THE GLOBAL MEDIA MONITORING PROJECT 2000

NEWS MONITORING GUIDE

INTERNATIONAL DAY OF MONITORING

1 FEBRUARY 2000

Developed by Erin Research Inc.

for The Global Media Monitoring Project

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

CONTENTS

1. ORGANIZE PEOPLE AND EQUIPMENT

Welcome!

The Global Media Monitoring Project (GMMP) 2000 will document the representation and portrayal of women in the world's media on 1 February 2000. This is the second global study of women in the news and we have tried to make it slightly broader and more contextual than the first GMMP held in January 1995.

The project studies television, radio and newspapers in more than 70 countries around the world. The coding is done entirely by volunteers such as yourself.

Results of the study will be available to all participants in report form and on the Internet.

Thank you for contributing to this unique and exciting project!

First steps

- Translate coding sheets and instructions, into your own language, if necessary. Use the blank coding sheets provided.

- Photocopy the materials. Each volunteer will need:
  - A copy of the Coding Guide
  - A copy of the Coding System for television, radio and newspapers
  - Copies of coding sheets
  - Stop watches, if you are doing the optional time measures.

- Find people to **tape** radio and television newscasts.

- Find people to **code** the radio and television programs and newspapers. It is best if volunteers work in teams of two people.

- The coordinator and volunteers should practice coding some television, radio and newspaper items before February 1, in case there are questions that you need answered.

- Get everything ready before the International Day of Monitoring, **1 February 2000.**

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2. TELEVISION NEWS

2.1 Number of television newscasts to code

Please code at least 2 television newscasts.

You can code more programs if:

- Your country has many television stations.
- People in other cities and towns are available to help with the project.

If you can, code up to 10 television newscasts.

Larger countries: If you can, code additional programs from different areas of the country.

2.2 How to choose television newscasts

Choose newscasts only. Choose programs that are produced by your own country. They may contain stories from other countries, but programs should be produced by your own country. Do not choose documentaries or programs that are mainly about sports, entertainment, etc.

Code national programs first, then local programs if you have time. Choose major programs:

- Those with the biggest audiences.
- Those that have the strongest reputation for news.

Try to keep a balance among:

- Programs from different broadcasters, e.g., private and public
- Programs at different times of day:
  - Before 1200 hours
  - 1200 - 2000 hours
  - 2000 - 2400 hours.
- Programs in different languages used in your country.

2.3 Tape television newscasts

It is necessary to record every program on tape. You will need to replay each story several times to code all the information.

■ Test your video tape recorders a few days before the taping date. This is especially important if you are using an electronic timer to tape a program when you are not there!

■ If possible, make two recordings of each program, in case one fails.

■ Check your recordings as soon as possible to make sure that they worked.

■ If you miss a program for any reason, record it the next day, February 2.

2.4 What to code

■ Code **all the stories** in the newscasts that you selected, including:

• All types of news — politics, local stories, international stories, reports on education, medicine, business, entertainment, and so on.

• Sports reports — code if they are part of the newscast. (Do **not** code a program if it is entirely about sports.)

■ **Do not code:**

• Introductions or "headlines": Some programs begin with brief clips from stories that will appear later in the newscast. Do not code these.

• Weather forecasts.

• Advertising.

■ If you don't know whether to code something or not, code it, and attach a note to the coding sheets to describe the situation.

2.5 Three types of information

You need to code three types of information:

1. Information about the **program**.

   - Write this in columns 1 and 2 of the coding sheet.

   - Write this on the first line for the program. You do not need to repeat it on later lines.

2. Information about each **news story**.

   - Write this in columns 3 to 6 of the coding sheet.

   - Write this on the first line for each story. You do not need to repeat it on other lines.

3. Information about **people** in the news story.

   - Write this in columns 7 to 16 of the coding sheet (plus columns 17 and 18 if your are doing the timing codes too).

   - Code each person who speaks (or who is a central figure in the story, even though they do not speak)

   - Describe each person in the story on a separate line

2.6 To ensure accurate coding

- If possible, work with a partner.
- Check the completed coding sheets for errors or omissions.
- Print all information clearly.
- Use pencil, and correct mistakes.

Please use the coding sheets sent to you. You may translate the words on the sheets, but do not change the meaning of any columns or the order of columns!

2.7 Example — Television news

This transcript is from a Canadian television newscast.

Announcer	A controversial French abortion pill is being used by some Canadian women, even though it has not been approved in this country.
Reporter	A Toronto doctor is offering RU-486 as an option to end pregnancies. The pill costs $200.00, but this woman, who recently used it, says it is far preferable to surgery…
Woman	"It doesn't inconvenience one's body to anywhere near the same degree…"
Reporter	She found out she could get the drug through friends in the abortion rights movement. But Joanne Marcotte of the Montreal Women's Health Centre opposes the pill…
Marcotte	"It's a chemical cocktail and its long term side effects are unknown."
Reporter	Still, many women's advocacy groups, including the Society of Obstetricians and Gynecologists, are actively pushing for RU-486 to be introduced in Canada. Its manufacturer, Roussel Uclaf of France, will not apply to test and sell the drug in Canada unless invited to do so. But the Canadian government has stated that it never asks companies to make specific drugs available, and will not do so in this case.

(Note: You do NOT need to make transcripts of news stories!)

Below are step-by-step instructions for coding the example story. See the example coding sheet.

First, describe the story in a few words in the first column called "Notes", for example, "RU-486 birth control pill".

Program codes

■   This story was part of a 30-minute newscast that started at 1800 hours.

   • Write "1800" in column 1.

   • Write "30" in column 2.

Story codes

- **Subject = 8, Health/medicine/safety**, because most of the discussion is about this issue.

- The story takes place in Canada and also involves France. Coders working in Canada would code **Scope = 3**. (If this story appeared in a Malaysian program, it would be coded as foreign, **Scope = 4**.)

- Women are a central focus of the story in two ways, birth control and women's health. Code **1 = Birth control** in column 5 and code **14 = Women's health** in column 6.

Journalists and people in the news

There are 4 people in this story. Describe each one on a different line of the coding sheet. (It helps to code them in the order that they appear in the story). Write the name of each person so that you (or others) can check for accuracy at a later time.

Journalists

1. Print the name of the announcer (or just ANNOUNCER if the name is not known) in column 7. The studio announcer who introduced this story was a white male, about 50 years in age:

   Role = 1, announcer

   Gender = 2, male

   Age = 4, 50 – 64 years

   Race/ethnicity = 1, whites are the majority group in Canada.

