

# WHO MAKES THE NEWS?



**GMMP**

Global Media  
Monitoring  
Project

**2020**

# CYPRUS

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## NATIONAL REPORT



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Global Media  
Monitoring  
Project

# 2020



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## *In Partnership with*



## Acknowledgements

The Mediterranean Institute of Gender Studies (MIGS) is honoured to be part of the Global Media Monitoring Project (GMMP) for the third time. We would like to thank WACC Toronto for coordinating GMMP the world's longest-running and most extensive research and advocacy initiative for gender equality in the media. Also, we would like to thank the Cyprus Radio Television Authority for their valuable contribution in gathering the TV and radio sample and the National Machinery for Women's Rights for supporting this research.



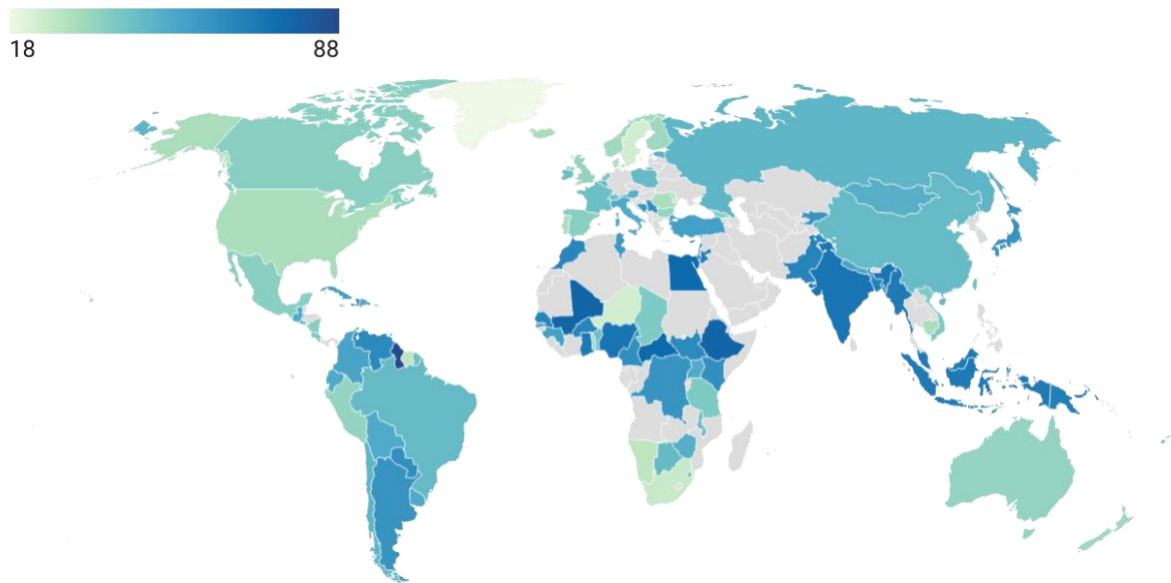
Εθνικός Μηχανισμός για τα Δικαιώματα της Γυναίκας



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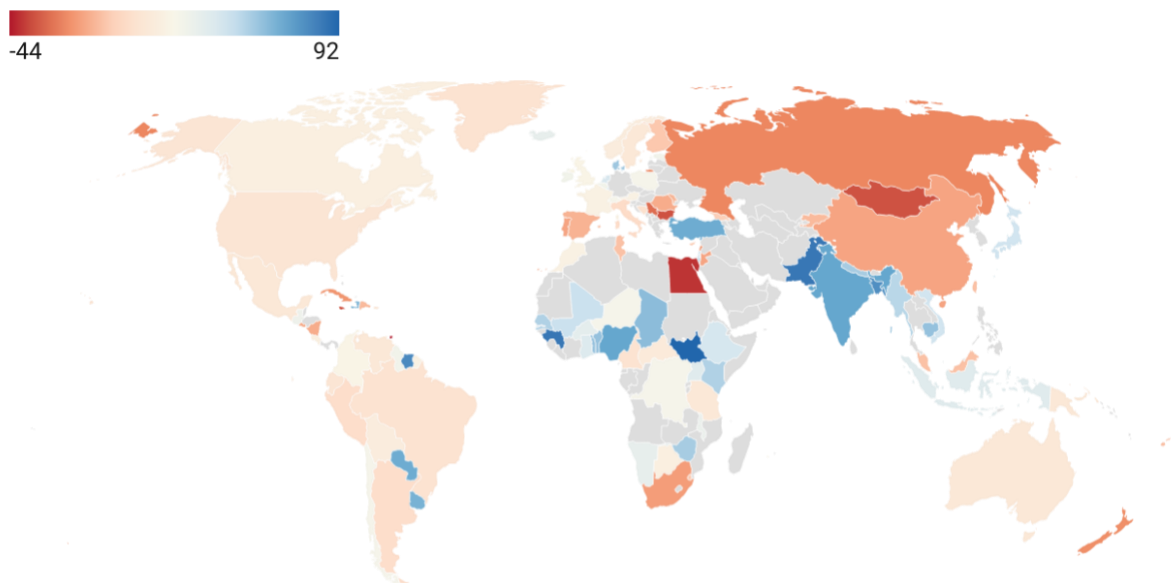
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*THE WORLD AT A GLANCE  
GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.*



*Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.*

*Data source: Global Media Monitoring Project, 2020*



*Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.*

*Data source: Global Media Monitoring Project, 2020*

# PREFACE

## Global Context

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime, and other issues.

It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television, and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.

The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'<sup>1</sup>

The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.<sup>2</sup> Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.

The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about, or seen in newspaper, television, and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.

Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space, and content delivery platforms.

UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media "have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive

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<sup>1</sup> *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

<sup>2</sup> Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

models not victims, plays an under-appreciated part in creating a better, freer world for all of us.”<sup>3</sup>

Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.

GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.

Findings from the sixth GMMP reveal a mixed picture of progress, stagnation, and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators, The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

## **Regional Context**

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself, cannot respond to its citizens’ aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced and sometimes challenged by the media. Who is behind the camera, who sits in the newsroom and who controls the news desk have an influence on what the public get to read, hear and watch about the world’s events and GMMP calls attention to the extent to which news media continue to discharge their responsibilities as the fourth estate.

In 2015, 33 countries participated in GMMP 2015 and in 2020, 32 countries took part. While there has been a core set of European countries which have participated in all or nearly all the GMMP monitoring days, 2020 was particularly challenging because of Covid-19. That so many people, coordinators and monitors did so, is a testament to their and our commitment to the broader GMMP project. While the impact of the pandemic continues to it is interesting that on 2020 monitoring day, only 27% of stories were coded as associated with Covid-19. This gives us confidence to suggest that the data discussed in the regional and this report continue to serve an important comparative function in relation to previous iterations.

