0%	100%
Academic/Teacher	4	9	13	31%	69%
Health Professional, Worker in Center for Social Work, Physician, Psychologist	6	3	9	67%	33%
Journalist, Director, Producer, Theater Manager	3	6	9	33%	67%
Lawyer, Judge, Attorney, Legal Expert	0	59	59	0%	100%
Consumers Issues, Regulation of Prices	7	25	32	22%	78%
Service Worker/ Sales Officer	7	2	9	78%	22%
Crafts worker, factory worker, mechanics technician	1	0	1	100%	0%
Religious Figure, Priest	0	9	9	0%	100%
NGO Activist, Human Rights Worker, Humanitarian Organizations	28	42	70	40%	60%
Birth Control, Abortion	8	7	15	53%	47%
Sport - Player, Trainer	11	16	27	41%	59%
Student	9	6	15	60%	40%
Homemaker	9	2	11	82%	18%
Children	5	0	5	100%	0%
Family Relations, Single Parents	1	2	3	33%	67%
Retired person	0	2	2	0%	100%
Criminal, Suspect	1	20	21	5%	95%
Other	4	10	14	29%	71%
Total	183	512	695	26%	74%

5. Function of Women and Men as News Subjects in Bosnia and Herzegovina

Role	Women	Men	Women%	Men %
Do not know	13	50	21%	79%
Subject	65	171	27%	73%
Spokesperson	31	128	19%	81%
Expert or Commentator	30	118	21%	79%
Personal Experience	29	29	50%	50%
Witness	1	5	17%	83%
Public Opinion	14	10	58%	42%
Other	0	1	0%	100%
Total	183	512	26%	74%

March 8 2006 B&H Media Monitoring: Female News Subjects by Category as % of all Female News Subjects



6. Women and Men News Subjects Presented as Victims in B&H News

Victim				Not a Victim			
% Women	Women	% Men	Men	% Women	Women	% Men	Men
14%	26	6%	32	86%	157	94%	474

7. Women and Men News Subjects Identified by Their Family Status in B&H News

Women				Men			
Mentioned Family Status				Mentioned Family Status			
Yes		No		Yes		No	
N	%	N	%	N	%	N	%
171	93%	12	7%	496	97%	14	3%

8. Women and Men News Subjects Quoted in B&H News

Quoted				Not Quoted			
% Women	Women	% Men	Men	% Women	Women	% Men	Men
49%	37	57%	115	51%	38	43%	86

9. Image in B&H News - Women and Men News Subjects Appearing in Newspaper Photographs

Photograph				No Photograph			
% Women	Women	% Men	Men	% Women	Women	% Men	Men
40%	28	36%	67	60%	42	64%	118

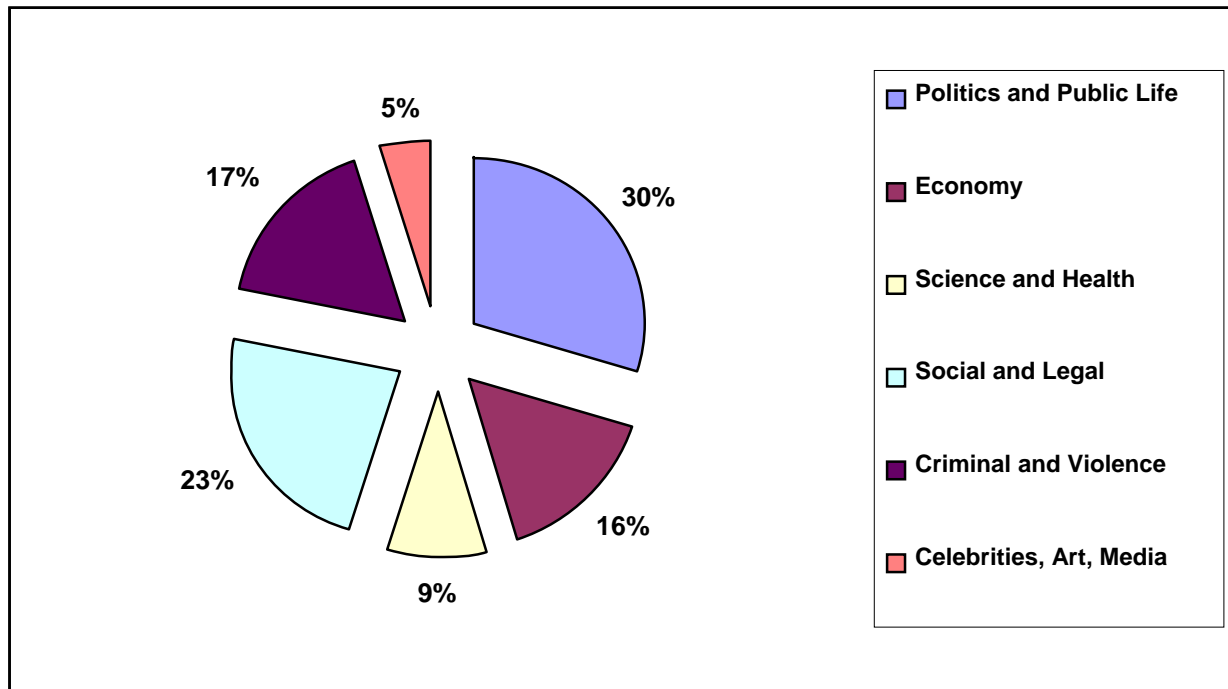
10. Who Delivers the News in B&H? Women and Men Presenters and Reporters in TV, Radio, and Newspaper News in Bosnia and Herzegovina

