

Beijing +30

WHO MAKES THE NEWS?



GMMP+30

Global Media
Monitoring
Project

2025

CYPRUS

NATIONAL REPORT



GMMP+30

Global Media
Monitoring
Project

2025



GMMP 2025 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

GMMP 2025 is coordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change.



Data for GMMP 2025 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists' associations, alternative media networks and faith groups.
Noncommercial. You may not use this work for commercial purposes.
No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work. Your fair use and other rights are in no way affected by the above.



MEDITERRANEAN
INSTITUTE OF
GENDER STUDIES

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 fourth time. We would like to thank WACC 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 National Machinery for Women's Rights for supporting this research.



Εθνικός Μηχανισμός για τα Δικαιώματα της Γυναίκας

Table of contents

PREFACE	5
Global Context	5
National Context	9
EXECUTIVE SUMMARY	11
NEWS SUBJECTS AND SOURCES	16
JOURNALISTS AND REPORTERS	20
JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES, AND RIGHTS-BASED REPORTING	23
FOCUS ON GENDER-BASED VIOLENCE	27
CASE STUDIES	27
RECOMMENDATIONS AND ACTION PLAN 2026-2030	33
National Policies	33
Media Industries	33
Academia / NGOs	34
Annex 1. Methodology	34
Annex 2. List of Monitors	35

PREFACE

Global Context

The Beijing Declaration and Platform for Action premised that “Women's empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women's place, role and participation in the news.¹ The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected” (para 242a)

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women's place within it has not. The evolution of women's encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

Global findings. The highlights

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7th global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not**

¹ Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

3. Women’s visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women’s presence in sports news is abysmal, at only 15% of news subjects and sources.

4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

5. Patterns of gender-biased portrayal endure despite decades of change in women’s roles in the physical world

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic

violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women’s current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

6. Gender inequality in the news is much more acute than in the lived experience.

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

7. Women’s share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

8. The sex of the journalist influences the gender lens in stories

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other

news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

National Context

Gender equality is a core principle of the Republic of Cyprus 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 Cyprus' accession to the European Union (EU) in 2004, several gender equality laws were introduced into the national legislative framework as part of harmonisation with the *acquis communautaire*. Gender mainstreaming and women's rights in the country are therefore largely influenced by EU directives as well as wider international legal frameworks on gender equality, which include 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 little regarding gender equality as multilevel discrimination against women persists. Cyprus ranks 20th in the EU on the Gender Equality Index by the European Institute for Gender Equality (EIGE)² with 60.9 out of 100 points. Gender inequality is most pronounced in the domain of power (28.8 points) as women are severely underrepresented in decision-making positions: they hold 14% of parliamentary seats, and 15% of regional/local assembly positions. In the economic sector, representation is even more imbalanced, with women making up only 9% of board members in major quoted companies and only 14% of central bank board members. In social institutions, women's representation ranges from 10% in organisations representing Olympic sports to 22% in organisations responsible for funding research.³ Overall, in Cyprus, men consistently dominate in leadership across politics, the economy, and society.

In relation to violence against women, 36% of women in Cyprus have experienced physical and/or sexual violence since the age of 15. This is 5% higher than the EU-27 average (31%). Additionally, 76% of women have experienced health consequences of physical and/or sexual violence since the age of 15. This rate is the highest in the EU-27, according to the EU-GBV survey of 2024.⁴ Migrant women are particularly vulnerable to violence against women. In Cyprus, 49% of women asylum seekers have experienced some form of sexual or gender-based violence (GBV) according to research conducted by MIGS for UNHCR in 2021.⁵

In relation to the LGBTQ+ 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 (the Ombudsman) has examined complaints of discrimination in employment based on gender and sexual orientation.

The GMMP and media monitoring more broadly are especially important for Cyprus given the country's political and economic particularities. The national issue of ethnic conflict and occupation, known as "the Cyprus problem", permeates all spheres of social and political life. The Cyprus problem often dominates the news, overshadowing other issues such as gender (in)equality and human rights. Furthermore, job insecurity in journalism and the fast pace of content production hinder efforts to overcome unconscious bias and achieve more equal gender representation in the media.

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

² Gender Equality Index – Cyprus (2024) <https://eige.europa.eu/gender-equality-index/2024/CY>

³ Ibid.

⁴ EU Gender-based Violence Survey (2024) <https://fra.europa.eu/en/publication/2024/eu-gender-violence-survey-key-results>

⁵ Sexual and Gender-based Violence among Asylum-Seekers in Cyprus (2021) <https://www.unhcr.org/cy/wp-content/uploads/sites/41/2021/12/Sexual-and-Gender-based-Violence-Report.pdf>

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 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.

MIGS is honoured to be part of the global effort that is the GMMP for the fourth time. The results of the GMMP and its methodology are indispensable in our work on awareness raising, gender training for media professionals and students, as well as our advocacy work for gender sensitive media. Our experience with the previous GMMP has shown that GMMP data and its methodology are a great advocacy and research tool for journalists, students, policymakers, and the public at large. Repeat participation in GMMP gives us the opportunity to develop systematic research data and helps us strengthen our voice in demanding gender parity in Cyprus media, as in all spheres of the country's social and political life.

EXECUTIVE SUMMARY

This report presents the findings from Cyprus' fourth participation in the Global Media Monitoring Project (GMMP), coordinated by the Mediterranean Institute of Gender Studies (MIGS). On 6 May 2025, a total of 213 news stories were monitored across a representative sample of media, including three major television stations, the three most-listened-to radio stations that broadcast news, three print newspapers representing a broad spectrum of readership and editorial positions, and five widely read online news portals.

The GMMP research in Cyprus clearly reveals **a severely male-dominated media landscape**. With men's overall presence in radio, print, and television news reaching 86% compared to just 14% for women. Women's presence in the media reached 21% in the previous GMMP survey conducted five years ago, in 2020. Hence, the results reveal a regression in women's media representation that erases the modest gains observed in previous GMMP research reports. The growing prominence of online news did not bring any tangible positive change towards more gender-balanced representation in Cypriot media. Online news outlets follow the patterns of traditional media, which represent 80% men and 20% women in their news stories.

Key findings

Severe male dominance and significant regression of women's participation: The most worrying finding is the severe male dominance in news coverage, with men

making up 86% of news subjects, while women make up 14%. This is a significant regression from the 2020 GMMP, which reported women's presence at 21%.

Invisibility of women in "hard news" and a lack of woman-centred stories:

Women continue to be significantly underrepresented in "hard news" around politics, governance, and the economy — areas in which authority and expertise are most publicly recognized. Women are disproportionately represented in "soft news", such as reports on celebrities, lifestyle, and the arts — topics that have been historically devalued in journalism and in society. Also, there are few woman-centred stories, resulting in the ongoing invisibility of women's lived experiences in the news agenda.

Lack of gender-based violence reporting:

GBV remains an "invisible problem" within Cypriot media. There was no coverage on any form of GBV, from sexual harassment to femicide. This reflects a structural failure to recognize GBV as a persistent social reality; and, like Cyprus society, Cyprus media treats stories of GBV as isolated incidents that are not part of a wider trend. This practice fails to inform citizens about prevention, legal measures, or support services and to hold policymakers accountable for prevention measures and support mechanisms.

Fragmented progress for women journalists:

While there has been an impressive increase in women's presence in radio journalism (66% of journalists, 77% of presenters), there are large declines in print (35% from 42% in 2020) and television journalism and presenting roles (33% from 50% in 2020). These trends indicate that gains in gender balance are fragile and can be reversed without sustained institutional support.

Limited combatting of gender stereotypes and "double annihilation":

Only 2% of online news challenge gender stereotypes. This constitutes a "double annihilation", where women are largely silenced as news subjects, and gender stereotypes are not challenged.

Exclusion of marginalized groups:

The report highlights the complete invisibility of LGBTQ+ people and migrants in news coverage. Turkish-Cypriots are represented solely through political figures, silencing the voices of the community. This demonstrates a failure to apply an intersectional analysis, reproducing dominant narratives and perspectives.

