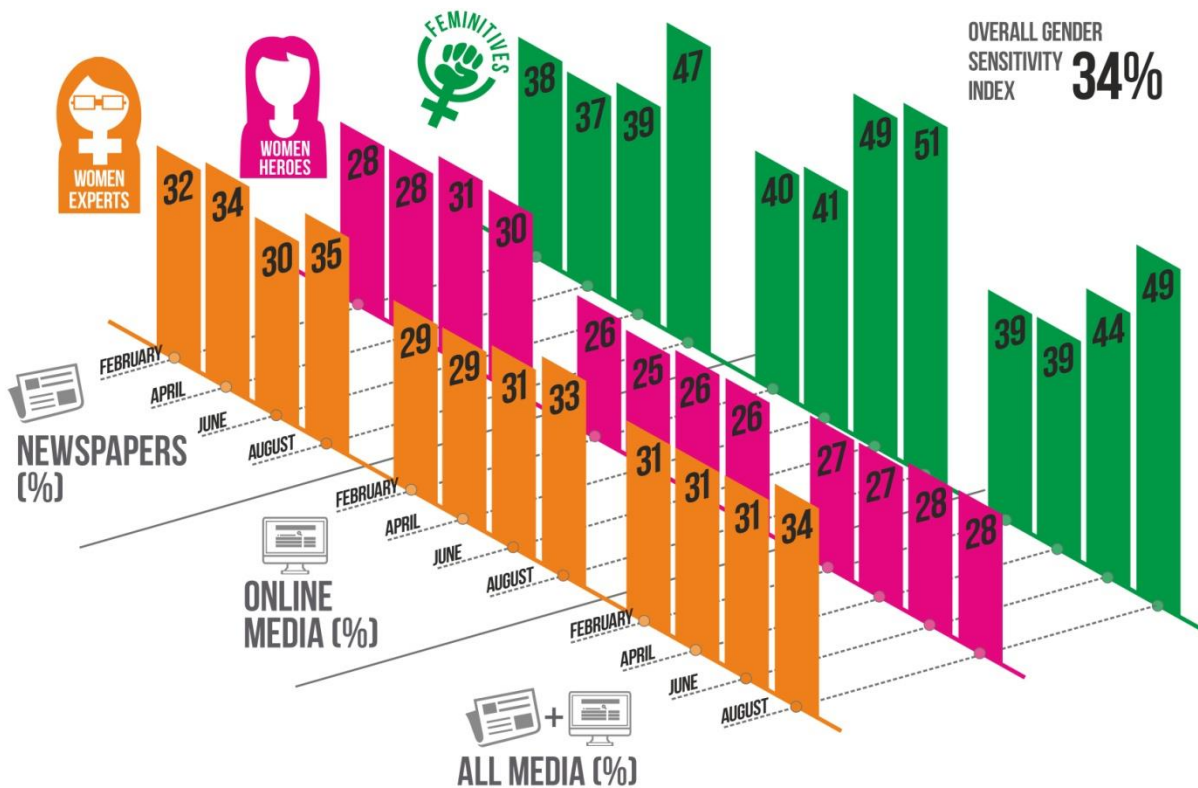
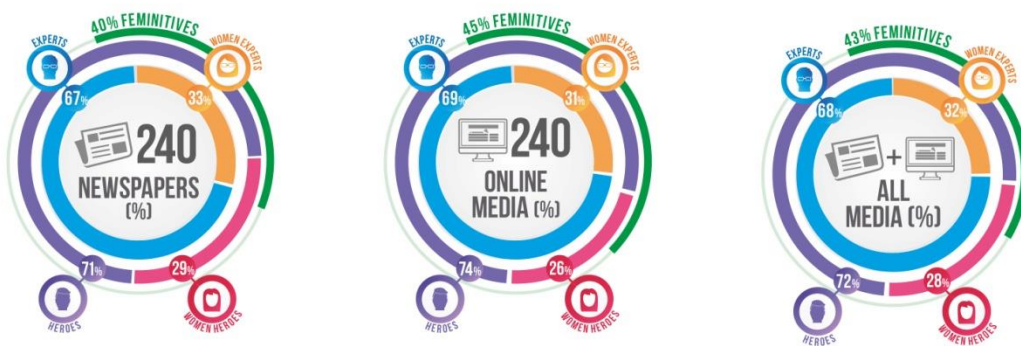


Regional Media Monitoring results: dynamics

The Regional Media Gender Sensitivity Index In 2019 was 34%, which is 7% higher than in 2017 (or 27%). These are the results of the monitoring of 240 print and 240 online media outlets in 24 Ukraine regions, conducted by Volyn Press Club in partnership with the Gender Center and the Independent Public Network of Press Clubs of Ukraine.

