

# 10 November 2009

# The Global Media Monitoring Day

WOMEN'S  
studies  
CENTRE



**Volunteer as a media monitor, and become part of a global network spanning over 100 countries!**

**To join, please contact:**

**Women's Studies Centre** (Ośrodek Naukowo-Badawczy Problematyki Kobiet)

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**Deadline: 2 November 2009**

## **Who makes the news?**

Not who you think, as shown by the research of the Global Media Monitoring Project (GMMP), the flagship news media research project of the World Association for Christian Communication (WACC). The GMMP is the largest research and advocacy initiative in the world aimed at fair and balanced gender representation in and through the news media. It is unique in involving grassroots community organizations, university students and researchers, media practitioners and others, all of whom participate on a voluntary basis.

GMMP research from 1995, 2000, and 2005 shows consistently that women's voices are silenced through stereotyping or lack of representation in news media coverage. The GMMP shows how, when unquestioned, the routines and practices of journalism frequently result in news stories that reinforce gender stereotypes.

GMMP 2009/2010 is being implemented with the generous support of the United Nations Development Fund for Women (UNIFEM).

## **What will happen on 10 November?**

This November media monitors all the over the world will participate once again in a Media Monitoring Day – a one day massive, global effort to collect data on how women and men are portrayed in their local news media.

## **What's involved in monitoring?**

National coordinators in each participating country organize volunteers to monitor selected newspapers, television and radio news broadcasts. There are monitoring guides for each medium with examples that take monitors through a step-by-step process on how to code and compile the information for every news story monitored. Monitors look for information such as the numbers of women and men in the news, the types of story in which they are found, and the roles they play in the news.