   Code the announcer in each story, even if the same announcer does many stories in the program.

2. On the next line, in column 7, print the name of the reporter (or just REPORTER if you do not know the name). The reporter in this example is an Asian woman, age about 40 years:

   Role = 2, reporter

   Gender = 1, female

   Age = 3, 35-49 years.

   Race/ethnicity = 2, since Asians are a minority in Canada.

People in the news

3. On the next line, print WOMAN in column 7. The unidentified "Woman" is black, about 30 years old:

   Role = 5, a person in the news

   Gender = 1, female.

   Age = 2, 20-34 years.

   Race/ethnicity = 2, since blacks are a minority group in Canada.

   Code "0" for each of Occupation, Family, Victim, Wrong doing and Recognition. The story does not give any information about these.

4. On the next line, print MARCOTTE in column 7. Joanne Marcotte is coded as follows:

> **Role = 5**, a person in the news
>
> **Gender = 1**, female
>
> **Age = 3**, 35-49 years
>
> **Race/ethnicity = 1**, since she is white, the dominant group in Canada.
>
> **Occupation/ position = 7**, Health professional, since she speaks for the Montreal Women's Health Centre.
>
> Code "0" for each of Family, Victim, Wrong doing and Recognition. The story does not give any information about these.

Optional timing codes

"Time speaking" is optional information. Your coordinator will tell you whether to collect this information or not.

Time each person who speaks except journalists (do not time announcers, reporters, sportscasters etc.)

Calculate the total amount of time that each different person speaks in the story:

- Put your stop watch to zero at the beginning of the story
- Start it when the speaker begins
- Stop it when that speaker stops
- Start it again if that person begins speaking again
- Etc.
- Write the total speaking time for that person on their coding line. In this example, the unidentified woman spoke for 4 seconds. Write "0" on her coding line for number of minutes speaking and "04" for number of seconds. Marcotte also spoke for 4 seconds. Write this on her coding line.

Both women who were interviewed spoke just once in the story. If Marcotte made a second appearance for 7 seconds, then you would write her total speaking time of 11 seconds (4 + 7).

It does not matter whether you can see people while they are speaking. Time people when you can hear and understand them, even though the camera shows something else.

Sometimes the camera follows a person before the person speaks. Start timing only when the person actually begins to speak.

TELEVISION CODING GRID

Notes		Program		Story				People											Time	
		1 Time program begins	2 Length of program	3 Subject	4 Scope	5 Women are central focus	6 Women are central focus	7 Name of person	8 Role	9 Gender	10 Age	11 Race/Ethnicity	12 Occupation/position	13 Family	14 Victim	15 Wrong doing	16 Recognition		17 Time speaking: minutes	18 Time speaking: seconds
Country	Canada																			
City	Toronto																			
Station	CTV																			
Program	Newsbeat																			
RU486 birth control pill		1800	30	8	3	1	14	Announcer	1	2	4	1								
								Reporter	2	1	3	2								
								Woman	5	1	2	2	0	0	0	0	0		0	4
								Marcotte	5	1	3	1	7	0	0	0	0		0	4
Next story starts here																				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		17	18

3. RADIO NEWS

3.1 Number of radio newscasts to code

Please code at least 2 radio newscasts.

You can code more programs if:

- ■ Your country has many radio stations.

- ■ People in other cities and towns are available to help with the project.

If you can, code up to 10 radio newscasts.

Larger countries: If you can, code additional programs from different areas of the country.

3.2 How to choose radio newscasts

Choose newscasts only. Choose programs that are produced by your own country. They may contain stories from other countries, but programs should be produced by your own country. Do not choose documentaries or programs that are mainly about sports, entertainment, etc.

Code national programs first, then local programs if you have time. Choose major programs:

- ■ Those with the biggest audiences.

- ■ Those that have the strongest reputation for news.

Try to keep a balance among:

- ■ Programs from different broadcasters, private and public

- ■ Programs at different times of day:

  - • Before 1200 hours

  - • 1200 - 2000 hours

  - • 2000 - 2400 hours

- ■ Programs in different languages used in your country.

- ‗ Choose AM (medium wave) or FM programs. Choose short wave only if there are no AM or FM programs available.

3.3 Tape radio newscasts

It is necessary to record every program on tape. You will need to replay each story several times to code all the information.

_ Test your tape recorders a few days before the taping date. This is especially important if you are using an electronic timer to tape a program when you are not there!

_ If possible, make two recordings of each program, in case one fails.

_ Check your recordings as soon as possible to make sure that they worked.

_ If you miss a program for any reason, record it the next day, February 2.

3.4 What to code

_ Code all the stories in the newscasts that you selected, including:

- All types of news — politics, local stories, international stories, reports on education, medicine, business, entertainment, and so on.

- Sports reports — code if they are part of the newscast. (Do not code a program if it is entirely about sports.)

_ Do not code:

- Introductions or "headlines": Some programs begin with brief clips from stories that will appear later in the newscast. Do not code these.

- Weather forecasts.

- Advertising.

_ If you don't know whether to code something or not, code it, and write a note to describe the problem.

3.5 Three types of information

You need to code three types of information:

1. Information about the program.

    •   Write this in columns 1 and 2 of the coding sheet.

    •   Write this on the first line for the program. You do not need to repeat it on later lines.

2. Information about each news story.

    •   Write this in columns 3 to 6 of the coding sheet.

    •   Write this on the first line for each story. You do not need to repeat it on later lines.

3. Information about people in the news story.

    •   Write this in columns 7 to 14 of the coding sheet (plus columns 15 and 16 if your are doing the timing codes too).

    •   Code each person who is speaks or is central to the story

    •   Describe each person in the story on a separate line

3.6 To ensure accurate coding

_   If possible, work with a partner.

_   Check the completed coding sheets for errors or omissions.

_   Print all information clearly.

_   Use pencil, and correct mistakes.

Please use the coding sheets sent to you. You may translate the words on the sheets, but do not change the meaning of any columns or the order of columns!