Television				Radio				Newspapers	
Presenter		Reporter		Presenter		Reporter		Reporter	
Women	Men	Women	Men	Women	Men	Women	Men	Women	Men
78	58	40	24	66	54	10	8	14	15

11. Who Reports What in B&H News? Women and Men Reporters per Major Topic Areas

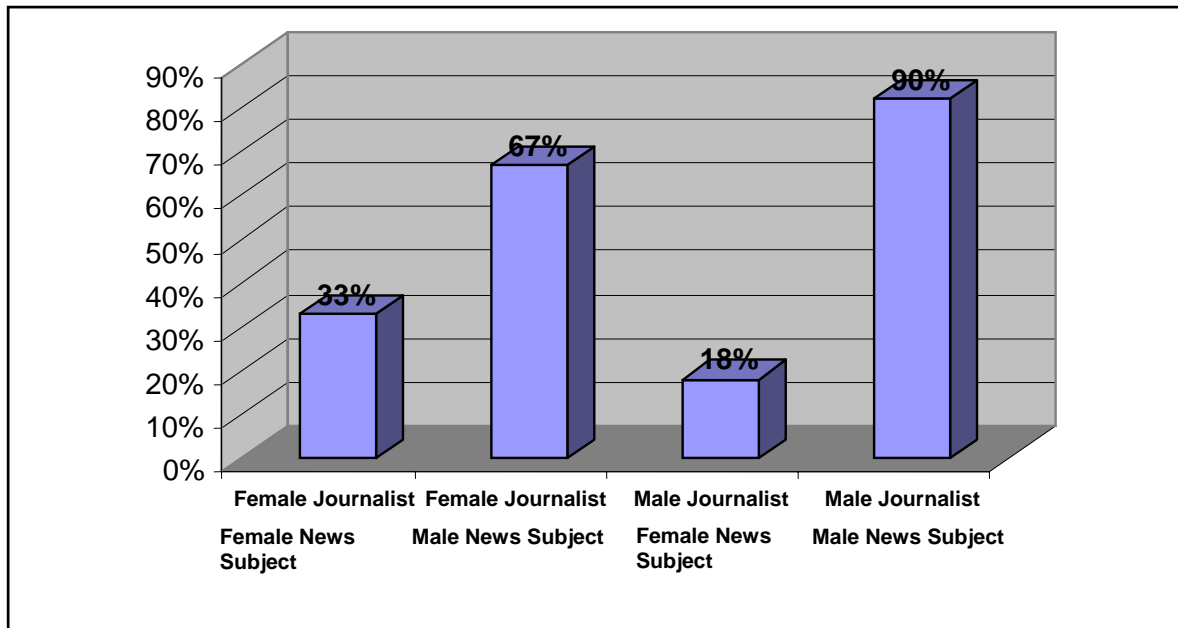
Topic	Women	Men
Politics and Public Life	19	16
Economy	10	11
Science and Health	6	3
Social and Legal	15	11
Criminal and Violence	11	4
Celebrities, Art, Media	3	2
Total	64	47

March 8, 2006 Media Monitoring in B&H: Women Reporters per Topic as % of all Female Reporters



12. Women and Men Journalists and News Topics in B&H. Are There More Topics with Women as News Subjects in B&H Reported by Women Journalists?

March 8, 2006 B&H Media Monitoring: Focus on Women and Men as News Subjects in Topics Reported by Women and Men Journalists in Bosnia and Herzegovina



13. Gender and News in Bosnia and Herzegovina: Gender of Reporter in Stories With Female and Male News Subjects in B&H

Female Reporter				Male Reporter			
Female Topics		Male Topics		Female Topics		Male Topics	
N	%	N	%	N	%	N	%
8	33%	16	67%	3	18%	14	82%

14. Gender and News in Bosnia and Herzegovina: Topics in Stories Where Women are Central Focus in B&H

Politics and Public Life	Economy	Science and Health	Social and Legal	Criminal and Violence	Celebrities, Art, Media
8	3	8	38	11	7

15. News Stories that Clearly Challenge or Reinforce Gender Stereotypes in Bosnia and Herzegovina

Challenge Stereotypes		Reinforce Stereotypes		Neither	
%	N	%	N	%	N
8%	32	3%	12	88%	315

16. News Stories that Highlight Gender Equality or Inequality in Bosnia and Herzegovina

Yes		No	
%	Number	%	Number
12%	41	88%	305