GENDER SENSITIVITY OF REGIONAL MEDIA | 2019

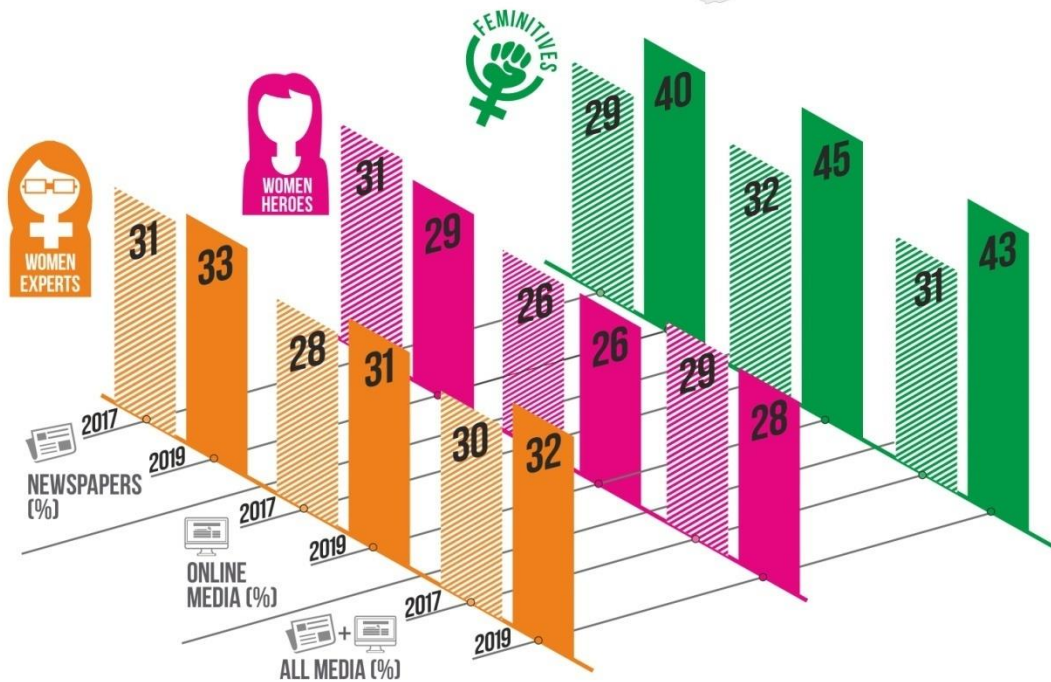
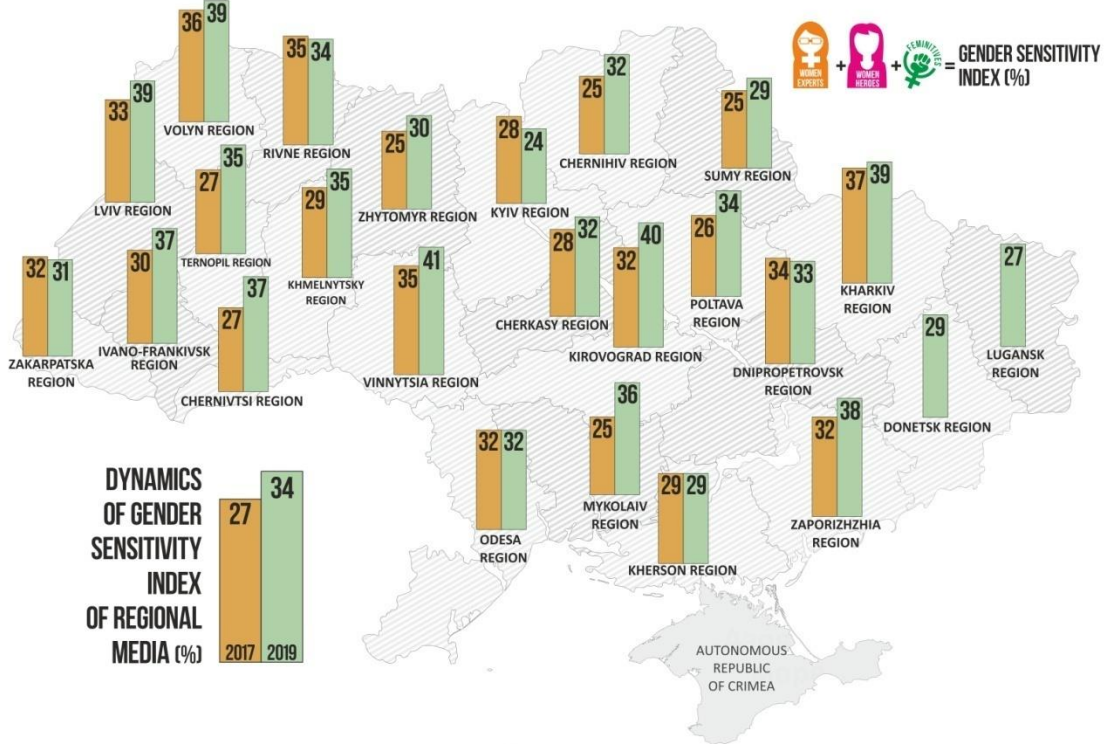


