

Chapter 2 Monitoring mediów publicznych [Public Media Monitoring], in: Brak misji na wizji i wizji w edukacji [No Mission on the Television, No Vision in Education]

The publication presents public media monitoring results. The monitored broadcast included: information and political broadcast at the Polish public TV. Monitored questions: gender of the authors, presenters and invited guests. The monitoring last for 62 days and covered the main edition of News (at the time watched daily by about 3.5 million onlookers), Panorama (evening news edition at Channel 2, watched by about 1.3 million onlookers) and Polish Radio Channel 3.

Key information on EU or National policies/legislation on women's' representation on the Media:

National gender mainstreaming policies are lacking.

Key information on trends and challenges on women and the media:

Findings of the monitoring of Public TV Channels 1 and 2: 1. women are authors of the material presented in the more or less as often as men and more or less as often presented by each gender 2. share of women authors in each monitored field for the main edition of the news and for Panorama respectively: 33,6% and 42,5% in politics; 41,3% and 40,3% in economy, 45,3% and 56,6% in foreign news, 69,8% and 77,6% in social issues, 50% and 100% (but just 4 news of the kind) in issues directly related to gender equality, 43,3% and 53,9% in all other fields) ; 3. women are invited as experts to comment current news less often than men (men feature such roles 199 times and women 57 times in the period under scrutiny) 4. comments by women politicians are less often emitted (11,29% in the main edition of news, and 10,79% in Panorama) 5. other commentators (non-experts, non-politicians) are usually men, women accounted for 27,7% of the group 11,29% in the main edition of news, and 34,4% in Panorama Findings of the monitoring of the Polish Radio Channel 3: 1. women are less often authors of news; in some fields less often than in others (share of women authors in each monitored field: 29,7% in politics, 16,8% in economy, 68% in social issues, 38,8% in issues directly related to gender equality, 32% jointly in all other fields) 2. women are seldom invited as experts to comment current news (out of 911 experts cited women accounted for 20.4%) 3. women generally feature expert roles less often than men; in some fields less often than in others (share of women experts in each monitored field: 3,75% in politics, 13,3% in economy, 43,5% in social issues, 31,8% in issues directly related to gender equality, 18,9% jointly in all other fields) 4. women politicians are less often talked about (out of 563 figures of politicians featured women accounted for 12,8%) The report presents also several case studies. Findings show that gender thematic in each case played a secondary role in the news while being crucial for gender equality in Poland (case studies focused on the presentation of women candidates and gender questions in news concerning elections to the EU Parliament, the Women Congress, the Equality March)

Key stakeholders mentioned:

Public TV (Channels 1 and 2), Public Radio (Channel 3)

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