A DAY IN THE NEWS IN CYPRUS

6 May 2025 was a typical news day in Cyprus in terms of the topics covered. The dominant topics in the news were politics and government, social and legal issues, and crime and violence (excluding GBV).

The dominant news stories of the day were the following:

1. A Violent Incident in Paphos

Paphos Police is searching for an 18-year-old man who is accused of seriously injuring an older woman and her daughter. A warrant has been issued for his arrest.

2. Monastery Financial Scandal Delayed.

The court case involving two defrocked monks from the Saint Avakoum Monastery was postponed due to missing evidence. The charges include fraud, money laundering, and forgery.

3. President Christodoulides arrives in Athens.

The Cypriot President visited the Athens Defence Exhibition (DEFEX 2025), highlighting Cyprus's role in regional security and innovation.

4. Takata Airbag Scandal in Cyprus.

Four former officials from the Department of Road Transport are being questioned by an investigative committee over delays in addressing the Takata airbag safety issue.

5. Tatar Continues Erdogan's Line on Cyprus Talks.

Turkish Cypriot leader Ersin Tatar has been accused of stalling peace talks on purpose as he is closely aligned with Ankara on the two-state solution.

6. Confusion Over Electricity Interconnectors.

Discussions continue on which electricity cables Cyprus will build and fund between the EU-backed GSI and the Israel-Cyprus-Greece IMEC project that is raising questions on strategy, costs, and transparency.

THE CONTEXT

Media Monitored and Rationale for Sampling

The selection of media outlets for monitoring was based primarily on audience reach, with the intention of capturing news stories that were most widely disseminated to the public. Additionally, we considered the following criteria while selecting the media to ensure comprehensiveness and diversity:

1. **Ownership:** All media outlets in Cyprus are privately owned, except for the Cyprus Broadcasting Corporation (CyBC), which was included to represent publicly funded media.
2. **Political orientation:** The sample included newspapers across the spectrum of official or unofficial political leanings.
3. **Language:** The Republic of Cyprus (RoC) has three official languages: Greek, English, and Turkish. The sample included news stories in Greek and English. Although Turkish is an official language, Turkish language media were excluded as they are produced in areas not under the control of the RoC.

Based on these considerations, the monitored media included a combination of television and radio stations, newspapers, and online news portals. The sample included:

- **Three major television stations:** CyBC1, ANT1, and Sigma, each selected for their high viewership and influence.
- **The three most listened-to news stations that broadcast news:** CyBC Triton, Kanali 6, and Radio Proto.
- **Print newspapers:** Phileleftheros, Politis, and Haravgi, representing a broad spectrum of readership and editorial positions.
- **Online media:** Selected based on traffic data, internet news included Sigmalive, Philenews, Alphanews.live, Politis.com.cy. The Cyprus Mail was also included due to their substantial monthly visitors and reach.

The Monitoring Team

The GMMP monitoring in Cyprus was coordinated by Maria Angeli, Senior Researcher at the Mediterranean Institute of Gender Studies (MIGS). The team of monitors also included Daphne Demetriou, Researcher at MIGS, and Christia-Stella Charalambous, intern at MIGS.

TOPICS IN THE NEWS

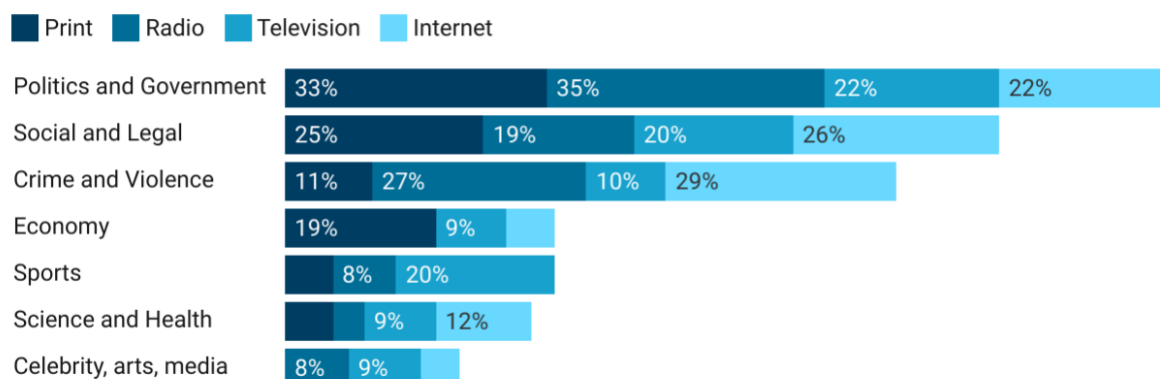
The distribution of news topics across media in Cyprus reveals a strong emphasis on politics and government, in line with global trends. These two topics dominate print and radio, each exceeding 33% of news coverage. Another common topic is social and legal issues: these are consistently represented across platforms (25% in print, 19% in radio, 20% in television, and 26% online). Violent crime also appears to be a particularly visible topic in Cypriot news, especially online (29%), where it is the most reported topic, and on the radio (27%). The high coverage may have been due to a particular incident of violent crime that received significant media attention in the monitoring period. However, beyond this event-driven coverage, it is a consistent topic on the news agenda, as reported in previous GMMP reports.

Other categories such as science and health, the economy, and celebrity, arts, and media receive uneven attention. A striking finding is that GBV received zero coverage during the monitoring period, across all media types. This complete absence is particularly problematic given that GBV is a significant issue affecting women globally, including in Cyprus.

In analysing topics in the news, it should be noted that the GMMP methodology varies in its application between traditional and newer media. Specifically, internet monitoring is limited to the front pages of news websites, which often exclude content on sports or culture, which are typically placed in sub-sections. In contrast, television and radio

are more thoroughly monitored, with the analysis capturing all news stories aired during the designated period.