3.7 Example — Radio news

Announcer	The World Health Organization is warning of an impending epidemic of hip fractures. The organization predicts that the number of hip fractures will triple by 2050, to 6.3 million annually, up from 7.3 million today. Osteoporosis can affect men and women of any age, but most who suffer from it are women over the age of 50.
	Gro Harlem Brundtland, Director-General of the World Health Organization, likened the state of osteoporosis to that of smoking 25 years ago:
Brundtland	"The warning about smoking was largely ignored, and we are now seeing a dramatic increase in cardiovascular disease. We must not allow the same thing to happen with osteoporosis."
Announcer	Nikolai Khaltev, head of the World Health Organization osteoporosis program, said that hip fractures have, for too long, been considered an inevitable part of growing old. In reality, he said, it is easy to identify those at risk and take steps toward preventing the disease.

(Note: You do NOT need to make transcripts of news stories!)

Below are step-by-step instructions for coding the example story. See the example coding sheet.

First, describe the story in a few words in the first column called "Notes", for example, "Hip fractures increasing".

Program codes

- ■ This story was part of a 10-minute newscast that started at 0700 hours.
  - • Write "0700" in column 1.
  - • Write "10" in column 2.

Story codes

- **Subject = 8,** Health, medicine, safety.

- **Scope = 4;** this is an international story, applying to the world as a whole.

- **Stories which have women as a central focus = 0.** Although women are mentioned in the story, they are not a central focus.

Journalists and people in the news

There are 3 people to code in this story. Describe each on a different line of the coding sheet. Print the name of each person so that you (or others) can check for accuracy at a later time.

Journalists

1. Print the name of the announcer (or just ANNOUNCER if the name is not known) in column 7. In this story, the announcer was a woman:

   Role = 1, announcer

   Gender = 1, female.

   Code the announcer in each story, even if the same announcer does many stories in the program.

People in the news

2. On the next line, print BRUNDTLAND in column 7:

   Role = 5, a person in the news.

   Gender = 1, female.

   Occupation / position = 3, as she works for the United Nations.
   Code "0" for each of Family, Victim, Wrong doing and Recognition. The story does not give any information about these.

   Brundtland spoke for 9 seconds:

   Speaking time: minutes = 0

   Speaking time: seconds = 9.

2. On the next line, print KHALTEV in column 7:

   Role = 5, a person in the news.

   Gender = 2, male.

   Occupation / position = 3, he also works for the United Nations.
   Code "0" for each of Family, Victim, Wrong doing and Recognition. The story does not give any information about these.

   Khaltev did not speak: code 0 for both minutes and seconds.

Optional timing codes

"Time speaking" is optional information. Your coordinator will tell you whether to collect this information or not.

Time each person who speaks except journalists (do not time announcers, reporters, sportscasters, etc.)

Calculate the total amount of time that each different person speaks in the story:

- Put your stop watch to zero at the beginning of the story
- Start it when the speaker begins
- Stop it when that speaker stops
- Start it again if that person begins speaking again
- Etc.
- Write the total speaking time for that person on their coding line.

In this example, Gro Harlem Brundtland spoke for 9 seconds. She spoke just once, but if she spoke a second time for 6 seconds, her total speaking time would be 15 seconds (9 + 6).

RADIO CODING GRID

Notes		Program		Story				People										Time	
		1 Time program begins	2 Length of program	3 Subject	4 Scope	5 Women are central focus	6 Women are central focus	7 Name of person		8 Role	9 Gender	10 Occupation/position	11 Family	12 Victim	13 Wrong doing	14 Recognition		15 Time speaking: minutes	16 Time speaking: seconds
Country	Canada																		
City	Toronto																		
Station	CBC																		
Program	World Report																		
Hip fractures increasing		0700	10	8	4	0	0	ANNOUNCER		1	1								
								BRUNDTLAND		5	1	3	0	0	0	0		0	9
								KHALTEV		5	2	3	0	0	0	0		0	0
Next story starts here																			
		1	2	3	4	5	6	7		8	9	10	11	12	13	14		15	16

4. NEWSPAPERS

4.1 Number of newspapers to code

Please code at least 2 different newspapers.

- Choose the **major national newspapers** in your country.
- Then choose **major local newspapers**.

If you can do more, code up to 5 newspapers.

Larger countries: If you can, code additional newspapers from different areas of the country.

4.2 How to choose newspaper stories

- **Code 8 to 12 stories** on the **main news pages** of each newspaper.
  - Begin with the main news page (usually Page 1). Code all the news stories on this page, then go to the next major news page.
  - Choose regular news stories – avoid editorials, letters to the editor, and commentaries.
  - If a story begins on one page and continues elsewhere, code the entire story.
  - Some news items are a photograph and a short headline or written text. Code these just like longer stories.
  - Code editorial cartoons that appear on the main news pages.
- **Do not code**:
  - "Teasers": Some papers print short introductions (one or two sentences) to stories that appear inside the paper. Do not code these.
  - Advertising
  - Jokes
  - Weather reports
- If you don't know whether to code something or not, code it, and write a note to describe the problem.

4.3 Two types of information

You need to code two types of information:

1. Information about the **news story**.

    - Write this in columns 1 to 5 of the coding grid.

    - Write this on the first line for each story. You do not need to repeat it on later lines.

2. Information about **people** in the news story.

    - Write this in columns 6 to 17 of the coding sheet.

    - Code each journalist and each person who is named or quoted or shown in a photo.

    ### People who appear in pictures

    Code each recognizable person who appears in a photograph or drawing. (Do not code people who appear in the background or as members of a crowd.)

    Usually, people who appear in pictures are described in the text of the story. Code people who are not identified too, e.g., an unidentified person at a political rally.

4.4 To ensure accurate coding

- If possible, work with a partner.
- Check the completed coding sheets for errors or omissions.
- Print all information clearly.
- Use pencil, and correct mistakes.

Please use the coding sheets sent to you. You may translate the words on the sheets, but do not change the meaning of any columns or the order of columns!

4.5 Example - Newspaper story

Verdict in Rodney King trial

by Donald Truman and Anna Khan

A jury decided yesterday that black motorist Rodney King should not be awarded damages after being beaten by white police officers in 1991.
The jury found that former police officers Stacey Koon and Laurence Powell, who were convicted of violating Mr King's civil rights, acted with malice but should not have to pay Mr King.

Below are step-by-step coding instructions. See the example coding sheet.

First, describe the story in a few words in the first column called "Notes", for example, "Verdict in Rodney King case".

Story codes

■ The story involves a crime and trial.
Subject = 3, Crime, trials

■ The story takes place in the U.S. For coders in the US, **Scope = 2**, the story has national importance. For coders in other countries, **Scope = 4, the story is in a foreign country.**

■ **Stories which have women as a central focus = 0**.

