

**RESULTS OF THE WORK WITH
MEDIA ON PREVENTION OF
VIOLENCE AGAINST
WOMEN AND GIRLS 2016-2021
COMPENDIUM**



Sweden
Sverige



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SUMMARY

UN Women in Bosnia and Herzegovina has significant experience in working with the media, assessing their needs and capacities, and strengthening their role in preventing violence against women and girls and domestic violence. Over the past five years, crucial steps have been taken to improve media reporting in the field, in four areas: (i) detailed analyses were carried out on media reporting and assessment of knowledge of media professionals in working on these topics, (ii) trainings of media professionals were conducted, (iii) contribution of editors to greater visibility of this social issue in the public was strengthened, and (iv) co-operation and networking between the media and other stakeholders providing protection from violence against women and girls in BiH was improved.

Working with the media on prevention of violence against women has been part of UN Women broader efforts since 2016 focused on strengthening the legal and institutional framework for domestic violence and prevention of violence against women and girls. The work built upon the idea of equality embedded in the UN Charter and the goals for the elimination of discrimination and violence against women and girls, and the principles of women's empowerment, as well as the standards from the European Convention for Preventing and Combating Violence against Women and Domestic Violence (Istanbul Convention). Some of the most notable results include:

Three analyses on media reporting of GBV against women and girls (2016, 2018 and 2020) and recommendations for the media were developed;

Handbook on reporting and **Training for Trainers**, developed with the aim of strengthening the capacity of media professionals in responsible reporting on GBV;

Knowledge and skills of at least 330 journalists, editors, bloggers on reporting on GBV are enhanced;

As a result of the cooperation with six universities in BiH, **knowledge of 88 journalism students** on techniques for reporting on GVB **has increased**;

A Roster of selected 30 journalists, editors, bloggers dedicated to professional and continuous reporting on GBV and development of their capacities in this area was formalized;

Media campaigns developed with wide outreach in BiH and impact on increased awareness on GBV;

Cooperation between media outlets and multi-sectoral teams working in response to violence was established or strengthened in 11 local communities (cities and municipalities) throughout BiH.

The activities carried out over five years have made gender-based violence a topic that, within the capacity of media outlets, is reported by journalists specialised and dedicated to this topic. Their experiences shared through the support to the **16 Days of Activism** campaigns, guided by the principles of responsible reporting, revealed the need for continuation of the work on further strengthening of media reporting with the aim of influencing the perception and attitudes of the wider public.

I. INTRODUCTION

Bosnia and Herzegovina is a country with population of about three million; three decades ago, it went through a devastating four-year war and infrastructural, economic and social recovery of the country is still ongoing. Upset gender relations between men and women, and reduced access to employment and resources for women, are important for understanding the context in which the violence against women and girls occurs. Women in BiH have the lowest economic activity in the region, they face violence, have difficulty in accessing employment and suffer the consequences of deeply-rooted patriarchal stereotypes that marginalise them and prevent unhindered participation in political and decision-making processes. Roma women are particularly marginalized in this sense.¹

In BiH, every other woman has experienced some form of gender-based violence since the age of 15.² The actual extent of violence is difficult to determine as a vast number of cases remains unreported. While the most common form of violence against women and girls is psychological or combined psychological and physical violence, the media mostly report on physical and sexual violence. Research conducted by UN Women in previous years in the country have shown the importance for using innovative approaches in raising public awareness that violence is not a private matter; and that survivors of violence should receive adequate support. Based on these expert assessments it is possible to define a ways to engage a wider community in prevention of violence against women including support by media and by using a multi sectoral approach.

Prevention of violence against women and girls, understood as human rights violation and discrimination, is one of the four pillars of the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence, widely known as the Istanbul Convention, and has been the focus of UN Women's work in Bosnia and Herzegovina



in the past five years. With the support from Sweden and the European Union, UN Women in BiH has been implementing since 2016 a comprehensive programme focused on strengthening responses to domestic violence and prevention of violence against women and girls in line with the standards from the Istanbul Convention. Strengthening the role of media in violence prevention is part of these efforts, and includes activities conducted in several phases. These include building and raising media professionalism in responsible and gender-sensitive reporting and strengthening cooperation between media and service providers such as police, social welfare centres or safe houses.