Topics in the news



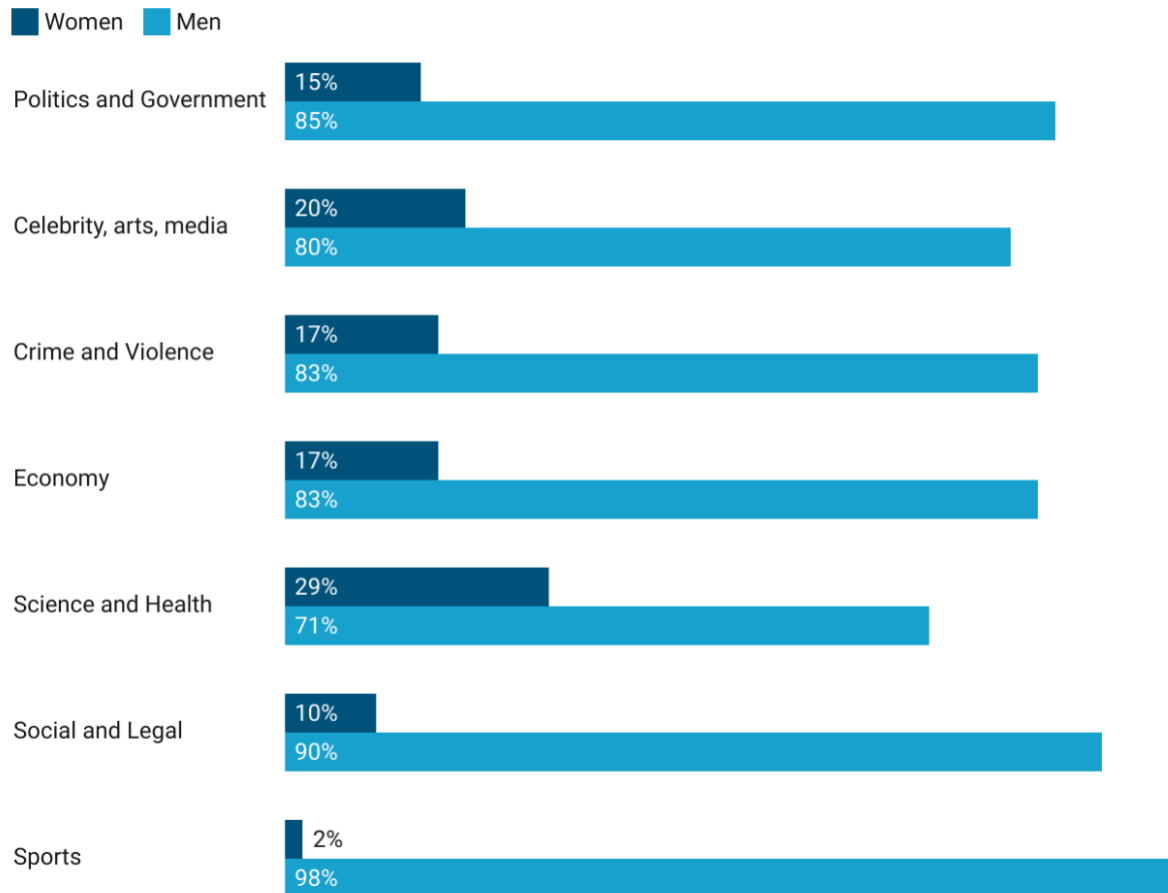
Created with Datawrapper

The representation of women and men by subject highlights a profound gender bias in Cypriot news media. Coverage continues to reproduce gendered hierarchies, with men visible in nearly all subject areas, and limited visibility of women, held mainly to a narrow range of roles and topics. Women are more likely to be represented in “soft news” such as celebrity, arts, and media, rather than in “hard news” such as politics and the economy.

Women are only 15% of the subjects in political news stories in traditional media and only 10% in online media. While the male-dominated structure of Cypriot politics may partially explain the low representation of women in political news, this fact does not excuse editorial decisions that actively replicate structural inequality. Media representation is a powerful tool in shaping perceptions of authority and leadership, and the continued, almost exclusively masculine portrayal of politics actively reinforces gendered assumptions about who possesses expertise and has legitimacy.

The consistent invisibility of women in news on the economy reinforces the stereotype that the latter is exclusively a male domain. This phenomenon not only marginalizes women’s experiences but also reflects newsroom cultures that overtly prioritize male sources, even in fields where women hold considerable expertise. Furthermore, in critical areas like science and health, and social and legal news, topics where women are frequently directly impacted and professionally involved, their representation remains limited. Women athletes are severely underrepresented in media coverage, constituting a mere 2% of sports news stories. Although the higher presence of women in crime and violence news appears linked to specific incidents, this visibility often confines women to passive roles, typically as victims, thereby perpetuating stereotypical narratives.

Overall presence of women and men in news by subject



Created with Datawrapper

In newspapers (print media), the data reveals a hierarchy of news values that is often reflected in the space dedicated to specific topics. Politics and government dominate larger spaces as 75% of full pages cover this topic, reflecting the traditional “hard news” bias that historically privileges male-dominated spaces such as politics. Social and legal issues, which often feature more women, receive fragmented coverage and are frequently present in smaller spaces, consisting 50% of quarter-page news stories.

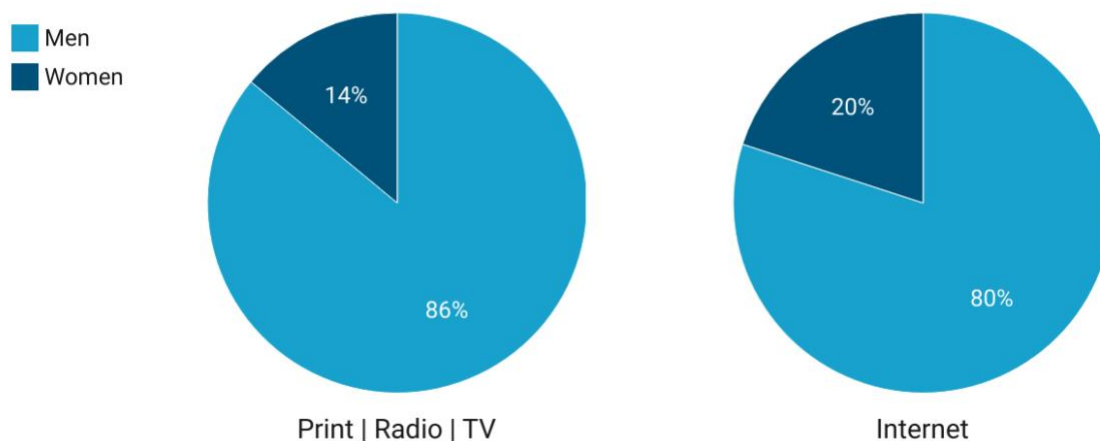
NEWS SUBJECTS AND SOURCES

News stories remain male dominated, with **86% of people in the news being men**. Only 14% of news subjects—the people in the news heard or read about in print, radio, and television news in Cyprus—are women.

Online news platforms have not disrupted this pattern. With only 20% of news subjects being women and 80% men, digital media reproduce the gender imbalance seen in traditional outlets. This contradicts early optimistic theories about the democratizing potential of internet news platforms. This is a pattern that feminist scholars refer to as

the symbolic annihilation of women in news discourse, where women's voices have systematically been excluded from public dialogue.

Overall presence of women and men in the news

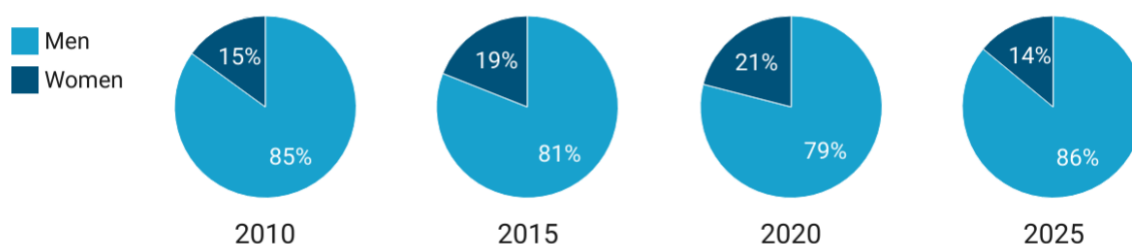


Created with Datawrapper

In addition to the overrepresentation of men in news across all media types, news stories referring to gender equality legislation or policy are almost invisible, consisting only 1% of the news stories documented by GMMP research. This creates a double annihilation: not only are women's voices largely absent from news content, but the very policies designed to promote gender equality are also consistently overlooked by the media.

The 2025 GMMP findings mark a notable regression in gender representation in traditional media. Despite earlier signs of slow progress, the current data show that women's visibility in print, radio, and television news has declined, reversing the upward trend observed between 2010 and 2020. This finding suggests the marginal progress was not sustainable and points to deeper structural issues. Renewed efforts are therefore necessary to promote gender balance in media content and representation.

Women and men in Cypriot news 2010 - 2025



Created with Datawrapper

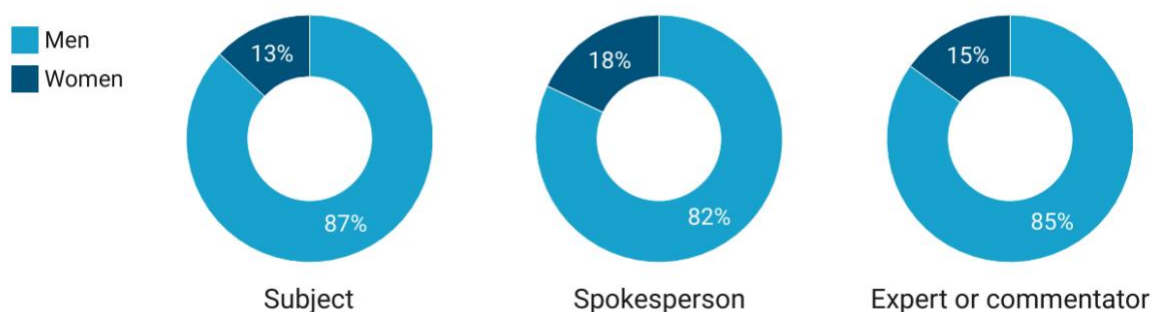
Gender Disparities in News Roles

The monitoring data highlights a persistent imbalance in gender representation across different news roles. Women make up only 13–18% of voices in key positions like subjects, spokespersons, or experts/commentators, highlighting a continued dominance of male perspectives in shaping media discourse.