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<sup>3</sup> In *Who makes the news? The Global Media Monitoring Project report*, 2015

## National Context

This report covers the media in the Republic of Cyprus (RoC). Gender equality is a core principle of the RoC since its establishment in 1960. According to Article 28 of the Constitution, rights and liberties must be enjoyed without any direct or indirect discrimination based on sex. Following the RoC's accession to the European Union in 2004, a number of gender equality laws were introduced into the national legislative framework, as part of harmonisation with the *acquis communautaire*. Gender mainstreaming and women's rights is largely influenced by EU directives as well as the international legal framework on gender equality, such as the UN Convention on the Elimination of Discrimination against Women (CEDAW), the Beijing Platform for Action, and the Council of Europe Convention on preventing and combating violence against women and domestic violence (the Istanbul Convention).

Despite a substantial legal framework, Cyprus has achieved limited concrete results in achieving equality between women and men; multilevel discrimination against women persists to this day. Cyprus currently ranks 21st in the EU on EIGE's Gender Equality Index (2020) with 56.9 out of 100 points. Gender inequality is most pronounced in the domain of power (29.8 points) as women are severely underrepresented in decision-making. Following the parliamentary elections of 2021, there are only eight women MPs out of a total of fifty-six members in the House of Representatives (86% men MPs, 14% women MPs). Additionally, only 8% of members of boards of large companies are women, 14% of members of the board of the Central Bank, and 4% of members of the Cyprus Olympic Committee.

Economic equality remains a challenge for women in Cyprus; the gender pay gap, for example, is currently at 10.4% (Eurostat, 2019). The labour market is segregated, with women concentrated in low-paying and less valued sectors such as care giving, education and domestic work. Gender inequalities in employment persist despite the fact that more women than men in Cyprus are university graduates. In relation to the LGBTI community and equal treatment in employment, there have not yet been any prosecutions under the relevant anti-discrimination law (Equal Treatment in Employment and Occupation Law, 2004), although the Commissioner for Administration and Human Rights (Ombudsman) has examined complaints of discrimination in employment based on gender and sexual orientation.

In relation to violence against women, according to a national study carried out for the Advisory Committee for the Prevention and Combating of Violence in the Family (ACPCFV, 2012), at least 28% of adult women in Cyprus have experienced some form of domestic abuse. The 2014 European Union Agency for Fundamental Rights survey results showed similar data: since the age of 15, 1 in 5 women in Cyprus have experienced physical and/or sexual violence by a partner and/or a non-partner, and 31% of Cypriots revealed that they knew a female victim of domestic violence within their circle of friends and family.

**At the Mediterranean Institute of Gender Studies (MIGS)**, we recognize the critical role of the media in challenging or reinforcing all forms of gender inequality, some of which are described above. Who appears in the news and how people and events are portrayed matters. Who is left out and what is not covered is equally important. The role of the media in relation to gender (in)equality and women's rights has only sporadically been addressed in public dialogue in Cyprus. Given the lack of systematic research in the area that would provide qualitative and quantitative data, the GMMP is an essential research tool that provides us with relevant data in order to assess the state of media in Cyprus from a gender equality perspective, as well as to support relevant advocacy activities. Media monitoring allows us to document and highlight the role of the media in the promotion of gender equality at all levels.

The GMMP and media monitoring is especially important in the context of Cyprus given the very particular political and economic situation. On a political level, the so-called "national



issue” of ethnic conflict and occupation or the “Cyprus problem” permeates all spheres of social and political life. The Cyprus problem and economy dominate the news, overshadowing other issues such as gender (in)equality and human rights more generally. Since 2020, the Covid-19 pandemic presented an additional crisis, which has been dominated the media. What is often, if not always, ignored is how the Cyprus problem, the economy, and the Covid-19 crisis are inextricably linked to gender equality issues. Women from all communities in Cyprus continue to be affected by the conflict in gender specific ways. On an economic level, women are disproportionately impacted by the continuous economic crisis and the Covid-19 crisis has - and will continue to have - severe and disproportionate consequences on women’s lives and the promotion of women’s rights and gender equality. Nevertheless, women’s voices and perspectives have been silenced to a large extent in discussions relating to all these issues.

The Mediterranean Institute of Gender Studies (MIGS) is honoured to be part of the global effort that is GMMP for the third time. The results of GMMP and its methodology are an indispensable tool in our work on awareness raising, gender training for media professionals and students, as well as our advocacy work for gender sensitive media more generally. Our experience with the previous GMMP has shown that GMMP data and methodology are a great advocacy and research tool that has been disseminated to journalists, students, policy makers and the public at large. Participating for the third time in GMMP gives us the opportunity to have systematic research data and helps us strengthen our voice in demanding gender parity in the media, as in all spheres of social and political life.

## **EXECUTIVE SUMMARY**

This is the third time that Cyprus is participating the Global Media Monitoring Project. As of the 29<sup>th</sup> of September 2020, we have monitored 515 news stories in the television, radio, print media, electronic media, and social media (twitter). The survey included a diverse sample of mediums including four newspapers, five radio stations, six television stations, one internet news site and one twitter account of major media houses.

The GMMP survey in Cyprus demonstrated that women’s representation in the media continues to lag behind that of men’s. Women’s overall presence in the media (television, radio, newspapers) only reaches 21% compared to 79% for men. The previous GMMP survey (conducted in 2015) revealed that women’s presence in the media reached 19%. Thus, the results for 2020 demonstrate only a 0.4% annual increase, revealing an abiding trend of male dominated news stories. The growing prominence of electronic and social media did not bring about any tangible positive change towards a more gender-balanced representation. In fact, the results revealed that women’s representation on Twitter and on the internet reached a mere 17%, a rate that is even lower than that of traditional media.

Overall, men are over-represented as news subjects and journalists both in traditional media (television, radio, newspapers) with a representation rate of 79%, as well as in digital media (twitter and internet) with a representation of 83%. A closer look at the data, revealed that women make up only 11% of people in the news about politics and government, a percentage dramatically lower than that recorded in the previous GMMP survey in 2015 (30%). In relation to the economy, the rate is 13%, slightly higher than in 2015 where the percentage was 10%; and in relation to news on science and health, the rate is only 32%.