1 <https://eca.unwomen.org/en/where-we-are/bosnia-and-herzegovina#:~:text=UN%20Women%20has%20been%20in,Peace%20and%20security>

2 Prevalence and Characteristics of Violence Against Women in BiH. 2013. Agency for Gender Equality of BiH Available at: <https://eca.unwomen.org/en/digital-library/publications/2011/01/prevalence-and-characteristics-of-violence-against-women-in-bih> and OSCE, 2019 Well-Being and Safety of Women. Available at https://www.osce.org/files/f/documents/3/5/423470_1.pdf

Innovative public campaigns with a special focus on men and new ways of media advocacy have been developed. Hundreds of media and academic professionals as well as activists have been trained on issues related to violence against women in their daily work, and support has been provided for quality media reporting on gender-based violence and gender stereotypes. In addition to education and development of media campaigns, activities included analysis of public discourse on violence against women, domestic violence and gender equality in BiH, and supported the exchange of information between new and traditional media, and other stakeholder in order to facilitate for stronger advocacy.

Through active involvement of media professionals in the work of multisectoral teams providing the protection to women and girls from gender-based violence, their capacities for gender-sensitive reporting on this topic have been further strengthened. These have been a pioneer steps in strengthening the cooperation between media and service providers at the local level with aiming to act preventive rather than reporting on the topic post festum.

The following report gives an overview of the activities implemented with media professionals from 2016 to 2021 and seeks to highlight the results achieved in order to indicate potential directions in which future actions can be taken in continuation of the work in this area.

II. METHODOLOGY

After five years of intensive work, UN Women in BiH is in 2021 in a position to look back on the results of the work with media on prevention of violence. With the full understanding of the results, the goal is to assess the potential future directions of this work and to conceptualize it in a strategic way for the period of next four years. This Compendium is part of these efforts.

Relevant resources were assessed in order to be able to systematically review, analyze and present activities and results from 2016 to 2021. The aim of the Compendium is to showcase the results and developed educational resources for media reporting on GBV in BiH, hence some of the key resources are included as annexes to this document. In addition, reflections from the experts included in the development of these resources are also integral part of the Compendium.

The methodology is based on the review and analysis of the documents produced within the projects implemented during this period, and developed by UN Women, local organizations and individuals engaged for development of knowledge, experience and activities for strengthening the role of media in prevention of GBV.

The document was developed in several stages, each representing the main methodological approach:

- Development of the Compendium's structure after desk review of the available information and additional research;
- Detailed analysis of relevant implementation progress reports and educational materials developed within different projects between 2016 and 2021;
- Collection of additional information using the qualitative research method by conducting interviews with relevant stakeholders and beneficiaries.

III. OVERVIEW OF THE ACTIVITIES

In the past five years, the work of UN Women in BiH with the media has been focused on four areas:

- analysis of media reporting and assessment of knowledge of media professionals on topics related to gender-based violence against women and girls,
- education of media professionals;
- strengthening contributions of editors in greater visibility of this social problem;
- cooperation between the media and other stakeholders providing protection from violence against women and girls in Bosnia and Herzegovina.

Analyses of media reporting on GBV in BiH

Changes in reporting on the topic of violence against women are visible, both qualitatively and quantitatively. GBV is reported on more often, and in terms of content, there is a slight increase in the number of thematic texts in relation to the previously dominant phenomena (crime news and occasional reports).

Katarina Panić, journalist of SRNA-e, Prijedor

The **first analysis** of media reporting of gender-based violence against women and girls in BiH was done in 2016. The methodology developed at the time served as a basis for subsequent analyses in 2018 and 2020, with certain upgrades and improvements. The 2016 research methodology consisted of a combination of quantitative and qualitative content analysis, a survey with journalists, semi-structured interviews with editors, as well as four case studies. Content analysis was done for print and online media, and covered part of the television programme. A total of 302 newspaper articles were analysed, from daily newspapers and online portals.

The analysis was made based on five analytical categories:

- a) Story – who is the author, whether the text is signed and original, what is the genre and length;
- b) Visualisation of the story – is it illustrated and if so, does it show scenes of violence, photos of the parties involved or neutral photographs;
- c) Topics – whether the story refers to physical, sexual, psychological or economic violence or generally to topics of gender-based violence against women or domestic violence;
- d) Characters – who are the main characters in the stories, is the focus on the victim or the perpetrator of violence, or is it institutions, witnesses of violence, experts in the field, judiciary and others;
- e) Emphasis on violence against women or domestic violence – does the story mention these key terms which implies the contextualization of the case of violence as a social problem.³

The study also included a detailed analysis of four case studies on the following topics: sexual abuse of a woman with mental disorders in Dobo, murder of a 24-year-old girl in Olovo, murder and suicide in Banja Luka - ex-husband killed his wife because he “could not stand to divorce”; and what the media described as an attack on women from Tuzla in a report on a man shown in a video while masturbating in public.