Below is a breakdown of women's representation in news media by role:

- **Subject** (13% women, 87% men): As the central figure in news stories, this role reflects whose experiences are considered newsworthy. The overwhelming male majority suggests that men's actions and viewpoints still define the core of news content.
- **Spokesperson** (18% women, 82% men): This role involves representing institutions or causes. While slightly more inclusive, the data shows that institutional authority remains male dominated.
- **Expert or commentator** (15% women, 85% men): This suggests that while women may have visibility in formal roles, intellectual authority remains male dominated.

Roles in the news by gender



Created with Datawrapper

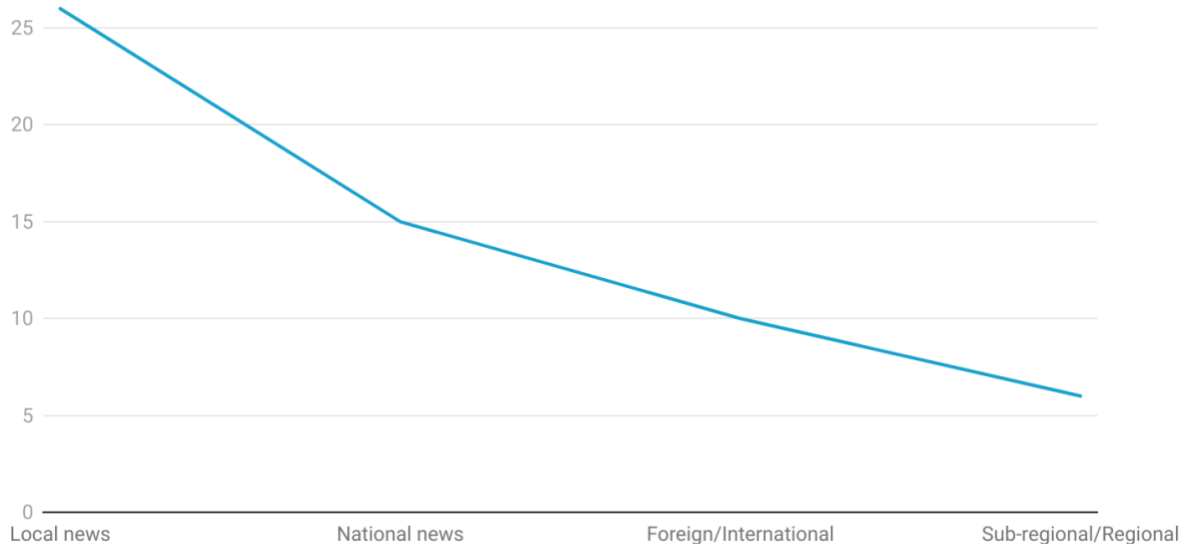
These patterns reflect broader societal power dynamics, where men continue to hold disproportionate influence over public narratives and knowledge production.

Gender Disparities in News Scope

Women are underrepresented across all geographic scopes, as men constitute 74–94% of all news subjects in local, national, sub-regional/regional, and foreign/international news stories. This represents a substantial gender imbalance in media representation. There is also a clear geographic hierarchy of exclusion: women's representation decreases as the geographic scope expands:

- Local news: 26%
- National news: 15%
- Sub-regional/Regional: 6%
- Foreign/International: 10%

Women in the news by geographical scope



Created with Datawrapper

The data indicates persistent challenges in recognizing women as authoritative sources, particularly on issues judged as nationally or internationally significant. Women appear more frequently in local news, which may reflect their greater visibility in community-level stories, local politics, or social issues. However, even at 26%, this represents significant underrepresentation. The dramatic drop in women's representation in national and international news suggests media outlets rely on traditional "elite" sources, predominantly male politicians, business leaders, and experts when covering broader geographic stories.

Fourteen percent of women in news stories are identified by their family status (e.g., as mothers, wives, or daughters), compared to only 1% of men, which reflects a deeply stereotypical media practice that ties women's identities to their familial roles. This framing reinforces traditional gender norms and subtly shifts the focus away from women's professional, civic, or political roles.

GMMP data also shows an imbalance in who gets quoted as news subjects. Only 6% of women news subjects are quoted compared to 32% of male news subjects, a ratio of more than 5:1 in favour of men. The higher quotation rate for men suggests that male sources are more likely to be positioned as authoritative voices or experts whose opinions merit direct citation. This reflects broader societal patterns where men's

voices are often perceived as more credible or newsworthy. These patterns contribute to the systematic underrepresentation of women's voices in public discourse, potentially reinforcing gender stereotypes and limiting the range of perspectives available to news audiences. It also suggests that, even when women are included in news coverage, they are less likely to be given agency through their own words.

News subjects quoted



Created with Datawrapper

JOURNALISTS AND REPORTERS

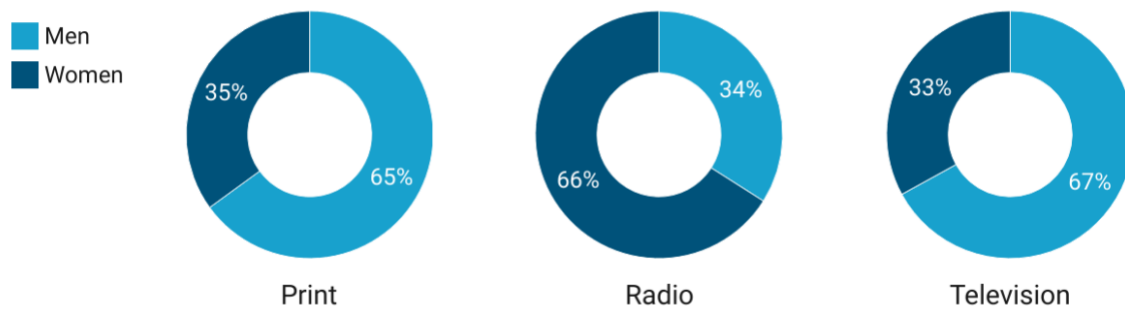
The participation of women and men in journalism varies widely by media type. Sixty six percent of radio journalists are women. This is a remarkable change from 2020, where only 20% of radio journalists were women. This increase suggests a shift in hiring practices related to radio journalism, or an increasing attractiveness of radio to women journalists, but more information is needed to better understand the drivers of this change.

The print media sector, which had achieved 42% female representation in 2020, has seen a decline, with only 35% women journalists in 2025. Though an increase over the 12% identified in 2015, the decline in female representation from 2020 levels may reflect the absence of gender equality efforts in traditional newsrooms.

Television journalism had achieved gender balance in 2020, marking a 50/50 ratio among women and men, however only 33% of journalists are now women. This decline raises an important question regarding sustainability of gender parity in visual media and whether structural or cultural factors are leading to the re-masculinization of television newsrooms.

While the increase in women's presence in radio is encouraging, the decreases in print and television suggest that gains in gender equality are not guaranteed and may be subject to regression.