In relation to the function of women and men in the media, the data revealed an overrepresentation of male experts with a rate of 80% on traditional media and 100% in electronic media. However, there has been an increase in women experts and commentators in the news media, with a presence of 20% compared to 9% in the previous GMMP survey conducted in 2015. Only 14% of spokespersons are women, and women are the main subjects

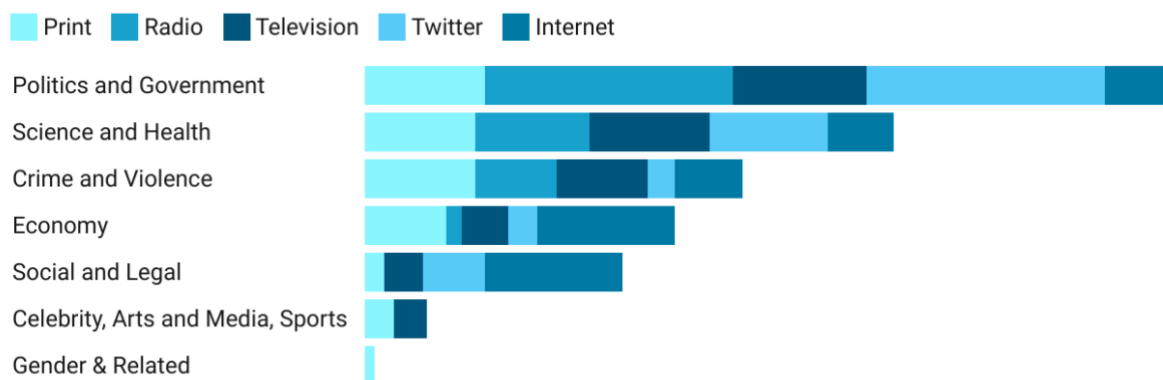
of the news in only 19% of cases, as compared to 81% on men. Women are more likely to be portrayed functioning in less prestigious roles such as expressing personal experience (45%) or as eye witnesses (33%).

The most significant change in the GMMP data was seen with respect to women and men journalists across media channels. The gender profile of announcers, presenters and reporters varies among the different mediums. Women represent 42% of journalists in the newspapers, a medium that was heavily male dominated in the previous GMMP survey of 2015. On television, the data revealed a 50/50 gender balance among presenters and reporters. However, the issues reported by women and men were different: whereas 32% of women reporters presented science and health issues, only 13% presented news on the economy and 11% presented news related to politics and government.

## A DAY IN THE NEWS IN CYPRUS

The 29<sup>th</sup> of September 2020 was a typical day in the news in Cyprus in terms of the topics covered. Most of the main topics in the news were the usual topics, including politics and government, crime and violence, economic issues, and social and legal news. While the category of 'science and health' is not typically a priority issue in the news in Cyprus, due to the Covid-19 pandemic it was one of the main topics covered this year.

### Topics in the news



The dominant news stories on 29 September 2021 were: a. The visit to Greece of the US Secretary of State Mike Pompeo, which was reported as a reflection of the key role the country plays in geostrategic planning in the Eastern Mediterranean and Middle East area; b. The revelations of the Al Jazeera news story which revealed the so-called 'Cypriot papers' alleging that a number of individuals illegally obtained Cypriot passports through the investment programme of the government due to corruption; c. The Cyprus' parliamentary elections - presentation of candidates; d. Cases of Covid-19 and other health and science issues related to the pandemic; e. The financial consequences of the pandemic; and f. other foreign news.

## THE CONTEXT

**Media monitored and rationale for sampling:** The media selection was made based on audience outreach so as to include those news stories most exposed to the public. We considered the following factors while selecting the media: a. ownership - all media in Cyprus are privately owned, with the exception of the Cyprus Broadcasting Corporation (CyBC) which is funded through the government budget and was included in the sample; b. political position - the selection of newspapers ensured diversity, including newspapers that officially or unofficially have diverse political leanings; c. language - the RoC has three official languages:

Greek, English, and Turkish. We aimed to include Greek language and English language news stories. Although the Turkish language is also an official language of the RoC, Turkish language media was not included in the sample as they are produced in the areas that are not controlled by the RoC.

Based on the above criteria the following media were monitored for this report:

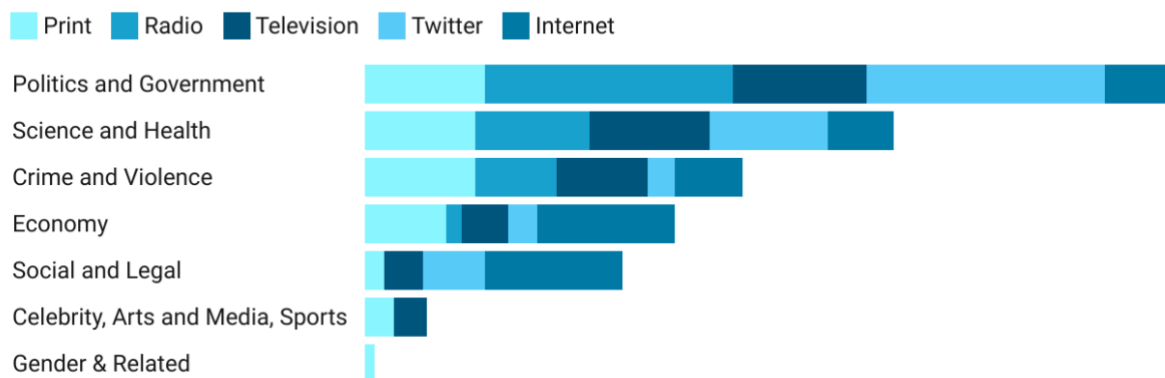
- 6 TV stations:** Ant1, CYBC, Alpha, Omega, Sigma, Capital
- 4 Newspapers:** Phileleftheros, Politis, Haravgi, Cyprus Mail
- 5 Radio stations:** CYBC trito, Radio Proto, Kanali 6, Astra, Active
- 1 Internet portal:** Phileleftheros
- 1 Twitter account:** Sigmalive

**The monitoring team:** GMMP in Cyprus is coordinated by Maria Angeli, a senior researcher at the Mediterranean Institute of Gender Studies. Christiana Karayianni, an academic at the Frederic University, and Angelica Ourri, a gender and media researcher, were volunteer monitors of the GMMP (2020) report.

## TOPICS IN THE NEWS

There were four common leading news categories in the traditional media (print, radio, and television) and online media (twitter and internet): “Politics and Government”, “Science and Health”, “Crime and Violence”, and “Economy”.

### Topics in the news



Leading subjects are influenced by current affairs, therefore the dominance of “Science and Health” is related to the global Covid-19 pandemic. In previous GMMP reports, this category was not as dominant as in this year’s report. On average, 75% of news stories that fall under the category “Science and Health” were related to Covid-19. News stories related to Covid-19 focused mainly on the economic, social and legal, and science and health aspect of the pandemic, as indicated in the graph below.