People codes

The story mentions two reporters and three other people, Rodney King, the victim of a beating by police, and the two police officers convicted of beating him. Make 5 lines on the coding sheet, one for each person. Print the name of each person so that you (or others) can check for accuracy at a later time.

Journalists

■ Two reporters wrote this story. Print TRUMAN in column 6:

Role = 2, reporter in column 7

Gender = 2, male in column 8.

On the next line print KHAN in column 6:

Role = 2, reporter in column 7

Gender = 1, female in column 8.

People in the news

- Print KING in column 6, then in the following columns:

  Role = 5, a person in the news.

  Gender = 2, male.

  Age = 2, 20 - 34 years. The story includes a picture, and King appears to be this age.

  Race/ethnicity = 2 as blacks are a minority group in the US.

  Occupation = 0, because no information is supplied.

  Victim = 3, since King was the victim of a crime.

  Code "0" for each of Family, Wrong doing and Recognition. The story does not give any information about these.

  Quoted = 0, since King is not quoted.

  Picture = 1, since there is a picture of King.

- Print KOON in column 6 of the next line.

  Role = 5, a person in the news.

  Gender = 2, male.

  Age = 0, as there is no picture and no information in the story.

  Race/ethnicity = 1 as whites are the majority culture in the U.S.

  Occupation = 4, Police.

  Wrong doing = 1, he attacked King.

  Code "0" for Family and Recognition. The story does not give any information about these.

  Koon is not quoted, and there is not picture of him, so these codes are also "0".

- Print POWELL in column 6 of the next line. Codes are the same as for KOON.

People quoted

- The Rodney King story does not contain quotes.

  This is an example quote from a different story:

  - "We knew all along that this case would be dropped", said Danny Kailimang, one of Suharto's lawyers.

  This is *not* a quote:

  - Danny Kailimang, one of Suharto's lawyers, said that he knew the case would be dropped.

NEWSPAPER CODING GRID

Notes	1 Page	2 Subject	3 Scope	4 Women are central focus	5 Women are central focus	6 Name of person	7 Role	8 Gender	9 Age	10 Race/Ethnicity	11 Occupation/position	12 Family	13 Victim	14 Wrong doing	15 Recognition	16 Is person quoted?	17 Is person in a photo?
Country **Canada** City **Toronto** Newspaper **Star**																	
Verdict in Rodney King case	1	3	4	0	0	TRUMAN	2	2									
						KHAN	2	1									
						KING	5	2	2	2	0	0	3	0	0	0	1
						KOON	5	2	0	1	4	0	0	1	0	0	0
						POWELL	5	2	0	1	4	0	0	1	0	0	0
Next story starts here																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

5. DEADLINE: 28 FEBRUARY 2000

Photographs and pictures

We want the report to show people and images from around the world. Please send photographs of coordinators and volunteers. Try to get pictures of people working, group photographs, close-ups, etc.

If you can, send promotional material from television and radio stations so that we can reproduce station logos, etc. Do not take photos of the television screen, as these will not turn out well. If you contact your radio and television stations, they will probably be happy to send promotional material to you.

Data

1. **Photocopy the coding sheets. Keep the copies in case the originals get lost.**

   - Please keep television and radio tapes for six months, in case there are questions.

2. **Check that you are returning the following materials:**

   - The completed coding sheets

   - Your analysis and comments (applies only to those who received their packs directly from WACC)

   - Photographs of volunteers, station logos, etc. (or the film to be processed)

   - Newspaper pages (one front page from each newspaper you coded)

   - Promotional material from television and radio stations, if possible.

3. **Mail your monitoring materials**

   - If you received a monitoring pack from your country coordinator, return materials to the coordinator. They will forward them to WACC.

   - If you received a monitoring pack directly from WACC, return materials to:

     World Association for Christian Communication

     357 Kennington Lane

     London SE11 5QY

     UK

3. **In case of need, contact:**

   Teresita Hermano
   WACC
   Telephone: +44 20 7582 9139
   Fax: +44 20 7735 0340
   E-mail: TZH@wacc.org.uk

TELEVISION NEWS CODING SYSTEM

GLOBAL MEDIA MONITORING PROJECT 2000

Please read the News Monitoring Guide and study the examples in it before you begin coding!

A. PROGRAM

Code this information ONCE for each news program — on the first coding line for the program.

1   Time the program begins: Use the 24 hour clock, e.g., 0600, 2100

2   Length of program: Number of minutes, e.g., 30 minutes, 60 minutes

B. STORY

Code this information ONCE for each news story — on the first coding line for the story.

3   Subject

Choose the one subject that best describes how the story is reported. A single event can be reported in different ways. For example, the earthquake in Turkey:

- A report on rescuing survivors is Subject = 4, Disaster, accident, tragedy
- A report on the damage to the Turkish economy is Subject = 5, Economy, business.

  0 **Do not know**
  1 **Arts, entertainment**, movies, books, dance, etc.
  2 **Celebrity news**, marriages, obituaries, births, famous people, royalty
  3 **Crime, trials**, criminal and civil cases, other legal issues e.g., changes to court system
  4 **Disaster, accident, tragedy**, earthquakes, floods, car accidents, plane crashes
  5 **Economy, business**, trade, stock markets
  6 **Education, child care**, pre-school to university, nurseries, adult education, literacy
  7 **Environment, pollution**, global warming
  8 **Health, medicine, safety**, including research, funding
  9 **Human rights,** women's rights, children's rights, gay and lesbian rights
10 **International crises**, refugees, famine, UN peacekeeping
11 **Labour issues**, strikes, negotiations
12 **National defence**, military spending, parades, international negotiations re: arms, treaties
13 **Politics, government**, municipal, state or national level; elections, speeches, legislation
14 **Poverty**, housing, unemployment, aid to those in need
15 **Religious issues,** celebrations, controversies
16 **Riots, demonstrations**
17 **Science**, including research, discoveries, funding
18 **Sports**, professional and amateur
19 **War, civil war, terrorism**
20 **Other subject:** Specify on coding sheet.

4   Scope of story

Code the widest scope that applies: if the event has both local and national importance, code national.

Code scope from your own perspective in the country where you live. Example: A story on national elections in India is 2 - National to anyone living in India, and 4 - Foreign to people in any other country.