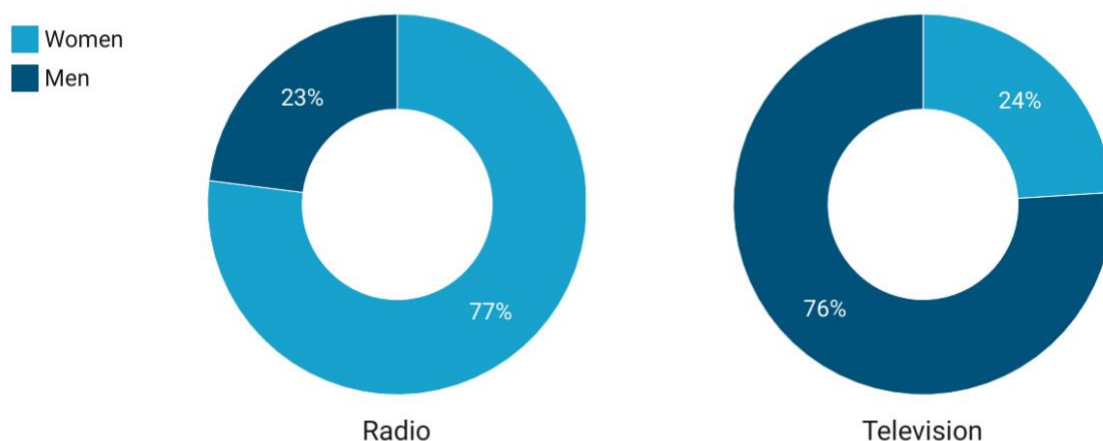
Journalists by medium



Created with Datawrapper

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. In 2025, the ratio of men and women news presenters has changed. Women now present 77% of radio news, which is an astonishing increase from 20% in 2020. Conversely, for television, we have seen a significant decline in gender parity. In 2020, 46% of television newscasts were presented by women; by 2025, that figure dropped to only 24%. Television is showing signs of re-masculinization. Although these developments are noteworthy, the cause of these shifts is unclear; newsroom practices, editorial policies, and professional structures that may influence gender representation in the media must be further explored.

Presenters by gender



Created with Datawrapper

Reporters by scope: The scope of news stories reported on by women and men journalists varies, though not always in a statistically significant manner. National news is the most reported category for both genders. Women more frequently report on national news (68% of stories reported on by women and 56% by men). Men are more

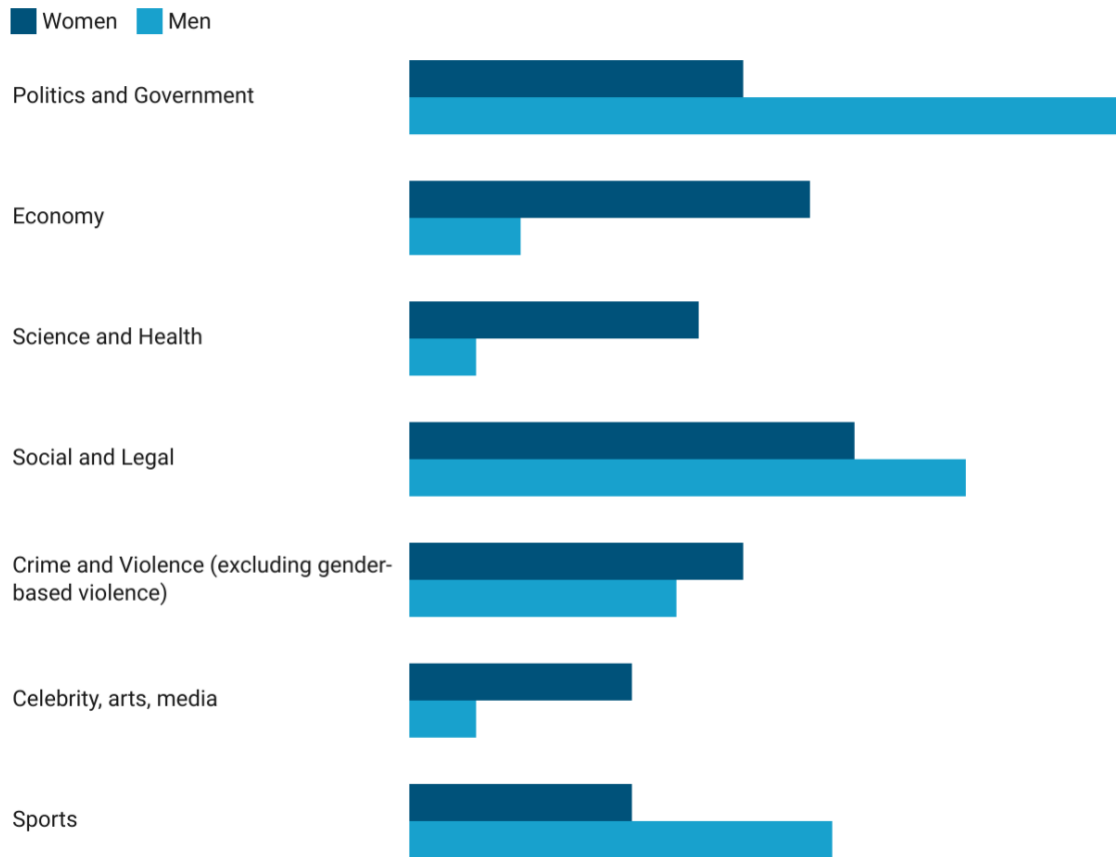
likely to report on foreign/international news (29% of stories) than women (23% of stories). Local news reporting is relatively balanced, with 10% of stories reported on by men and 8% by women, showing no substantial gender gap. Sub-regional and regional stories were the least covered, with minimal contributions from both women (3% of stories) and male reporters (5% of stories). While some differences are observable, particularly in national and international reporting, they do not appear to reflect strong or systematic gender-based disparities in story scope.

Journalists by topic: Men are significantly more likely to report on politics and government, 32% of stories falling into this category are reported by men, compared to just 15% for women. This trend is consistent across print, radio, and television, highlighting the male dominance in political journalism. Women journalists are notably more active in reporting on the economy: only 5% of stories reported on by men versus 18% by women. This challenges the assumption that economic journalism is a male domain and reflects the growing expertise and visibility of women in financial and policy-related reporting. Women also produced more content on science and health (13% of news stories vs. 3% by men) and in the celebrity, arts, and media category (10% vs. 3%), which indicates a wider range of thematic reporting by women. Women and men report similarly on social and legal issues and crime and violence.

Sports reporting remains male-dominated, with 19% of sports stories covered by men journalists compared to just 10% by women. While the assignment gap is moderate, the content tells a different story: 88% of sports stories focus on male athletes. This means that while both men and women journalists report on sports, the coverage still focuses on men, reinforcing gender bias and limiting visibility for women athletes and their achievements.

Women and men journalists alike failed to report on GBV in their coverage across media types. The total lack of media coverage on GBV is alarming given its high prevalence and serious impact in Cyprus society. This shows that newsrooms tend to treat GBV as exceptional, only covering it when a case is recent or brutal. This reactive and often sensationalist approach fails to recognize the systemic nature of the issue.

Journalists by gender on major topics



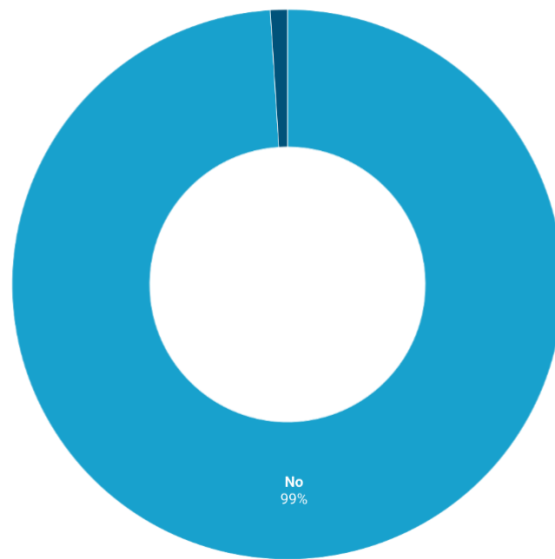
Created with Datawrapper

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

GMMP results show that the media rarely challenges gender inequalities, as only 1% of news stories in print, radio, and television and 2% of internet news make any reference to issues of gender equality or inequality. These news stories appeared exclusively under the social and legal category. In the 2020 GMMP research, media challenged gender stereotypes in 4% of news stories — a percentage that was nevertheless too low for meaningful comparisons over time.