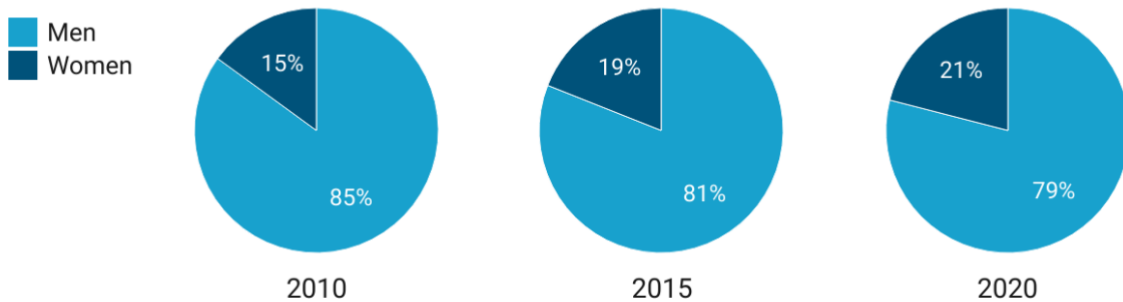
## News stories related to COVID-19

	Print	Radio	Television	Internet	Twitter
Politics and Government	0	0	0	0	0
Economy	63	100	33	0	100
Science and Health	45	100	55	100	75
Social and Legal	50	0	0	25	100
Crime and Violence	0	0	4	0	0
Gender & Related	0	0	0	0	0
Celebrity, Arts and Media, Sports	0	0	0	0	0
Other	0	0	0	0	0

## NEWS SUBJECTS AND SOURCES

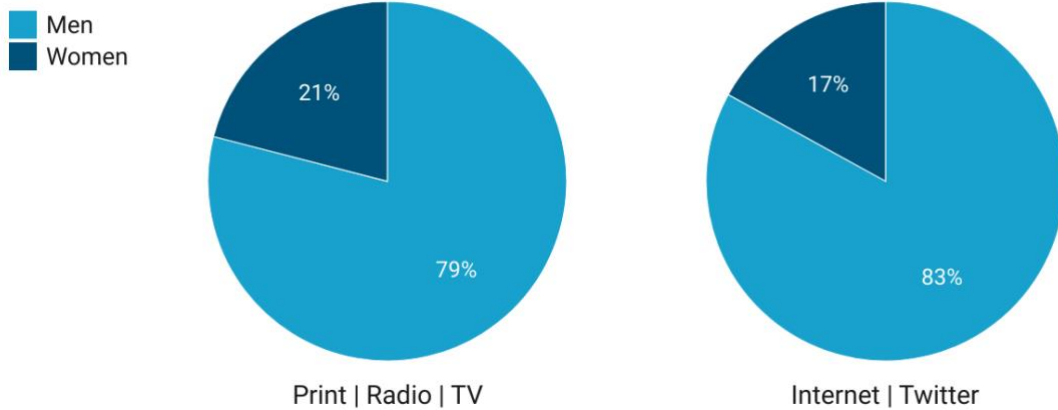
Only 21% of news subjects - the people in the news heard or read about in print, radio, and TV news in Cyprus were women. News stories remained male dominated with a rate of 79%. Over the past decade, the gender gap among news subjects in Cyprus has not significantly narrowed. In the national GMMP report in 2015, women made up 19% of the people in the news. Thus, over a period of five years there has been only a 2% increase, that is a 0.4% increase per year. In the first national GMMP report in 2010, women made up 15% of the people in the news – therefore the gender gap has narrowed by less than 1% year on year and news stories have remained male dominated over time.

## Gender inequality in the news



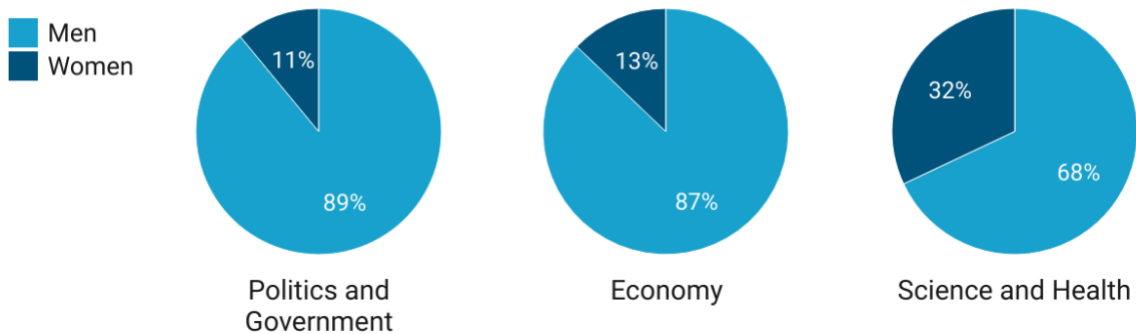
The representation of women on the internet and Twitter news is even lower than in traditional media. It should be noted that MIGS examined twitter and internet content that is produced by media organisations, not by citizens. One way to interpret this, at least in the case of Twitter, is that the media select news stories that are considered the most important or appealing to Twitter users, and that gender stereotypes and unconscious bias influence these choices. Although the gender gap on internet and twitter news is wider, it has narrowed by 10% compared to 2015, a far more significant change compared to the 2% increase in the traditional media.

## News subjects by gender



The gender gap is wider in leading news stories on politics and government (11% women, 89% men), economy (13% women, 83% men), science and health (32% women, 68% men). In relation to politics and government, while these news stories have always been a male dominated, the data revealed a 29% decrease in the rate of women talking about this subject in the news. With regards to the news on the economy, a 3% increase was noted in women subjects of the news stories compared to the previous GMMP report five years ago. Finally, while five years ago news stories on science and health were limited, this year science and health issues dominated the news due to the Covid-19 pandemic. Despite this, only 32% of those speaking on issues related to the pandemic in the news were women.