The highest percentage of women presented as heroines and experts was recorded in newspapers (33% and 29% respectively), while online media lead in terms of femininities usage (45%).

During the reported period in both types of media saw the number of women, both as heroines and experts, increased, as well as the sharp increase in the usage of femininities. Thus, in print media (newspapers), 30% of women experts and 28% of heroines were recorded in February. But, just in August the number of women experts reached 35%, and heroines - 30%. In the online media, women experts approached 29% in February, and 33% in August, while the percentage of heroines remained almost unchanged. In the print media, which is traditionally more conservative than online, the number of femininities rose sharply from 38% in February to 47% in August. At the same time, in the online media, the number of femininities increased from 40% in February to 51% in August.

Also, in 2019 there was a noticeable increase in the number of women involved as experts, compared to 2017: in print media - +2%, in online media - +3%, and the total growth - +2%. Conversely, the number of heroines in the print media decreased by 2%, while in the online publications, it remained at the same level. Therefore, the total number of heroines decreased by 1%. From the monitoring data, we can see that the usage of femininities had a significant impact on the Gender Sensitivity Index: in 2019 femininities usage grew 12%, up from 2017. Although, the monitoring data in the selected regions showed pretty high percentage of women's presence both as publications' experts and heroines (especially in Kharkiv, Dnipro, and Kropyvnytskyi media).

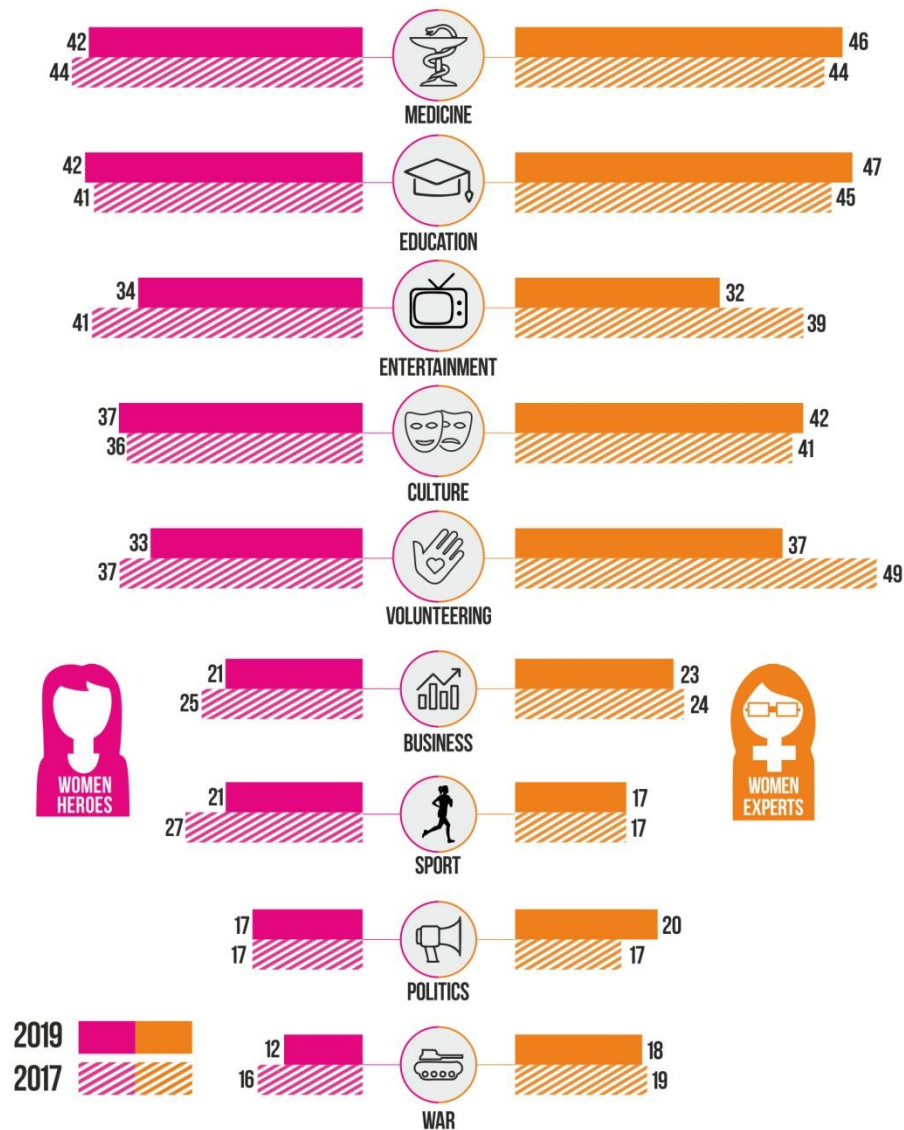
GENDER SENSITIVITY INDEX OF REGIONAL MEDIA, 24 OBLASTS OF UKRAINE (%)