News stories that challenge gender stereotypes

■ No ■ Yes

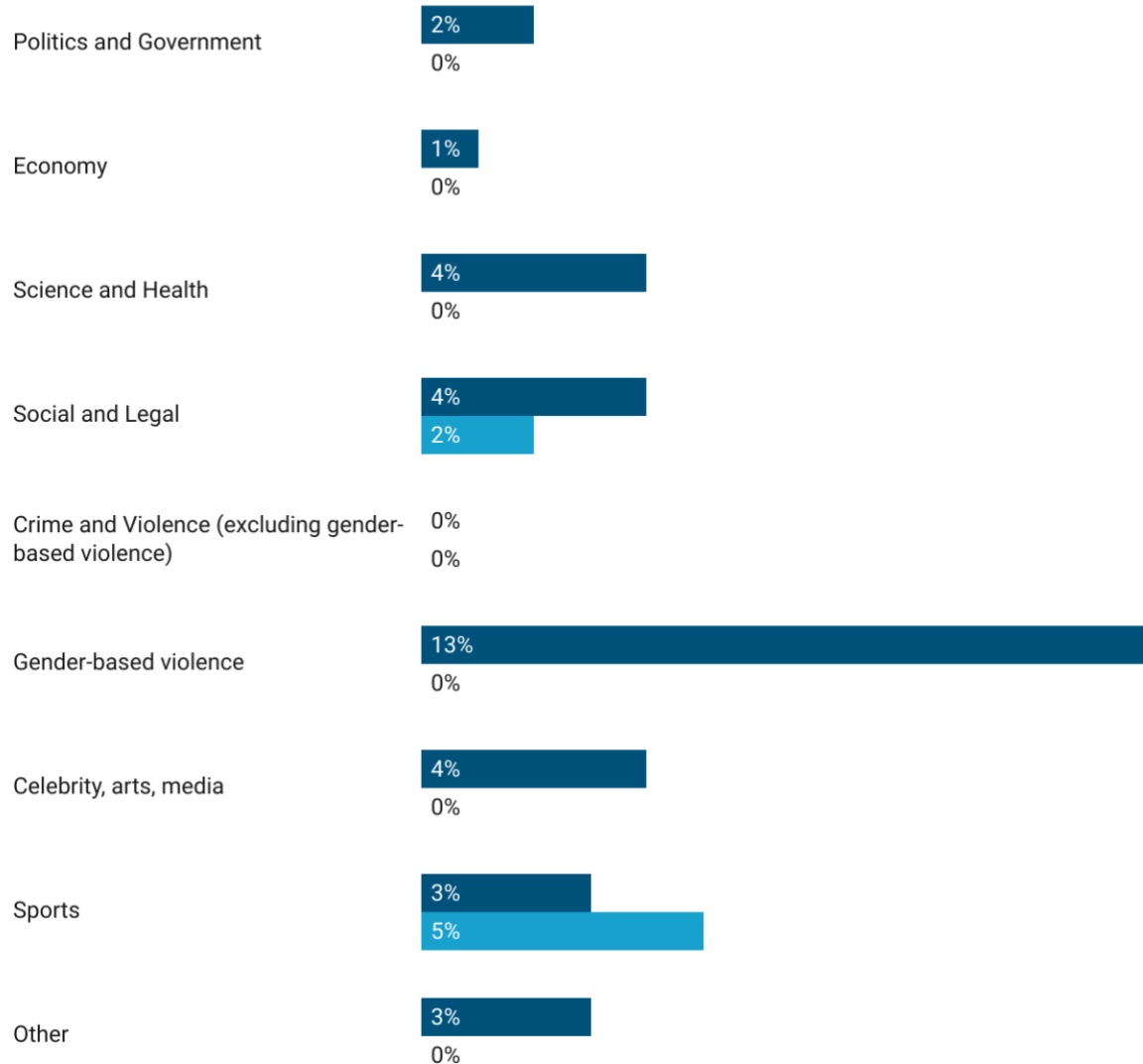


Created with Datawrapper

A conclusion we can safely draw is that media outlets in Cyprus consistently fail to fulfil their role as agents of social change and promoters of gender equality, missing opportunities to provide alternative narratives about gender. This trend reflects a broader European pattern, as revealed by GMMP data. That said, news stories challenging gender stereotypes are somewhat more common across Europe (see graph below).

News stories that challenge gender stereotypes by topic

■ Europe ■ Cyprus



Created with Datawrapper

In Europe, there are significantly higher proportions of online news stories that challenge gender stereotypes compared to traditional media such as print, radio, and television. Specifically, 24% of online stories related to politics and government challenged gender stereotypes, compared to only 2% of similar stories in traditional forms of media. The disparity is similarly significant for news stories relating to social and legal issues, where 28% appear in internet media versus 4% in traditional media. These results indicate that, in Europe, more traditional forms of media tend to reproduce dominant narratives, while online media allow for alternative voices to be heard. This potential remains largely unexplored by Cypriot online news media, which tends to follow traditional types of media in terms of editorial choices.

Women's Centrality in News Coverage

The GMMP data also reveals a profound gender imbalance in story focus across all media types. Print media had the most women-centred coverage. The number is nevertheless very low: only 3% of news stories focus on women. Online news had 2% of news stories centring on women, television had only 1%, while radio news had none. News on politics and government covered by the research show no women-centred coverage in all forms of media, a sound indication of democratic deficit: women's contributions, perspectives, political agency, and leadership remain systematically ignored in media discourse. The news on the economy shows the same exclusionary practices, with no women-centred coverage. Even with the high levels of women participating in the healthcare sector, news on science and health featured no stories about women-centred contributions or health leadership in any of the media formats. Social and legal issues is the only category that had women-centred news; in print media, women-centred coverage in social and legal issues was at 11%, whereas radio and television had no women-centred coverage. Sports news also had zero women-centred reporting across all media types.

Invisible Categories

The monitoring data reveals the complete invisibility of several marginalized groups in news coverage, highlighting journalism's failure to represent diverse community perspectives. The analysis found no reference to LGBTQ+ people across all monitored stories and media types. This complete absence represents a significant gap in representing sexual and gender minority experiences, particularly concerning given ongoing policy debates affecting LGBTQ+ rights and the community's documented experiences with discrimination and violence.

The coverage of Turkish-Cypriots was restricted exclusively to politicians, with no inclusion of citizens, other professionals, civil society voices, or diverse perspectives from within the community. This pattern reduces a complex demographic group to solely political representation, silencing the lived experiences, contributions, and social perspectives of Turkish-Cypriot civilians.

Additionally, no reference to migrants was found across the monitored coverage, despite this population's documented vulnerability to multiple forms of discrimination and their significant presence in various economic and social sectors. This absence is particularly concerning for migrant women who are exposed to intersectional challenges including GBV, economic exploitation, and legal precarity.

These findings reveal journalism's failure to apply intersectional analysis, where individuals and communities experiencing multiple forms of marginalization remain systematically excluded from media discourse. The pattern suggests that mainstream journalism operates within narrow definitional frameworks that privilege dominant group perspectives while silencing the experiences and perspectives of those at the

intersection of multiple minority identities.

FOCUS ON GENDER-BASED VIOLENCE

Gender-based violence is an invisible problem in the news in Cyprus. GMMP data reveals the complete absence of coverage across a comprehensive spectrum of GBV themes, from sexual harassment and intimate partner violence to technology-facilitated violence and femicide. This is not just about missing news stories on GBV during the monitoring period; it is a structural issue where media systematic fails to recognize GBV as a persistent social reality that requires ongoing attention. Incidents of GBV are routinely reported on in isolation — as episodic events rather than an entrenched social problem that should be proactively covered. Quality journalism should investigate systemic patterns, perform policy analysis, discuss prevention frameworks, and include expert commentary on emerging trends like technology-facilitated abuse. Reporting should also follow up on covered cases and institutional responses.

This coverage gap means that citizens do not receive information about prevention strategies, legal measures, or support services for survivors of GBV. There is no discussion of trafficking prevention, female genital mutilation (FGM) eradication programmes, or digital platforms with policies for addressing online harassment. The absence of systematic media coverage of GBV fails to hold the state accountable for its obligations arising from legally binding instruments such as the Istanbul Convention, which sets minimum standards for preventing and combating violence against women and domestic violence.