- 0 **Do not know**
- 1 **Local**: Has importance within your city, state, area
- 2 **National**: Has importance within your own country
- 3 **National and other**: Involves your country and other countries
- 4 **Foreign, international:** involves other countries or the world in general (e.g., global warming)

5,6 Stories which have women as their central focus

Code these only if women are a central focus. A story on child care, for example, will not necessarily focus on women.

If women are a central focus of two issues covered in the story, use both columns 5 and 6.

- 0 **Women are not a central focus of the story**
- 1 **Birth control**, reproductive rights
- 2 **Changing roles of women**, in the home and outside the home
- 3 **Child care**
- 4 **Education and training**
- 5 **Minority women**, i.e., members of ethnic, racial or religious minorities
- 6 **Portrayal of women**, in television, film, newspapers, magazines
- 7 **Rural women,** agriculture, women and land
- 8 **Sexual orientation**, gay and lesbian rights
- 9 **Social welfare**, programs for poor women
- 10 **Violence, harassment**, rape, murder, pornography, domestic violence, abuse of all kinds
- 11 **Women and religion**, traditional culture
- 12 **Women and power**, in any area, politics, business, education
- 13 **Women with disabilities**, physical or mental
- 14 **Women's health**
- 15 **Women's legal rights**, property, family law, inheritance
- 16 **Women and work**, wages, working conditions, business opportunities, unemployment
- 17 **Other issues** which have women as their central focus. Describe the issue on the coding sheet.

C. JOURNALISTS AND PEOPLE IN THE NEWS

Write one line on the coding sheet for:

- EACH JOURNALIST: **Code the announcer in each story, even if it is the same announcer.**
- EACH PERSON IN THE STORY WHO SPEAKS
- A PERSON WHO IS CENTRAL TO THE STORY, even if they do not speak. This occurs rarely – e.g., when the person in the story does not speak the language of the newscast. If Sonia Ghandi is a central figure in a Spanish language newscast, code her even though she is not directly interviewed.

Code as much factual information as you can about people in the news. For example, if the story interviews Boris Yeltsin, code him as a white male politician, aged 65+ — even if the story does not state this directly.

Code only individual people. Do not code:

- Groups such as political parties
- Characters in novels or movies
- Historical figures (unless they appear in old film or video clips)
- Interpreters (Code the person being interviewed as if they spoke without an interpreter).

7   Name or position Print in capital letters.

8   Role

1. **Announcer or host**: Usually in the television studio
2. **Reporter**: Usually outside the studio. Include reporters who do not appear on screen.
3. **Other journalists**: Sportscasters, weather forecasters, etc.
4. **Commentator, analyst**: These people are not participants in the event. Example: A panel of experts discusses the week's political stories.
5. **Person in the news:** Interviewee, any person who is not a journalist or commentator

9   Gender

0. **Do not know**
1. **Female**
2. **Male**

10 Age Code the age that the person appears to be, if you do not know the exact age.

0. **Do not know:** (e.g., the person may not be seen clearly)
1. **19 years or under**
2. **20-34**
3. **35-49**
4. **50-64**
5. **65 years or more**

11 Race / ethnicity

In many countries, some racial or ethnic groups have greater power or prestige than others. These are the "dominant" groups, who may or may not be the numerical majority in the country. For example, in the US, whites are generally the dominant group both in terms of numbers and power, while blacks and Hispanics are minorities. In India, on the other hand, people belonging to the lower castes may form the numerical majority but they are not the dominant group in terms of power or prestige.

If you do not know which group is dominant, code "0". This may occur in stories about foreign countries.

0. **Do not know**
1. **Dominant**: Member of dominant racial/ethnic group in country where the story occurs.
2. **Minority**: Member of any minority racial/ethnic group in the country where the story occurs.
3. **Other**: e.g., a visitor to the country, a refugee. Specify on coding sheet.

SECTION B – NEWS CODING SYSTEM

Complete the remaining codes for commentators and people in the news. These codes are not needed for journalists.

12 Occupation or position

   0 **Not stated.** Story does not describe the person's occupation
   1 **Politician**, elected, appointed, self-appointed. Include heads of state, monarchs, political party staff, spokespeople
   2 **Government employee**, public servant, diplomat, spokesperson
   3 **Non-government organizations**, aid agencies, consumer groups, environmental groups, human rights groups, United Nations staff
   4 **Police, military,** para-military groups, militias
   5 **Religious leaders**, priests, monks, mullahs, nuns
   6 **Education professionals**, teachers, child care workers
   7 **Health and social service professionals**, doctors, nurses, lab technicians, social workers, psychologists
   8 **Business, law**, executives, managers, economists, lawyers, judges, financial experts, stock brokers
   9 **Science, technology**, physical and social sciences, engineering, computers
  10 **Office and service workers**, non-management jobs in offices, stores, restaurants,
  11 **Skilled trades, labourers**, construction workers, truck drivers, factory workers, domestic workers
  12 **Agriculture, fishing, forestry**,
  13 **Celebrity, artist**, actor, singer
  14 **Athletes**, players, coaches, judges
  15 **Homemaker, parent,** either female or male
  16 **Student**
  17 **Retired, pensioner**
  18 **Unemployed or homeless**
  19 **Criminal**. Code this only if no other occupation is known, e.g, a lawyer who commits a crime is code 8.
  20 **Other**. Write occupation on coding sheet.

13 Family relationships Does the story describe this person as a wife, husband, etc?

   0 **No**
   1 **Identified as wife,** daughter, mother, etc
   2 **Identified as husband**, son, father, etc.

14 Victim Does the story describe this person as a victim?

   0 **Not a victim**
   1 **Victim of an accident or natural disaster**
   2 **Victim of sexual violence or abuse**
   3 **Victim of crime (other than sexual abuse)**
   4 **Victim of war**
   5 **Other victim**

15 Wrong doing Is the person accused of doing wrong?.

   0 **No**
   1 **Yes:** Include all kinds of accusations — criminal, moral, bad judgment, mistakes, etc.

16 Recognition Is the person given positive recognition?

   0 **No**
   1 **Yes:** Include praise or recognition of any kind, whether it is justified or not**.**

D. INTERVIEW TIMES (OPTIONAL)

Your coordinator will tell you whether to record this optional information.

Time each person who speaks except journalists: Do not time announcers, reporters, sportscasters, etc.