The report on the research conducted in 2016 showed that the media in BiH report on GBV almost daily, but inadequately. Although the frequency of media reporting on the topic was recognised as positive, frequent sensationalism and other professional fails in media reporting, such as insufficient attention to social issues and prevention or even unethical reporting in sensitive cases, were perceived as a negative trend that needed to be addressed.

3 Jukić-Mujkić, E. (2016). Research on Media Reporting on Gender Based Violence Against Women in BiH. UN Women in BiH. Available at: <https://eca.unwomen.org/en/digital-library/publications/2016/12/research-on-media-reporting-on-gender-based-violence-against-women-in-bosnia-and-herzegovina#view>

If we talk about the content and forms of reporting –its quality, a shift has happened, but it seems to me that dominating topics are the ones aimed to affect the change of perception in terms of detecting that violence against women and girls and domestic violence is a problem, there is a lot less content that aims to create a new social paradigm that GBV is unacceptable.

Mirela Huković Hodžić, journalist, editor of BH Radio 1

The **analysis** from 2018 was made using the same methodology and a total of 530 newspaper articles, from daily newspapers and online portals were analysed. Surveys as a quantitative method were disseminated 50 journalists in order to include the feedback and views of content creators. This analysis also includes four case studies from 2018: the global campaign Me Too, the abduction or “marriage” of a 12-year-old girl from Sarajevo, where the media covered the trial of the accused man, the murder of a girl in Zagreb by a young man from Kiseljak which attracted intensive media reporting (mostly reporting the same content from the Croatian media) and domestic violence case of Serbian singer Nataša Bekvalac.

Analysis from 2018 showed that despite the effort from certain media to contribute to solving the issue, and despite the examples of professional reporting, the media in BiH continue to fall short on quality reporting on GBV. Instead reports with wider context on GBV as a social issue, most of the media reports are short and part of the crime columns. This is due to the lack of sensibility for these topics and insufficient capacities of newsrooms to have dedicated staff for this subject.

The **third analysis** was made with an extended methodology. A total of 362 newspaper articles from daily newspapers and online portals were analysed. The same five analytical categories were used, with improvements through an extended code list in terms of topics, which further examined whether the reports addressed a specific case of violence, whether they focused on violence against women in the pandemic, and whether they addressed the work of safe houses and institution. The code list has been expanded to include sources of information in order to better understand main characteristics of the sources where the information are collected from (whether this is survivor, perpetrator, family of the survivor or family

of the perpetrator, a witness, the police, the judiciary or other individuals). Protection of the identities of survivors and perpetrators of violence, as a very important aspect of media reporting on this topic, has been further analysed.



Figure 1. Media professionals participating in the campaign focused on raising awareness on importance of responsible reporting, 2018.

Compared to previous research, indicators⁴ on media reporting of GBV have been introduced, such as the capacity of the media to report on this topic and on the media and social environment that encourages professional and ethical media reporting. The indicators were presented in the form of questionnaires filled out by focus group participants consisting of representatives of the media and government institutions, agencies and organisations dealing with gender-based violence who gave their assessments. Average scores for each of the segments were analyzed.

⁴ Indicators were developed based on examples of other indicators used in media research, such as the IREX questionnaire used to assess the media sector. More on IREX at: <https://www.irex.org/project/vibrant-information-barometer-vibe>

The third research⁵ also analysed four case studies on the following topics: a surge in gender-based violence in the pandemic, sexual violence against minors, the death of Lana Bijedić near Čapljina and the murder of Irma Forić in Sarajevo. The novelty of this research is the analysis of the most common public narratives, with special focus on specific elements such as of approving violence with patriarchal patterns, calling for violence and the existence of a critical review of violence.

Despite the efforts of civil society, international and governmental sectors, including gender mechanisms in BiH to highlight the importance and the role of media in preventing violence against women, there has been a slow but significant progress in media reporting of gender-based violence against women and girls. A general conclusion on the improved media reporting from the comparison of the two analysis from 2016 and 2020 can be made. Although an examples of sensationalism and tabloid-style reporting are still visible, in the latest analysis there were no examples of explicit scenes of violence, unlike in 2016 when photos of blood covered bed were used in the report on femicide.