CASE STUDIES

The **quantitative data** on the representation of women and men in Cypriot media news coverage were presented above. The figures clearly demonstrate male dominance in the news. However, the numbers reveal only part of the story. Our analysis also considers **qualitative aspects**, such as how the media reproduce or challenge gender stereotypes in their content. In this GMMP report, we did not identify news items that blatantly reinforced stereotypes, which can be viewed as an encouraging finding. Nonetheless, there were instances where stereotypes were reproduced in more subtle and indirect ways. It is equally important for research to highlight positive cases where stereotypes are challenged or where issues of gender equality are incorporated into media content. Some of these cases are discussed below.

Case study 1

Classification: Missed Opportunities/Gender-blind

«Όσα είπε για τη μαντίλα δεν ισχύουν στην Κύπρο», απαντά το ΡΤΚ στον Ερντογάν

«Στην Κύπρο δεν βιώσαμε ποτέ τη δημοκρατική κρίση ή τις παραβιάσεις των ανθρωπίνων δικαιωμάτων»

Σκληρή απάντηση στον Ταγίπ Ερντογάν για όσα είπε στην κατεχόμενη Λευκωσία αναφορικά με τη χρήση της μαντίλας στα σχολεία έδωσε χθες το Ρεπουμπλικανικό Τουρκικό Κόμμα.

Σε ανακοίνωσή του παραθέτει αυτούσια την αναφορά του Τούρκου Προέδρου: «Αν προσπαθήσετε να αντιμετωπίσετε τη μαντίλα των κοριτσιών μας στη "Βόρεια Κύπρο", θα μας βρείτε απέναντί σας. Επειδή έχουμε αγωνιστεί σκληρά για αυτό και έχουμε διανύσει μεγάλη απόσταση δίνοντας αυτόν τον αγώνα», και γράφει ότι κατανοεί πως «ο αξιότιμος προσκεκλημένος Πρόεδρος είπε αυτά τα λόγια αναφερόμενος στις διαδικασίες που λαμβάνουν χώρα στη χώρα του. Ωστόσο, πρέπει πρώτα να γίνει κατανοητό ότι αυτές οι δηλώσεις δεν έχουν καμία σχέση ή πραγματική σχέση με τα όσα ζούμε εμείς εδώ στην Κύπρο».

Το ΡΤΚ προσθέτει ότι στην Κύπρο «δεν έχουμε βιώσει ποτέ τη δημοκρατική κρίση ή τις παραβιάσεις των ανθρωπίνων δικαιωμάτων που έχει βιώσει η Τουρκική Δημοκρατία, ειδικά σε αυτό το πλαίσιο, το πλαίσιο των ατομικών δικαιωμάτων και ελευθεριών. Οι Τουρκοκύπριοι δεν έχουν αντιμετωπίσει ποτέ κανένα δίλημμα λόγω της ενδυμασίας ή οποιασδήποτε άλλης ανάγκης που έχουν και κανείς δεν έχει στερηθεί οποιουδήποτε δικαιώματος για αυτούς τους λόγους».

Σύμφωνα με το ΡΤΚ, ο τ/κ «λαός» είναι ένας δημοκρατικός, κοσμικός «λαός», που σέβεται τα ανθρώπινα δικαιώματα



και τις ελευθερίες και είναι προσπλωμένος σε μια σύγχρονη έννομη τάξη. «Γι' αυτόν τον λόγο η χρήση μαντίλας θεωρείται, προστατεύεται και γίνεται σεβαστή στο πλαίσιο των προσωπικών δικαιωμάτων που μπορούν να ασκηθούν ελεύθερα, όπως η ένδυση ή η θρησκευτική λατρεία». Οι κοινωνικοί κανόνες και η «νομοθεσία», προστίθεται, έχουν διαμορφωθεί σύμφωνα με αυτή την αντίληψη, χωρίς κανέναν καταναγκασμό. Το ΡΤΚ σημειώνει ότι η Δημοκρατία της Τουρκίας αποτελεί σκληρό σοβαρή πόλωση εδώ και πολλά χρόνια, ειδικά στο ζήτημα της «μαντίλας».

Με βάση αυτό το γεγονός, προστίθεται, όλοι θα πρέπει να γνωρίζουν ότι ο αποδέκτης της πρότασης που εξέφρασε ο κ. Ερντογάν στην ομιλία του -«αν προσπαθήσετε να πειράξετε τις μαντίλες των

κοριτσιών μας στη Βόρεια Κύπρο, θα μας βρείτε απέναντί σας»- δεν μπορεί να είναι οι Τουρκοκύπριοι. «Τα λόγια του προσκεκλημένου Προέδρου -«επειδή έχουμε αγωνιστεί σκληρά για αυτό και έχουμε διανύσει μεγάλη απόσταση δίνοντας αυτόν τον αγώνα»- μπορούν να βασίζονται μόνο στη δική του χώρα».

Στην τ/κ πλευρά, αναφέρεται, δεν υπάρχει τέτοιο πεδίο αγώνα όπως αυτό που αναφέρει ο κ. Ερντογάν, ούτε υπάρχει κάποιο ζήτημα που πραγματικά χρειάζεται να αντιμετωπιστεί. «Δεν διστάζουμε να επιτρέψουμε στους ενήλικες να ζήσουν τα δικαιώματα και τις ελευθερίες τους όπως επιθυμούν, αλλά ταυτόχρονα λαμβάνουμε αποφάσεις με βάση την καθοδήγηση ειδικών σε θέματα δικαιωμάτων του παιδιού, παιδαγωγικής και παιδοψυχιατρικής».

Title of article: "What he said about the headscarf doesn't apply in Cyprus", RTC responds to Erdogan

Name of Newspaper: Haravgi

Theme: Politics/Government

Date: 06 May 2025

Analysis:

This article represents a missed opportunity to provide a gender-aware perspective on what is fundamentally a women's rights and gender equality issue. While the story centres on the hijab/headscarf, a topic intrinsically connected to women's autonomy, religious freedom, and gender dynamics, it treats the matter as purely political without acknowledging its gendered dimensions. The article missed gender perspectives on the following aspects:

Sources: The entire article relies exclusively on statements from a political organization called the Republican Turkish Party. No women's rights voices are included, even though the policy directly affects girls and women.

Language: The article uses gender-neutral political language ("people", "individuals", and "citizens") that obscures the reality that this issue primarily impacts women and girls. Terms like "our girls' headscarves" are quoted from Erdogan but not examined through a gender lens.

Story angle: The article frames this as a political disagreement between Turkey and Turkish-Cypriots rather than exploring how headscarf policies affect women's education, employment, or participation in public life. It misses the opportunity to examine different perspectives.

Missing voices: The article could have been enriched by including Turkish-Cypriot women who wear headscarves, educators discussing classroom dynamics, women's rights organizations, or young women/students directly affected by such policies.

The story is gender blind because it fails to recognize that headscarf debates are fundamentally about women's bodily autonomy, religious freedom, and participation in public spaces. By treating it only as a political matter, the piece misses the deeper gender equality implications and the diverse experiences of women who may support or oppose such policies for different reasons. This is a classic example of how seemingly "neutral" political coverage can obscure important gender dimensions, depriving readers of a fuller understanding of the issues at stake. This is another case of symbolic annihilation of women who are not given space to talk about an issue that directly affects them.

Case Study 2

Classification: A story that is gender-aware

Title of article: Equality at work fair and essential, says commissioner

Name of internet news website: Cyprus Mail: <https://cyprus-mail.com/2025/05/06/equality-at-work-fair-and-essential-says-commissioner>

Date: 06 May 2025

Country: Cyprus

Subject: Politics and Government

Skills: Use of data, Sources, Fairness

Theme: Politics/Government

The story is gender specific

Analysis

This article is categorized as gender aware (Gender Specific) as it directly addresses issues of gender equality and inequality in the workplace and outlines specific policies, structures, and processes that aim to promote gender equality. The article's headline — "Equality at work fair and essential, says commissioner" — clearly states the gender equality focus of the story. It presents gender equality as both morally right ("fair") and

practically necessary ("essential"), giving a strong framework. The article addresses both structural and cultural barriers to workplace equality, including maternity leave, childcare provision, and sexual harassment. It acknowledges that achieving equality requires coordinated action across legal, institutional, and societal levels, and emphasizes shared responsibility among government, the private sector, and individuals.