Calculate the total amount of time that the person speaks during the story:

- Put your stop watch to zero at the beginning of the story
- Start timing when the person begins speaking
- Stop timing when the person stops speaking
- Start timing again when the person begins speaking again
- Continue this to the end of the story.

Write the total time for that person on the coding sheet.

It does not matter whether you can see the person while they are speaking. Time people when you can hear and understand them, even though the camera shows something else.

Sometimes the camera follows a person before the person speaks. Start timing only when the person actually begins to speak. Examples:

- If a person speaks for a total of 18 seconds, write "0" as the total number of minutes and "18" as the total number of seconds.
- If a person speaks for a total of 74 seconds, write "1" as the total number of minutes and "14" as the total number of seconds.

17 Total number of minutes

Most people who are interviewed speak less than one minute. This will usually be "0".

18 Total number of seconds

Individual interview segments (sound bites) are often between 5 seconds and 15 seconds in length.

RADIO NEWS CODING SYSTEM

GLOBAL MEDIA MONITORING PROJECT 2000

Please read the News Monitoring Guide and study the examples in it before you begin coding!

A. PROGRAM

Code this information ONCE for each news program — on the first coding line for the program.

1   Time the program begins: Use the 24 hour clock, e.g., 0600, 2100

2   Length of program: Number of minutes, e.g., 10 minutes, 30 minutes

B. STORY

Code this information ONCE for each news story — on the first coding line for the story.

3   Subject

Choose the one subject that best describes how the story is reported. A single event can be reported in different ways. For example, the earthquake in Turkey:

- A report on rescuing survivors is Subject = 4, Disaster, accident, tragedy
- A report on the damage to the Turkish economy is Subject = 5, Economy, business.

 0 **Do not know**
 1 **Arts, entertainment**, movies, books, dance, etc.
 2 **Celebrity news**, marriages, obituaries, births, famous people, royalty
 3 **Crime, trials**, criminal and civil cases, other legal issues e.g., changes to court system
 4 **Disaster, accident, tragedy**, earthquakes, floods, car accidents, plane crashes
 5 **Economy, business**, trade, stock markets
 6 **Education, child care**, pre-school to university, nurseries, adult education, literacy
 7 **Environment, pollution**, global warming
 8 **Health, medicine, safety**, including research, funding
 9 **Human rights,** women's rights, children's rights, gay and lesbian rights
10 **International crises**, refugees, famine, UN peacekeeping
11 **Labour issues**, strikes, negotiations
12 **National defence**, military spending, parades, international negotiations re: arms, treaties
13 **Politics, government**, municipal, state or national level; elections, speeches, legislation
14 **Poverty**, housing, unemployment, aid to those in need
15 **Religious issues,** celebrations, controversies
16 **Riots, demonstrations**
17 **Science**, including research, discoveries, funding
18 **Sports**, professional and amateur
19 **War, civil war, terrorism**
20 **Other subject:** Specify on coding sheet.

4   Scope of story

Code the widest scope that applies: if the event has both local and national importance, code national.

Code scope from your own perspective in the country where you live. Example: A story on national elections in India is 2 - National to anyone living in India, and, 4 - Foreign to people in any other country.

- 0 **Do not know**
- 1 **Local**: Has importance within your city, state, area
- 2 **National**: Has importance within your own country
- 3 **National and other:** involves your country and other countries
- 4 **Foreign, international:** involves other countries or the world in general (e.g., global warming)

5,6 Stories which have women as their central focus

Code these only if women are a central focus. A story on child care, for example, will not necessarily focus on women.

If women are a central focus of two issues covered in the story, use both columns 5 and 6.

- 0 **Women are not a central focus of the story**
- 1 **Birth control**, reproductive rights
- 2 **Changing roles of women**, in the home and outside the home
- 3 **Child care**
- 4 **Education and training**
- 5 **Minority women**, i.e., members of ethnic, racial or religious minorities
- 6 **Portrayal of women**, in television, film, newspapers, magazines
- 7 **Rural women,** agriculture, women and land
- 8 **Sexual orientation**, gay and lesbian rights
- 9 **Social welfare**, programs for poor women
- 10 **Violence, harassment**, rape, murder, pornography, domestic violence, abuse of all kinds
- 11 **Women and religion**, traditional culture
- 12 **Women and power**, in any area, politics, business, education
- 13 **Women with disabilities**, physical or mental
- 14 **Women's health**
- 15 **Women's legal rights**, property, family law, inheritance
- 16 **Women and work**, wages, working conditions, business opportunities, unemployment
- 17 **Other issues** which have women as their central focus. Describe the issue on the coding sheet.

C. JOURNALISTS AND PEOPLE IN THE NEWS

Write one line on the coding sheet for:

- EACH JOURNALIST: **Code the announcer in each story, even if it is the same announcer.**
- EACH PERSON IN THE STORY WHO SPEAKS
- A PERSON WHO IS CENTRAL TO THE STORY, even if they do not speak.

Code as much factual information as you can about people in the news. For example, if the story interviews Boris Yeltsin, code him as a white male politician, aged 65+ — even if the story does not state this directly.

Code only individual people. Do not code:

- Groups such as political parties
- Characters in novels or movies
- Historical figures (unless they appear on old tape recordings)
- Interpreters (Code the person being interviewed as if they spoke without an interpreter).

7   Name or position Print in capital letters.

8   Role

   1   **Announcer or host**
   2   **Reporter**
   3   **Other journalists**: Sportscasters, weather forecasters, etc.
   4   **Commentator, analyst**: These people are not participants in the event. Example: A panel of experts discusses the week's political stories.
   5   **Person in the news**: Interviewee, any person who is not a journalist or commentator

9   Gender

   0   **Do not know**
   1   **Female**
   2   **Male**

Note: Age and Race/ethnicity are not included in the radio coding system because this information is not usually given in radio news.

SECTION B – NEWS CODING SYSTEM

Complete the remaining codes for commentators and people in the news. These codes are not needed for journalists.