## News subjects in main news stories

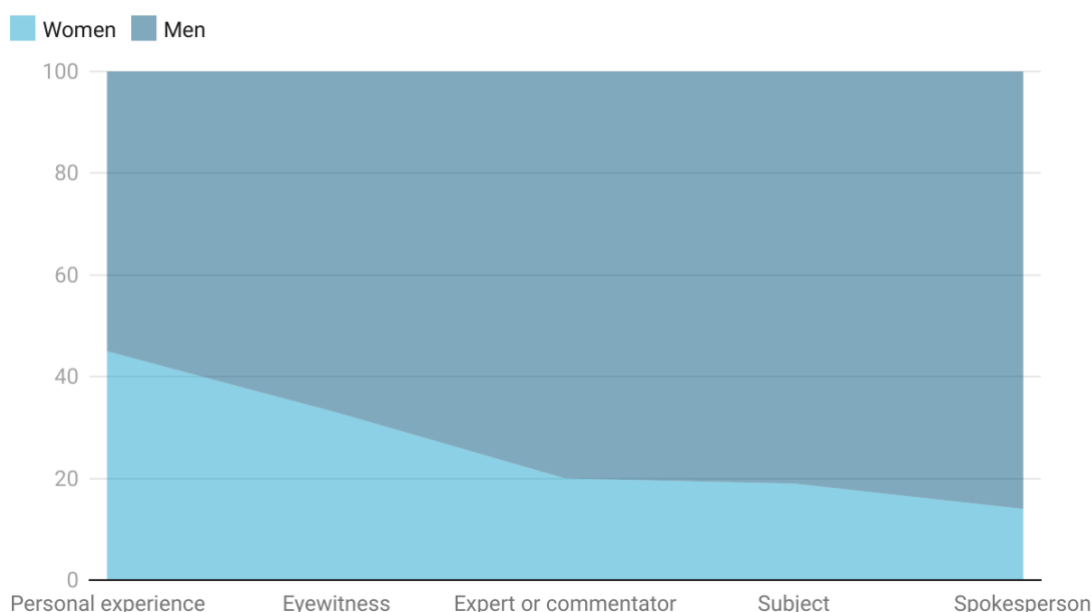


The position and occupation of news subjects in the news stories indicate the media's tendency to over-represent male professionals in sectors that are traditionally male dominated, such as politics and the economy, promoting stereotypical views of gender roles and gender segregation. In the topics of lowest importance and coverage in the news agenda, women make up between 36% - 45% of the people in the news, in contrast to only 11% in political news stories. The table below indicates the position/occupation of women compared to men on different positions presented in TV, radio, newspapers. Twitter and internet news follow a similar pattern, with men dominating the positions of politicians/members of parliament and women severely underrepresented (14%). It is worth mentioning that at the time of the survey, the percentage of women MPs was higher (21%) than the percentage of the women politicians appearing in the traditional media (15%) and electronic media (14%).

Position / occupation	Percentage of women compared to men
Politician/ member of parliament, ...	15%
Not stated	41%
Business person, exec, manager, stock broker...	24%
Government employee, public servant, spokesperson, etc.	20%
Doctor, dentist, health specialist	17%
Celebrity, artist, actor, writer, singer, TV personality	45%
Activist or worker in civil society org., NGO, trade union	36%
Media professional, journalist, film-maker, etc.	50%
Science/ technology professional, engineer, etc.	10%

In relation to the function of women and men in the media, the data reveals an overrepresentation of male experts with 80% on traditional media and 100% in electronic media. However, there was an increase in women as experts and commentators in the Cyprus news media with a presence of 20% compared to 9% in the previous GMMP survey (2015). Nevertheless, only 14% of spokespersons were women, and women were the main subjects of the news in only 19% of cases (81% men). Women were more likely to be portrayed functioning in less prestigious roles, such as expressing personal experience (45%) or as eye witnesses (33%).

### Function in the story by gender



Women are more than twice as likely to be identified by family status in the news (9%) than men (4%), reinforcing stereotypical female roles in news stories of women as spouses or mothers. Quotes by men were more present in the news (37%) rather than quotes by women (31%).

Only 3% of news stories make reference to issues of gender equality/inequality, legislation, policy. The low percentage of news stories that focus on gender equality/inequality indicates the absence of a human rights perspective and critical perspective by the media. The majority

of the media appear to miss opportunities to shed light on systemic inequality and policy gaps on women's rights gender equality.

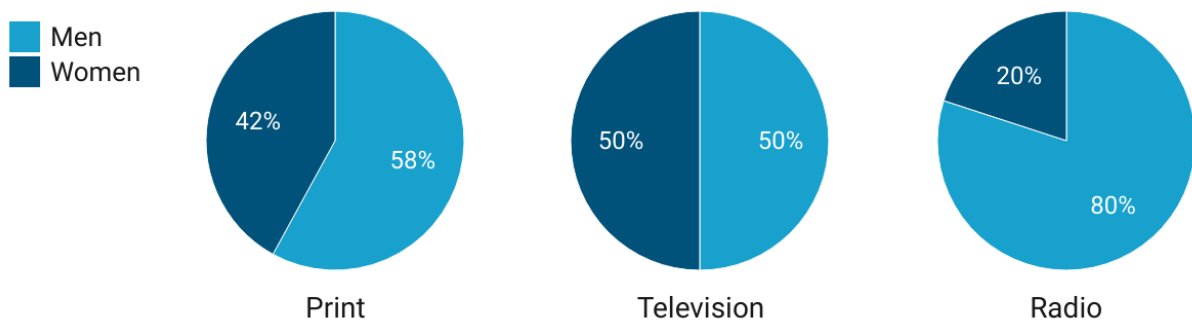
GMMP gave us the opportunity to explore specific questions and we added two new variables to our research – the representation of LGBTQ+ people and Turkish Cypriots in the news stories. The data indicate that LGBTQ+ people were completely invisible in the news, as none of the 515 news stories from all traditional and online media outlets that were in the sample of this research clearly presented people from the LGBTQ+ community. The representation of Turkish Cypriots was very minor and only limited to the leaders of the community.

## JOURNALISTS AND REPORTERS

The general presence of women and men journalists varies according to the medium. For the first time since GMMP data has been collected, there is almost full gender balance among television journalists and print journalists. In contrast, in 2015 print media was notably male dominated, with 88% of journalists being men and only 12% being women. In 2020, the data revealed a significant increase in women journalists who now make up 42% of print journalists. On television news, the results show a 4% increase in women journalists resulting in 50/50 gender balance. In contrast, while in 2015 all radio presenters were women, 5 years on we note a significant shift in the numbers of women and men journalists (20% women and 80% men).

The significant increase of women journalists, especially in print media, is a drastic change, which we do not have the data to interpret. What is interesting to note is the fact that although we have seen a drastic increase of women journalists, this has not affected the number of women in the news, a pattern that was observed in other GMMP countries, and is worthy of further analysis in future research.

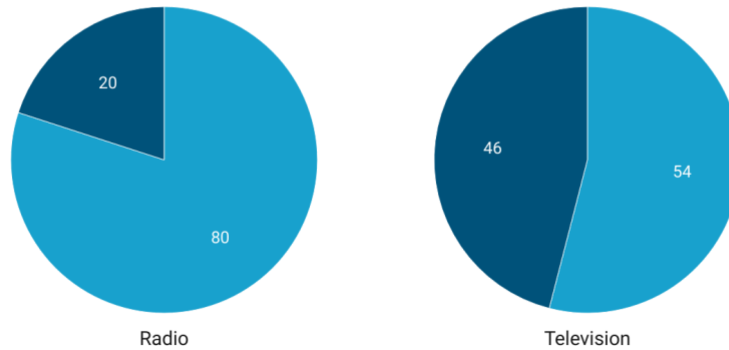
### Journalists by medium



20% of radio and 46% of television newscasts are presented by women. With regards to the presenters, we have data only for radio and television as the position of the presenter is not common in the other mediums.