The language is factual, with no overt gender bias. Phrases such as "substantial equality", "shared responsibility", and "zero-tolerance environment", strongly convey policy positions. The article purposefully employs business-oriented language like "efficiency, innovation and competitiveness" to represent gender equality as not simply a morally appropriate position, but economically beneficial, contradicting the common line of thinking that gender equality initiatives lead to costly burdens as opposed to strategically beneficial, cost-effective investments. The term "silent threat" concerning sexual harassment, accurately conveys how gender issues in the workplace can be invisible or underreported. The article references studies that find a connection between women's representation in decision-making and better business outcomes. It builds on the argument that gender equality leads to wealth and competitiveness. Its placement in the Business section emphasizes the framing of gender equality as an economic issue.

The source of the article draws exclusively on the insights of Commissioner Josie Christodoulou, whose expertise and official role in gender equality policy give credibility and authority to the article. That said, the absence of additional voices, such as women from the private sector, trade unions, and women's rights organization is a missed opportunity to enrich the narrative by including a broader range of perspectives. Ultimately, by speaking about systemic inequalities and outlining concrete policy action, the article contributes meaningfully to public discourse on gender equality in the workplace.

Case Study 3

Classification: A story that is gender-aware

Title of story: Women's and Men's Handball Championship Finals Coverage

Television station: CyBC1 (Cyprus Broadcasting Corporation)

Date: 06 May 2025

Country: Cyprus

Theme: Sports

Genre: Sports news segment

The story: Demonstrates a balance of sources



Analysis

This news story falls into gender-aware coverage that demonstrates gender balance of sources. The most significant aspect of this coverage is the equal emphasis given to the women's and men's handball championships. By allocating similar airtime and attention to both tournaments, the broadcaster challenges the common media pattern where women's sports receive significantly less coverage than men's sports. The news segment provides equivalent information on the two tournaments, mentioning the dates and times of the finals for both championships. This integrated approach — having both championships within the same sports news segment — presents the two tournaments as equally important events worthy of viewer attention.

The story succeeds in challenging the traditional hierarchy that places men's sports as the default "important" category, marginalizing women athletes. This equal treatment model should be standard practice across all sports media coverage that remain male-dominated, with 98% of people represented in sports news stories being men.

SUMMARY AND CONCLUSIONS

The findings of the GMMP 2025 Cyprus report show alarming regression in women's representation in the media. Women's overall representation in print, radio, and television has dropped to 14%, compared to 21% in the previous GMMP survey (2020). Internet news also remains male dominated, with 80% of news subjects being men and 20% women. This trend erases the modest gains achieved in previous

decades and demonstrates the fragility of progress when it is not supported by institutional change.

Women's voices, experiences, and expertise remain largely invisible in the news, especially in relation to "hard news" topics such as politics and the economy. Women make up only 15% of subjects in political news stories and 10% in online political coverage. The media not only mirrors existing male-dominated structures, it actively reinforces them, shaping public perceptions of authority and legitimacy through overwhelmingly masculine portrayals.

The complete absence of coverage on GBV is particularly alarming. Despite its prevalence in Cyprus, GBV remains an "invisible problem" in the media. No stories were identified that addressed sexual harassment, femicide, or other forms of violence against women. This lack of coverage reflects a structural failure to recognize GBV as a persistent social reality. The absence of coverage deprives the public of essential information on prevention, legal measures, and support services. It also undermines the state's obligations under international frameworks such as the Istanbul Convention.

The report highlights a double erasure: women are excluded both as news subjects and from coverage, while gender equality issues and policies receive limited media attention. When mentioned, gender equality stories are treated as isolated events rather than part of a broader social transformation.

While there has been a notable increase in the presence of women journalists in radio, this progress is not mirrored in other media sectors. Women's representation in print and television journalism has declined significantly, indicating that gains in gender balance are not guaranteed and can be reversed without sustained institutional support.

Additionally, the report reveals the complete invisibility of marginalized groups such as LGBTQ+ individuals, migrants, and Turkish-Cypriots. Their absence from media narratives reflects a failure to apply intersectional analysis and perpetuates dominant perspectives that silence diverse voices.

Only 1% of news stories challenge gender stereotypes, and women-centred coverage remains extremely limited across all media types. Media outlets continue to prioritize traditional, conflict-driven stories and established power structures, missing opportunities to promote alternative narratives and challenge existing hierarchies.

The 2025 GMMP demonstrates that the Cypriot media landscape remains overwhelmingly male-dominated and structurally resistant to change. Without deliberate and sustained intervention, media organizations default to traditional male-centred approaches to news gathering and source selection. The findings call for

urgent action to institutionalize gender equality in media content, practices, and policies.

RECOMMENDATIONS AND ACTION PLAN 2026-2030

The Mediterranean Institute of Gender Studies (MIGS) calls on stakeholders in Cyprus to proactively promote gender equality in and through the media. Our recommendations are as follows:

National Policies

- **Integrate media literacy into education:** The Ministry of Education, Sport, and Youth should implement media literacy programmes for children and adults, with a focus on gender representation and critical media consumption.
- **Ensure transparency and accountability:** The state should collect and publish sex-disaggregated data on employment, wages, and leadership positions in the media sector.
- **Support gender and media research:** Funding should be made available to NGOs and academic institutions to conduct research on gender representation in media, with findings feeding into policy development.
- **Strengthen protections for media workers:** Establish robust mechanisms to protect journalists from precarious working conditions.
- **Launch public campaigns:** Systematic campaigns on gender equality and women's rights should be implemented across media and social media platforms, addressing a wide range of issues including GBV, leadership, and intersectionality.
- **Enhance regulatory frameworks:** Strengthen the Cyprus Audiovisual Authority's capacity to monitor and sanction sexist and misogynistic portrayals in the media.

Media Industries

- **Promote gender equality in the workplace:** Media organizations should adopt internal policies on pay transparency, sexual harassment prevention, and gender-sensitive hiring and promotion practices.
- **Increase women's leadership:** Introduce positive measures such as gender quotas to promote women in decision-making roles across media production and editorial teams.
- **Develop self-monitoring tools:** Media outlets should implement tools to evaluate their own content for gender bias and share best practices for inclusive reporting.

- **Commit to inclusive content:** Media should actively seek out and include diverse voices, including women experts, LGBTQ+ individuals, migrants, and other marginalized groups.

Academia / NGOs

- **Provide gender training for media professionals:** Civil society and academic institutions should offer regular training on gender-sensitive reporting and intersectional analysis.
- **Monitor media systematically:** Establish ongoing media monitoring initiatives to track progress and hold media accountable for gender representation.
- **Create accessible reporting mechanisms:** Develop platforms for citizens to report and critique sexist or exclusionary media content, encouraging public engagement and accountability.

Annex 1. Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, how is gender portrayed on an ordinary news day? The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received

refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender

Annex 2. List of Monitors

Maria Angeli

Daphne Demetriou

Christia-Stella Charalambous



MEDITERRANEAN
INSTITUTE OF
GENDER STUDIES



WACC
communication **for all**

WACC
80 Hayden Street
Toronto
ON M4Y 3G2
Canada

Tel: +1 416 691 1999
gmmp@waccglobal.org
www.whomakesthenews.org

FB [@GlobalMediaMonitoringProject](https://www.facebook.com/GlobalMediaMonitoringProject)
X [@whomakesthenews](https://twitter.com/whomakesthenews)
Instagram [@gmmpglobal](https://www.instagram.com/gmmpglobal)

Mediterranean Institute of Gender Studies
(MIGS)

46 Makedonitissas Avenue, CY-2417
P.O. Box 24005, CY-1700
Nicosia, Cyprus
Tel: +357 22 795156 **Fax:** +357 22 771836
E: info@medinstgenderstudies.org
W: <http://www.medinstgenderstudies.org>

FB [@medinstgenderstudies](https://www.facebook.com/medinstgenderstudies)
Instagram [@migs_cy](https://www.instagram.com/migs_cy)