10 Occupation or position

 0 **Not stated.** Story does not describe the person's occupation
 1 **Politician**, elected, appointed, self-appointed. Include heads of state, monarchs, political party staff, spokespeople
 2 **Government employee**, public servant, diplomat, spokesperson
 3 **Non-government organizations**, aid agencies, consumer groups, environmental groups, human rights groups, United Nations staff
 4 **Police, military,** para-military groups, militias
 5 **Religious leaders**, priests, monks, mullahs, nuns
 6 **Education professionals**, teachers, child care workers
 7 **Health and social service professionals**, doctors, nurses, lab technicians, social workers, psychologists
 8 **Business, law**, executives, managers, economists, lawyers, judges, financial experts, stock brokers
 9 **Science, technology**, physical and social sciences, engineering, computers
 10 **Office and service workers**, non-management jobs in offices, stores, restaurants,
 11 **Skilled trades, labourers**, construction workers, truck drivers, factory workers, domestic workers
 12 **Agriculture, fishing, forestry**,
 13 **Celebrity, artist**, actor, singer
 14 **Athletes**, players, coaches, judges
 15 **Homemaker, parent,** either female or male
 16 **Student**
 17 **Retired, pensioner**
 18 **Unemployed or homeless**
 19 **Criminal**. Code this only if no other occupation is known, e.g, a lawyer who commits a crime is code 8.
 20 **Other**. Write occupation on coding sheet.

11 Family relationships Does the story describe this person as a wife, husband, etc?

 0 **No**
 1 **Identified as wife,** daughter, mother, etc
 2 **Identified as husband**, son, father, etc.

12 Victim Does the story describe this person as a victim?

 0 **Not a victim**
 1 **Victim of an accident or natural disaster**
 2 **Victim of sexual violence or abuse**
 3 **Victim of crime (other than sexual abuse)**
 4 **Victim of war**
 5 **Other victim**

13 Wrong doing Is the person accused of doing wrong?.

 0 **No**
 1 **Yes:** Include all kinds of accusations — criminal, moral, bad judgment, mistakes, etc.

14 Recognition Is the person given positive recognition?

 0 **No**
 1 **Yes:** Include praise or recognition of any kind, whether it is justified or not**.**

D. INTERVIEW TIMES (OPTIONAL)

Your coordinator will tell you whether to record this optional information.

Time each person who speaks except journalists: Do not time announcers, reporters, sportscasters, etc.

Calculate the total amount of time that the person speaks during the story:

- Put your stop watch to zero at the beginning of the story
- Start timing when the person begins speaking
- Stop timing when the person stops speaking
- Start timing again when the person begins speaking again
- Continue this to the end of the story.

Write the total time for that person on the coding sheet.

Time people when you can hear and understand them.

Start timing when the person actually begins to speak. Examples:

- If a person speaks for a total of 18 seconds, write "0" as the total number of minutes and "18" as the total number of seconds.
- If a person speaks for a total of 74 seconds, write "1" as the total number of minutes and "14" as the total number of seconds.

15 Total number of minutes

Most people who are interviewed speak less than one minute. This will usually be "0".

16 Total number of seconds

Individual interview segments (sound bites) are often between 5 seconds and 15 seconds in length.

NEWSPAPER CODING SYSTEM

GLOBAL MEDIA MONITORING PROJECT 2000

Please read the News Monitoring Guide and study the examples in it before you begin coding!

A. STORY

Code this information ONCE for each news story — on the first coding line of the story.

1 Page on which the story occurs. Write the page number where the story begins.

2 Subject

Choose the one subject that best describes how the story is reported. A single event can be reported in different ways. For example, the earthquake in Turkey:

- A report on rescuing survivors is Subject = 4, Disaster, accident, tragedy
- A report on the damage to the Turkish economy is Subject = 5, Economy, business.

  0 **Do not know**
  1 **Arts, entertainment**, movies, books, dance, etc.
  2 **Celebrity news**, marriages, obituaries, births, famous people, royalty
  3 **Crime, trials**, criminal and civil cases, other legal issues e.g., changes to court system
  4 **Disaster, accident, tragedy**, earthquakes, floods, car accidents, plane crashes
  5 **Economy, business**, trade, stock markets
  6 **Education, child care**, pre-school to university, nurseries, adult education, literacy
  7 **Environment, pollution**, global warming
  8 **Health, medicine, safety**, including research, funding
  9 **Human rights,** women's rights, children's rights, gay and lesbian rights
10 **International crises**, refugees, famine, UN peacekeeping
11 **Labour issues**, strikes, negotiations
12 **National defence**, military spending, parades, international negotiations re: arms, treaties
13 **Politics, government**, municipal, state or national level; elections, speeches, legislation
14 **Poverty**, housing, unemployment, aid to those in need
15 **Religious issues,** celebrations, controversies
16 **Riots, demonstrations**
17 **Science**, including research, discoveries, funding
18 **Sports**, professional and amateur
19 **War, civil war, terrorism**
20 **Other subject:** Specify on coding sheet.

3 Scope of story

Code the widest scope that applies: if the event has both local and national importance, code national.

Code scope from your own perspective in the country where you live. Example: A story on national elections in India is 2 - National to anyone living in India, and 4 - Foreign to people in any other country.

  0 **Do not know**
  1 **Local**: Has importance within your city, state, area
  2 **National**: Has importance within your own country
  3 **National and other**: Involves your country and other countries
  4 **Foreign, international:** involves other countries or the world in general (e.g., global warming)

4,5 Stories which have women as their central focus

Code these only if women are a central focus. A story on child care, for example, will not necessarily focus on women.

If women are a central focus of two issues covered in the story, use both columns 5 and 6.

  0 **Women are not a central focus of the story**
  1 **Birth control**, reproductive rights
  2 **Changing roles of women**, in the home and outside the home
  3 **Child care**
  4 **Education and training**
  5 **Minority women**, i.e., members of ethnic, racial or religious minorities
  6 **Portrayal of women**, in television, film, newspapers, magazines
  7 **Rural women,** agriculture, women and land
  8 **Sexual orientation**, gay and lesbian rights
  9 **Social welfare**, programs for poor women
10 **Violence, harassment**, rape, murder, pornography, domestic violence, abuse of all kinds
11 **Women and religion**, traditional culture
12 **Women and power**, in any area, politics, business, education
13 **Women with disabilities**, physical or mental
14 **Women's health**
15 **Women's legal rights**, property, family law, inheritance
16 **Women and work**, wages, working conditions, business opportunities, unemployment
17 **Other issues** which have women as their central focus. Describe the issue on the coding sheet.

B. JOURNALISTS AND PEOPLE IN THE NEWS

Code one line on the coding sheet for:

- EACH REPORTER who wrote the story
- EACH PHOTOGRAPHER who gets a credit
- EACH PERSON MENTIONED BY NAME
- EACH PERSON QUOTED
- EACH PERSON SHOWN IN A PHOTOGRAPH or DRAWING.