### Presenters by gender

Men Women



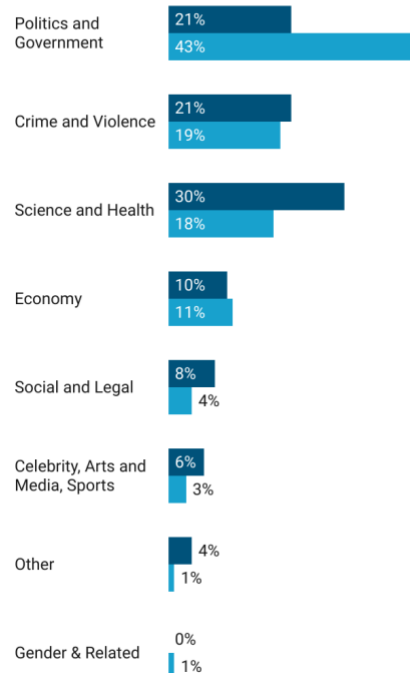
**Age of presenters and reporters:** Young announcers among the age group 19-34 were all women. In older age groups, women reporters feature much less frequently than their male colleagues.

**Reporters by scope:** The differences between men and women journalists reporting news stories with national or foreign scope are not statistically significant (there was only 2% difference on news with national scope and only 1% on news with foreign scope). Women journalists tend to report local news at a higher percentage (13%) than men journalists (5%). In contrast, news with sub-regional scope are twice more likely to be reported by men (20%) rather than women (10%).

**Reporters by major topic:** Men are more likely to report news on politics and government, crime and violence, and the economy. Women are more likely to report news on science and health, crime and violence, politics and government, and social and legal, and celebrity, arts and media, sports.

### Reporters by gender on major topics

Women Men



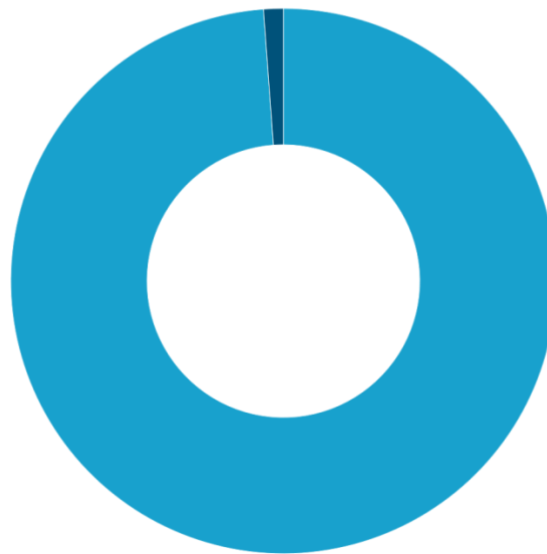


## JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

GMMP results show that the media rarely challenge gender inequalities, as only 4% of news stories in all mediums make any reference to gender equality/inequality and/or women's rights. Although Covid-19 has had a devastating impact on women and girls and women were at the heart of Covid-19 response, the media ignored this, leaving gender imbalances out of the news stories on Covid-19 and other news stories. Out of the 515 news stories that were monitored, only six clearly challenged gender stereotypes and had a rights-based reporting approach.

**News stories that challenge gender stereotypes**

■ Yes ■ No



As the number of reporters producing gender sensitive news is so low, we cannot draw sound conclusions as to whether the sex of the reporter plays a role. From the limited data – six news stories challenging gender stereotypes – we note that four of them were created by men reporters and two by women.

## FOCUS ON COVID-19 NEWS

In our sample we identified 50 news stories that were related to COVID-19, however none of them highlighted gender inequalities. In relation to who makes the news, overall there was an equal number of men and women reporters. However, there was gender segregation by theme, as men reported the vast majority of news stories on the economy and women reported on all news stories on social and legal issues in the framework of Covid-19, as indicated in the graph below.

# Covid news reporters by sex

■ Women ■ Men

## Social and Legal

100%

## Science and Health

55%

45%

## Crime and Violence

50%

50%

## Economy

26%

74%

## CASE STUDIES

### 1. Title

'Mining makes money'

Published in Phileleftheros newspaper on the 29th of September 2021.

### Summary

The article refers to the highest paid professions and the lowest paid professions in Cyprus. It derives the data from the analysis published by the Cyprus Statistical Service, published the previous day. It presents a wide range of occupations and the different average salaries per occupation, referring to the pay gap among different sectors of employment.

### Analysis

The article makes an extensive reference to the pay gap among different sectors of employment, however it misses the opportunity to discuss the gender pay gap. This was a missed opportunity to raise awareness on a key gender equality issue, given that the gender pay gap stands at 10.4% in Cyprus. Gender segregation of employment sectors is one of the root causes of the gender pay gap, as there is a concentration of men in higher-paying professions, women dominate sectors that are less valued and underpaid. The article is gender blind and fails to address the gender dimension of disparities in pay across occupations. In addition, the article is accompanied by an image of women and men in stereotypical professions in terms of gender, e.g. a woman in the health sector, a man chef and men in the construction industries, reinforcing gender stereotypes.

### MEDIA ACCOUNTABILITY SCORECARD



Story is fair, accurate and balanced from a gender equality perspective:

Poor

Story clearly highlights the human and/or women's rights dimensions of the issue: Poor

Story contains the views, perspectives and concerns of women as well as men, told in their own voices: Poor

**GRADE: E**

# Η εξόρυξη βγάζει χρήμα

Μέσος μηνιαίος μισθός €8.669 για δραστηριότητες εξόρυξης και ο πιο χαμηλός €882 στη γεωργία

Της Θεανώς Θεοδοπούλου

**Τ**α πιο ακριβοπληρωμένα επαγγέλματα στην Κύπρο είναι αυτά που έχουν σχέση με τις υποστηρικτικές δραστηριότητες εξόρυξης και γενικά ό,τι σχετίζεται με την κατηγορία ορυχεία και μεταλλεία. Οι πιο χαμηλές αμοιβές (€882 «ακάθαρτα») είναι στον τομέα της γεωργίας, της θήρας και της



ηλεκτρονικών υπολογιστών €2.774, δραστηριότητες υπηρεσιών πληροφορίας €2.492.  
**Αμοιβές τραπεζικών, ελεγκτών**  
 Ο μέσος ακαθάριστος μηνιαίος μισθός στον τομέα των χρηματοπιστωτικών και ασφαλιστικών δραστηριοτήτων είναι €3.425. Η μέση μηνιαία αμοιβή για τις χρηματοπιστωτικές υπηρεσίες με εξαιρέση τις ασφαλιστικές δραστηριότητες και συνταξιοδοτικά ταμεία είναι €3.555. Στα ασφαλιστικά, αντασφαλιστι-

## 2. Title

'From trial delays to bribery for victims of trafficking: many weaknesses and problems, despite the steps forward'

Published in Haravgi Newspaper

## Summary

The article presents the complaints made by NGO representatives in the House of Representatives during a meeting of the Human Rights Committee, which discussed the implementation of anti-trafficking legislation. The article cites complaints about delays in trials, limited access to medical care for victims, and the lack of a memorandum of cooperation between the government and NGOs. The article refers to the words of a Member of Parliament, who points out that due to the fact that the preparation of the regulations for the shelters is pending, the victims are re-victimized.