Violence against women is still insufficiently tackled from the perspective of a social problem that involves heavy reliance on quality journalistic forms such as analysis, commentary and research. Five years since, however, it is possible to recognise professionals dedicated to the topic and engaged in improving media reporting. Yet, far more investments and incentives for media are needed, and the Covid 19 pandemics has additionally highlighted the importance of responsible reporting on GBV.

Raising capacities of media professionals for responsible reporting on GBV

Training activities for those engaged in media reporting on gender-based violence against women and girls in BiH started in 2016. First, the recommendations for ethical and professional media were developed and integrated in the first analysis of media reporting. Based on these and using various other resources in the field of GBV and principles of developing a training for journalists, UN Women in BiH developed a Handbook for Reporting on Gender-Based Violence. The Handbook was disseminated to media outlets and distributed to the general public through online channels. The first analysis and the Handbook served as a guide in the design, organisation and delivery of all subsequent educational activities of media professionals until the end of 2021.

Working with journalists

I consider education on the topic of gender-based violence and domestic violence to be very important not only for the media but also for all experts working on the topic of violence, and that education should be mandatory and continuous.

Fatima Bećirović, project coordinator, Gender center of FBiH

From the very onset of five-year work with the media, journalists have been involved in various educational activities.



Figure 2. Peer educations conducted as part of the activities aimed at strengthening the media in responsible reporting, Zenica, 2018.

They participated in the 2016 survey, where they shared their knowledge on gender-based violence against women and girls while at the same time were able to learn the key issues relevant for responsible

⁵ Authors Elvira Jukić-Mujkić and Anida Sokol, Mediacentar Sarajevo.

reporting. Also, a Handbook for Reporting on Gender-Based Violence⁶ was developed and shared with media professionals and staff in PR departments of institutions working in this field. The Handbook includes definitions and explanations of terms as defined by relevant international documents, agreements and laws, explains the characteristics of violence against women in BiH, the mechanisms of protection from domestic violence, the most common myths and facts about violence against women. Also, different methods for reporting beyond the crime columns are offered in the Handbook.

The Handbook also reflects on the challenges and opportunities in reporting on violence against women through specific roles of journalists and journalism students, as well as through the possibilities of the blogging community and especially the role of editors. This unique educational resource, based on the first research on media reporting of GBV, offered a list of additional literature on media reporting on violence against women and a list of laws, documents and institutions in the field of protection and prevention of violence against women. Also a manual for preparing training for journalists was developed, as an integral part of this Handbook, which includes advice on how to prepare training with examples on potential topics that can be developed in working with media professionals.

These resources were used in conducting trainings from June 2017 to January 2018. In cooperation with partners, UN Women carried out a number of activities, including public events, educational workshops and other activities aimed at raising public awareness and strengthening the knowledge and skills of media professionals on violence against women and girls, promoting rights-based reporting, an analytical approach and a broad contextualisation of GBV, strengthening editorial policies that will anchor reporting on violence against women and girls in their strategic plans.

A total of 413 representatives of local media, NGOs, institutions, academia, journalism students and the blogging community participated in various workshops, journalism academy, meetings and sessions, held in Sarajevo, Bihać, Goražde, Brčko District, Bijeljina, Livno, Zenica, Mostar, Srebrenica and Banja Luka.

6 Author: Slobodanka Dekić

I participated in the training for trainers, and it greatly influenced me! I gained basic skills for passing on the knowledge to other journalists. This is important to me because I work in the newsroom that most often educates and hires young journalists, so all the advice regarding the transfer of knowledge is important to me.

Vanja Stokić, journalist, editor of eTrafika, activist

One of the flagship activities in this category is the implementation of the advanced **Training for Trainers** in 2018, for nine experienced journalists. They affirmed their knowledge by conducting peer education on GBV within their newsrooms (10 media outlets), which included a total of 77 media and other professionals interested in this topic.⁷ Additionally, in the same period, an **online educational module** on responsible media reporting on gender-based violence was developed, recorded and published, based on the Handbook. A series of five online educational training sessions was organised during 2020, when a comprehensive programme package was developed and attended by 19 journalists and editors from 11 local media outlets.

Working with editors

From the beginning of UN Women work editors were involved in the activities as a specially targeted group. They participated in the first research, in development of the recommendations for responsible media reporting which are closely related to their work.



Figure 3. Discussion with editors on responsible reporting on GBV, Jahorina, 2018.

7 Mediacentar Sarajevo, a partner organisation that carried out the activity, reported that in the Brčko District, also one person from the Assembly of this local community was present.