Code only individual people. Do not code:

- Groups such as political parties
- Characters in novels or movies
- Historical figures (unless they are quoted directly or appear in a photo.)

6   Name or position Print in capital letters.

7   Role

  1 **(Do not use this code for newspapers)**
  2 **Reporter**
  3 **Photographer**
  4 **Commentator, analyst**: The writer comments on events or expresses opinions about them
  5 **Person in the news**: Interviewee, any person who is not a journalist or commentator

SECTION B – NEWS CODING SYSTEM

Complete the remaining codes for commentators and people in the news. They are not needed for journalists.

8   Gender
  0 Do not know
  1 Female
  2 Male

9   Age Code the age that the person appears to be, if you do not know the exact age.
  0 Do not know
  1 19 years or under
  2 20-34
  3 35-49
  4 50-64
  5 65 years or more

10 Race / ethnicity

In many countries, some racial or ethnic groups have greater power or prestige than others. These are the "dominant" groups, who may or may not be the numerical majority in the country. For example, in the US, whites are generally the dominant group both in terms of numbers and power, while blacks and Hispanics are minorities. In India, on the other hand, people belonging to the lower castes may form the numerical majority but they are not the dominant group in terms of power or prestige.

If you do not know which group is dominant, code "0". This may occur in stories about foreign countries.

  0 **Do not know**
  1 **Dominant**: Member of dominant racial/ethnic group in country where the story occurs.
  2 **Minority**: Member of any minority racial/ethnic group in the country where the story occurs.
  3 **Other**: E.g. a visitor to the country, a refugee. Specify on coding sheet.

11 Occupation or position
  0 **Not stated.** Story does not describe the person's occupation
  1 **Politician**, elected, appointed, self-appointed. Include heads of state, monarchs, political party staff, spokespeople
  2 **Government employee**, public servant, diplomat, spokesperson
  3 **Non-government organizations**, aid agencies, consumer groups, environmental groups, human rights groups, United Nations staff
  4 **Police, military,** para-military groups, militias
  5 **Religious leaders**, priests, monks, mullahs, nuns
  6 **Education professionals**, teachers, child care workers
  7 **Health and social service professionals**, doctors, nurses, lab technicians, social workers, psychologists
  8 **Business, law**, executives, managers, economists, lawyers, judges, financial experts, stock brokers
  9 **Science, technology**, physical and social sciences, engineering, computers
  10 **Office and service workers**, non-management jobs in offices, stores, restaurants,
  11 **Skilled trades, labourers**, construction workers, truck drivers, factory workers, domestic workers
  12 **Agriculture, fishing, forestry**,
  13 **Celebrity, artist**, actor, singer
  14 **Athletes**, players, coaches, judges
  15 **Homemaker, parent,** either female or male
  16 **Student**
  17 **Retired, pensioner**
  18 **Unemployed or homeless**
  19 **Criminal**. Code this only if no other occupation is known, e.g, a lawyer who commits a crime is code 8.
  20 **Other**. Write occupation on coding sheet.

12 Family relationships Does the story describe this person as a wife, husband, etc?

    0 **No**
    1 **Identified as wife,** daughter, mother, etc
    2 **Identified as husband**, son, father, etc.

13 Victim Does the story describe this person as a victim?

    0 **Not a victim**
    1 **Victim of an accident or natural disaster**
    2 **Victim of sexual violence or abuse**
    3 **Victim of crime (other than sexual abuse)**
    4 **Victim of war**
    5 **Other victim**

14 Wrong doing Is the person accused of doing wrong?.

    0 **No**
    1 **Yes:** Include all kinds of accusations — criminal, moral, bad judgment, mistakes, etc.

15 Recognition Is the person given positive recognition?

    0 **No**
    1 **Yes:** Include praise or recognition of any kind, whether it is justified or not**.**

16 Is this person quoted in the story?
Code **only** direct quotes, where the person's actual words are printed, e.g.: "Presidential power is weaker now. Yeltsin is irrelevant".

    0 No
    1 Yes

17 Is there a photograph or drawing of this person?

    0 No
    1 Yes

TELEVISION CODING GRID

Notes	Program		Story				People										Time	
	1 Time program begins	2 Length of program	3 Subject	4 Scope	5 Women are central focus	6 Women are central focus	7 Name of person	8 Role	9 Gender	10 Age	11 Race/Ethnicity	12 Occupation/position	13 Family	14 Victim	15 Wrong doing	16 Recognition	17 Time speaking: minutes	18 Time speaking: seconds
Country _____ City _____ Station _____ Program _____																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18

RADIO CODING GRID

Notes	Program		Story				People								Time	
	1 Time program begins	2 Length of program	3 Subject	4 Scope	5 Women are central focus	6 Women are central focus	7 Name of person	8 Role	9 Gender	10 Occupation/position	11 Family	12 Victim	13 Wrong doing	14 Recognition	15 Time speaking: minutes	16 Time speaking: seconds
Country _____																
City _____																
Station _____																
Program _____																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

NEWSPAPER CODING GRID

Notes	Story					People											
	1 Page	2 Subject	3 Scope	4 Women are central focus	5 Women are central focus	6 Name of person	7 Role	8 Gender	9 Age	10 Race/Ethnicity	11 Occupation/position	12 Family	13 Victim	14 Wrong doing	15 Recognition	16 Is person quoted?	17 Is person in a photo?
Country _____ City _____ Newspaper _____																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

YOUR NEWS ANALYSIS

Only those participants who received their monitoring pack directly from WACC should complete this section.

ANALYSIS

Examples of stories that you have coded will help us understand your news media better. Please describe four stories that illustrate the points below. A paragraph or two is enough. Don't worry if you cannot find an example for every category!

If you want to use your own paper, please do.

1. A story where women are a central focus in a positive or neutral way.

   Your country ....

   Name of newspaper, television or radio channel ....

   Describe the story:

2. A story where women are a central focus in a negative way.

    Name of newspaper, television or radio channel ....

    Describe the story:

3. A story where women were *not* the central focus, but which did a good job presenting women's point of view.

    Name of newspaper, television or radio channel ....

    Describe the story:

4. A story that did not provide a women's point of view, but should have.

    Name of newspaper, television or radio channel ....

    Describe the story:

5. Please add any other points that could help us understand the data from your country.

6. Please comment briefly on the coding. What worked well? Did you have problems? Do you have any suggestions for the future?