## Analysis

The article manages to present comprehensively the problems faced by victims of trafficking human beings, related to access to shelters, the adjudication of their cases and medical care. It contains specific examples of violations and this helps to dispel the myths about victims of trafficking. The article sheds light on one of the most serious forms of abuse and exploitation of women, that of trafficking in human beings, and highlights the gaps and shortcomings in the provision of support and protection to victims. However, the article fails to mention that the majority of victims of trafficking in Cyprus are women exploited in the sex trade. Also, while presenting statements of government officials and MPs, it does not give the opportunity to the representatives of the NGOs to talk about the issue and to comment on the positions of the government.

### MEDIA ACCOUNTABILITY SCORECARD



Story is fair, accurate and balanced from a gender equality perspective: Fair  
 Story clearly highlights the human and/or women's rights dimensions of the issue: Fair  
 Story contains the views, perspectives and concerns of women as well as men, told in their own voices: Fair

**GRADE: B**

# Από καθυστερήσεις εκδίκασης μέχρι δωροδοκίες για τα θύματα εμπορίας

Πολλές οι αδυναμίες και τα προβλήματα, παρά τα βήματα προόδου

Καταγγελίες για κωλυσιεργία στις διαδικασίες αλλά ακόμα και υποθέσεις δωροδοκίας θυμάτων εμπορίας ακούστηκαν από εκπαιδευτικούς MKO στη χθεσινή συνεδρία της Επιτροπής Ανθρώπινων Δικαιωμάτων που συζητάει την περίεχη υλοποίηση της νομοθεσίας περί της καταπολέμησης της εμπορίας και της εκμετάλλευσης προσώπων και της προστασίας των θυμάτων.

Συγκεκριμένα, αναφέρθηκε ότι υπάρχει υπόθεση η οποία, ενώ εσπερίσκει 7 χρόνια, έκλεισε με την πρόφαση ότι δεν μπορούσε να εντοπιστεί το θύμα, ενώ αυτό λήφθηκε μισθώσια βοήθεια από το κράτος. Επίσης, καταγγέλθηκε υπόθεση όπου διατηρήσε του κατηγορούμενου πρόθεση στο θύμα €2.000 για να αποσιωπηθεί επίσημα απαιτήσεις. Αυτό είναι κάποια συγκεκριμένα παραδείγματα από τα προβλήματα και τις ελλείψεις που αναφέρθηκαν στην Επιτροπή, παρά την κοινή διαπίστωση για μερική πρόοδο. Επισημώθηκαν αδυναμίες όπως κωλυσιεργία και καθυστέρηση για εξέταση και επίλυση υποθέσεων περιορισμένη πρόθεση θυμάτων σε ιατροφαρμακευτική περίθαλψη, αποκοπή μηχανισμών συνεργασίας MKO - κρατικών υπηρεσιών και αποκοπή πρωτοβάθμια λειτουργία των καταστημάτων. Καταγγέλλεται επίσης η έλλοψη οργανωμένων κριτηρίων και θεσμολογημένων διαδικασιών για τις MKO. Η επικεφαλής του Γραφείου Καταπολέμησης Εμπορίας Προσώπων Έλσα Μιχαηλίδου ανέφερε ότι παρακολούθησαν στο δικαστήριο 14 υποθέσεις και φέτος 9. Αναφερόμενη με τα αναγνωρισμένα θύματα, είπε ότι σε ένα οικογενειακό ή εκπαιδευτικό 200 μέλη της Κοινωνίας Συνόρων Αρμενίας σε δημοσιογράφοι είναι οι κυρία συνεργασίες



έχουν για τα θύματα. Ο εκπρόσωπος του Υπ. Εσωτερικών ανέφερε ότι κατέληξαν στο τελικό νομοσχέδιο και έτσι υποβλήθηκε για εξέταση στη Νομική Υπηρεσία. Το νομοσχέδιο μεταξύ άλλων περιλαμβάνει μεταφορά της ευθύνης συντονισμού από το Υπ. Εσωτερικών στο Υπ. Δικαιοσύνης και τον ορισμό της Επιτροπής Δικαστικής ως ανεξάρτητου αξιολογητή. Αναφορικά με τη λειτουργία της Πολυμερούς Ομάδας, λέχθηκε ότι αρχές Σεπτεμβρίου έλαβε η θέσπιση των MKO, ενώ για τα νέα θύματα έκαναν εκδηλώσει ενδιαφέρον 7, από τις οποίες θα επιλεγούν μέχρι 4. Η επί Σελήνη Κοκορομά, βουλευτής του ΑΚΕΛ, ανέφερε ότι εξακριβώθηκε η «τροχιακή» οπτική που υπάρχει σε σχέση με την υλοποίηση πρωτοκόλλων συνεργασίας τόσο μεταξύ των κρατικών υπηρεσιών και των MKO όσο και μεταξύ των ίδιων των υπηρεσιών του κράτους. Πρόσθεσε ότι η εταιρεία κατανομής για τα καταστήματα ενεργεί εδώ και χρόνια, ενώ η στήριξη των θυμάτων έχει περιοριστεί στα 100 ευρώ μήνα. Εί-

αποτελεσμα, σημείωσε, τα θύματα φεύγουν, επαναθρονοποιούνται και στο τέλος να κάνουν οι υποθέσεις. Επισήμανε επίσης την αδυναμία του κράτους να προσφέρει ιατροφαρμακευτική περίθαλψη, καθώς τα θύματα δεν περιλαμβάνονται στους δικαιούκους του ΕΣΥ και τόνισε ότι η κυβέρνηση πρέπει να αναληφθεί ότι «κάθε νομοθεσία είναι τόσο ισχυρή όσο ισχυρή είναι και η βολή» του κράτους για την εφαρμογή». Η βουλευτής του ΔΗΣΥ, Άντζια Δημητρίου, σημείωσε ότι «επρόκειτο να οριστικοποιηθούν οι κανονισμοί των καταστημάτων». Συνέχισε λέγοντας ότι πρέπει να «ετοιμαστούν τα πρωτόκολλα συνεργασίας» και ανέφερε ότι μετά από επίσημη της επιτροπής θα κληθούν σε συνάντηση για να προχωρήσει το ζήτημα. Σημείωσε συνάντηση θα γίνει και με το Υπουργείο Υγείας, για να επιληφθεί των θυμάτων που αφορούν την υγεία, σημείωσε. «Υπάρχουν περιθώρια βελτίωσης και η συνεργασία όλων είναι απαραίτητη», κατέληξε.

Εμπρός Πίνακ

### 3. Title

TV news story on the conflict in Nagorno-Karabakh on CYBC

### Summary

The news item refers to the clashes between Armenia and Azerbaijan in the Nagorno-Karabakh region, and of Armenia's allegations of Turkish military support to Azerbaijan. The story also mentioned that the United Nations Security Council was meeting today to discuss developments in Nagorno-Karabakh. The news is framed by images of women crying and mourning their own people who were lost in the conflict.