Even though the highest Gender Sensitivity Index (37%) was detected in the Kharkiv media in 2017 (in Volynian publications - 36%; in Vinnytsia and Rivne - 35%), Vinnytsia's publications reached 41% in 2019 (in Kropyvnytskyi - 40%; in Volyn, Lviv and Kharkiv - 39%; and in Zaporizhzhya - 38%).

When breaking down by subject, the total number of women experts and heroines in journalistic materials, totally occupies the entire social area (such as education, culture, and medicine). In these particular categories, the percentage of women experts increased significantly, while in other topics their already low percentage dropped even further. The entire absence of women in sports-related materials remained unclear for the monitoring experts. For example, Football is an integral part of almost all sports events, and every player's surname is known. At the same time, sporadic reports about women in sports doesn't often contain any names, or interviews with winners.

THE PRESENCE OF HEROINES AND WOMEN EXPERTS IN THE MATERIALS REGIONAL MEDIA: THEMATIC SECTION (%)



Similarly, politics (although, the number of female experts in this area grew by 3%) business and war topics remain not "female", as well as the number of women in the volunteer theme also decreased.

Gender expert of the project, a Head of the Volyn Gender Center Oksana Yarosz noted: "Positive dynamics in the regional media is very good. There is no doubt that many stereotypes exist in society about the vision of women's and men's roles. This is broadcasting by media. We hope that their gender sensitivity will increase. We are witnessing this trend, at least."

The purpose of monitoring

Gender monitoring of regional media conducted with the purpose to identify and analyze the level of gender sensitivity.

Monitoring methodology

5 most popular print media and 5 most popular online media outlets in 24 regions of Ukraine were selected for the analysis. All socio-political materials in the print media and online news feeds were analysed. The analysis was conducted by using the following criteria:

- In what subjects (politics, economics, education, medicine, culture, sports, war, volunteerism, entertainment, etc.) women and men are present as heroes/heroines (about whom they wrote), or experts (who commented or expressed an opinion on a particular issue);
- How often the media uses feminines (femine nouns) with the reference to women profession, position, and activities;
- The presence of stereotype vision and sexist content in journalistic materials.

For the creation of the Gender Sensitivity Index the last criteria was omitted due to the high probability of the subjective assessment: it is based on the percentage of women's involvement as experts and heroines of journalistic materials and the usage of feminines.

The first monitoring wave was conducted in 2017 (during February and August), the second wave was conducted in 2019 (monitoring continued from 11th to 17th in February, April, June and August).

The monitoring was carried out within the framework of the Project "Gender Sensitive Space for Contemporary Journalism", implemented by the Volyn Press Club in partnership with the Volyn Gender Center, the Independent Public Network of Press Clubs of Ukraine and supported by the Media Program in Ukraine, funded by the United States Agency for International Development (USAID) and implemented by the International organization Internews