### Analysis

The visual of the story focuses on mourning women, reinforcing the stereotypical role of a woman in conflict, that is the mother or the wife who is mourning the losses. Women's positions in conflict areas are not limited to that. They are actively involved in the army, they are actively involved in front line support, and they are politically active women who have an opinion about the conflict. By only focusing on older women mourning, the news story sees women as the 'soldier-making apparatuses'. Also, the news story fails to discuss the gendered dimensions of the Nagorno-Karabakh conflict, such as violence against women during conflict, and reinforces patriarchal politics.

### MEDIA ACCOUNTABILITY SCORECARD



Story is fair, accurate and balanced from a gender equality perspective: Poor  
 Story clearly highlights the human and/or women's rights dimensions of the issue: Poor  
 Story contains the views, perspectives and concerns of women as well as men, told in their own voices: Poor

GRADE: E

#### 4. Title

Journalist Aleka Gravari Preka passed away at the age of seventy-six on CYBC

#### Summary

The story talks about the death of the first woman official in the Press and Information Office and her career for twenty-nine years at the Cyprus Radio Foundation. For nineteen consecutive years, Aleka Gravari Preka was the presenter of the longest-running daily show on CYBC First Radio Program, "Us and Our World," which was also listed in the Guinness Book of World Records. She served as Ambassador of Cyprus for the European Year for Combating Poverty and Social Exclusion and was a member of the House of Elders. The story also highlighted her activism on women's rights.

#### MEDIA ACCOUNTABILITY SCORECARD



Story is fair, accurate and balanced from a gender equality perspective: Good  
Story clearly highlights the human and/or women's rights dimensions of the issue: Good  
Story contains the views, perspectives and concerns of women as well as men, told in their own voices: Good

**GRADE: A**

#### Analysis

The story challenges gender stereotypes as it presents a role model woman journalist who broke the glass ceiling at a time when the media sector was almost exclusively male dominated. It mentions not only her successful and long career in journalism, but also her activism as a member of the House of Elders and her activism on women's rights. This news story was covered by other news bulletins, but only this story refers to her activism on women's rights.

### SUMMARY AND CONCLUSIONS

The findings of the GMMP 2020 demonstrate once again the tremendous gender gap in the representation of women and men in the Cyprus media. The findings of the GMMP survey (2020) demonstrate progress in the overall representation of women as news subjects, reporters, and presenters, which has reached 21% compared to the 19% in the previous GMMP survey (2015). However, there is still a long way to go before a truly gender balanced media representation is reached.

Women's presence in the media is increasing at a snail's pace; at a rate of a mere 0.4% increase every year, during the last five years. Women's voices, opinions, experiences and expertise are almost invisible in the news, especially in relation to 'hard issues' such as the economy - where women make up only 13% of news subjects - and politics, where women make up only 11% of news subjects. The underrepresentation of women in news stories about politics and the economy reinforces the underrepresentation of women in politics and leadership positions. The media do not only mirror an existing male dominated political arena, they also reinforce it, as the percentage of women politicians presented in the media is even lower than the actual number of women in politics in Cyprus.

Additionally, the survey demonstrated that gender stereotypes continue to be reinforced in portrayals of both women and men in the media. There was almost a complete lack of a gender perspective in news reporting, as no news was identified that focused on existing gender (in)equalities. Among the 515 news stories that were monitored, there were only 6 stories that clearly challenged gender stereotypes and/or provide an open discussion on gender related issues.

In relation to women and men as journalists, there was an impressive rise in the presence of women journalists, particularly in the print media. Further research is needed in order to interpret this data.

Unfortunately, GMMP 2020 has shown that the media in Cyprus continues to play a critical role in reinforcing gender inequality in Cyprus, since they portray gender imbalanced and stereotypical portrayals of women and men in the news.

## **RECOMMENDATIONS AND ACTION PLAN 2021-2025**

MIGS believes that multiple stakeholders need to take action towards a gender balanced and unprejudiced representation of women and men in the media. Based on our 10 year involvement in the GMMP project, we outline some policy recommendations for national policies and media industries.

### **National policies**

- The Ministry of Education Culture, Sports, and Youth to take courses and action for the development of children's critical understanding of the media and its contents. Media literacy programmes should also be available for adults.
- The state must collect and make publicly available sex segregated data on wages and positions in the public and private media sector and more implement targeted training and awareness-raising (including for industry decision-makers) to promote egalitarian values and practices.
- The state should make funding available to NGOs/research organizations to carry out research on gender and the media, and such data should feed into policy formulation and implementation.
- Robust mechanisms must be established in order to protect media workers, as the media industry is a precarious working environment.
- Campaigns on gender equality and women's rights in and through the media should be systematically implemented covering a wide range of topics.
- Existing media monitoring mechanisms such as the Cyprus Audiovisual Authority should be strengthened, as well as existing sanctions for sexist and misogynistic portrayals in the media.

### **Media industries**

- Industry decision-makers should take account of the business case for gender balanced and diverse workforces in media industries, and should promote policies to ensure gender equality within their working environments and media content.
- Media should develop self-evaluation tools and exchange good practices on effective strategies for combating gender stereotypes in media reporting.
- Media should introduce internal policies to promote gender equality such as pay transparency and robust sexual harassment policies.
- Media should take positive measures to promote women in leadership positions, such as gender quotas, and commit to increase women's representation at all levels of media production.

## **Academia / NGOs**

- Civil society organizations and/or academia should transfer the media monitoring knowledge to provide training on a systematic basis to media professionals, in order to increase gender awareness and sensitivity towards gender issues.
- Academia/NGOs should promote research on gender and media content and audiences and monitor media systematically in Cyprus.
- Civil society organizations and/or academia should establish easy-to-use and accessible reporting mechanisms to citizens in order to report and criticize sexist and gender imbalanced media stories.

## Annex 1. Methodology

A key characteristic of longitudinal research is the assessment of change over time in the observed variables. In the case of the Global Media Monitoring Project (GMMP) that studies gender equality dimensions of news media content, the methods of data collection and analysis remain consistent over time in order to accurately capture change. Similar to previous years, the methodology and indicators studied have remained relatively stable to enable the historical comparisons.

### *Process*

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed and the teams were re-trained in numerous webinars.

As with previous editions of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, the number of media to code and how to select each country's contextual information.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wish to take part but might be constrained from implementing the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media pieces were collected. Across the different media types-both for full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual



countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists. To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to code the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

#### *Media bands*

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was developed with the input of the country coordinators.

#### *Weighting*

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

#### *Accuracy*

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

#### *Limitations*

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice mechanisms to make sure that there were minimal errors in the data capture and analysis generation process.

#### *About Code for Africa*

[\*Code for Africa\*](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

## **Annex 2. List of Monitors**

Maria Angeli  
Angelica Ourri  
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# WACC



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