During 2017, consultations were held with the editors of media in BiH where the role of the media in changing public awareness and perception of GBV and the need for continuous reporting on this topic at a high level was discussed. It was concluded, among other, that editors should find a way to educate and empower journalists to report on these topics in the future.

A workshop for editors was organised in 2018 on protection mechanisms and responsible institutions providing support to women facing violence. This was an opportunity to recall on relevant sources of information on this topic.

One of the issues discussed was the role of the media in preventing double victimisation and blaming women for violence, which requires improved reporting standards.

Editors were also involved in a series of five online educational training sessions during 2020, where they partly followed the trainings and partly provided support to journalists in newsrooms who applied new knowledge and skills in working on their stories about violence against women and girls. They have significantly contributed to the consultation and design of the work with multisectoral teams in 11 local communities in BiH, and have made a sizable contribution with their support to the campaign 16 Days of Activism in 2020 by designing topics, providing editorial support and reporting on gender-based violence.

Working with universities

Including universities that train future journalists in the work on advancing standards on responsible reporting on GB is of an essential importance. Representatives of the academia were consulted and engaged in several activities over a period of five years. In 2017, the Journalism Academy was organised, as an opportunity for 27 students from BiH to attend lectures by professors from the faculties of journalism from various universities and experts.⁸

Additionally, a round table with university professors was organized to discuss the ways of including the subject on responsible reporting on GBV in the regular classes in journalism and communication studies in BiH. Thus, in 2018, in cooperation with three universities, a pilot training on media reporting on gender-based violence was held, developed according to the principles from UN Women Handbook. Pilot lectures were held for more than 60 students at the universities in Sarajevo, Banja Luka and East Sarajevo, who recognized the importance of the topic and used the pilot classes to analyze the media content on GBV.

Work with universities has continued through the development of an advocacy plan to include a module on reporting on gender-based violence in study programmes. UN Women, in collaboration with six faculties, developed a joint letter of intent that is considered part of the basis for further advocacy activities. The general conclusion of this process is that changing the curriculum is too complex and time-consuming. Therefore, it is suggested to go ahead with the option of direct cooperation with teaching staff who recognise the importance of the topic and can act within their competences in developing classes with personal preferences included, so as to have these topics covered in lectures.

⁸ Lectures by Ljiljana Zurovac, the-then director of the Press and Online Media Council, representative of the FBiH Gender Centre, Fatima Bećirović, Safe House Coordinator from Bihać, Fatima Šušnjar, and journalist Kristina Ljevak.

Active engagement of the media in prevention of violence against women in BiH

Within the media space, there are journalists who are sensitized and specifically interested in this topic, that do research and it was noticeable during the interviews that they are additionally informed and prepared for it. However, I believe that all of this is not enough because the topic of violence should be visible within the program schemes through prevention programs, information content, but also reporting on activities and specific cases of violence throughout the year..

Fatima Bećirović, project coordinator, Gender center of FBIH

In addition to being involved in the educational activities aimed at strengthening their capacities for responsible reporting, media professionals were also involved in variety of other activities. Some of them being participation in the campaigns and liaising with different stakeholders working on GBV.



Figure 4. Formalization of the Roster of journalists dedicated to responsible reporting on GBV, Sarajevo 2017.

These activities included strengthening cooperation between media professionals including blogger community with civil society organizations and local government institutions responsible for protection of survivors from domestic violence.

In 2017 a Roster of journalists was formalized as a group of professionals committed to responsible reporting on GBV. Several experienced journalists from the list were engaged not only as recipients of knowledge, but also as those transferring this knowledge and experience to their peers. In this sense, a foun-

dation has been laid for more intensive knowledge transfer in reporting on GBV. In the same year, BH Journalists Association for the first time presented an award for reporting on gender-based violence, which attracted significant attention in the media community and emphasised the importance of reporting on this topic.

Finally, the media were engaged in the design and implementation of UN Women BiH 16 Days of Activism campaigns. In 2017 they supported the traveling campaign and street actions in 10 cities in BiH, and in 2018 journalists were main messengers in raising awareness on the importance of ethical reporting on GBV. In 2020, local media in particular contributed to the campaign by conducting interviews with experts in the field and representatives of relevant institutions in order to raise public awareness in 11 local communities about the existing services for survivors of violence.



Figure 5. Media in the campaign focused on raising awareness on the impact of Covid-19 to VAW, 2020.

Thanks to local media reporting, the public was informed on the challenges faced by institutions and organizations providing protection and empowerment services during the COVID-19 pandemic. A total of 117 campaign announcements were published in the media, including interviews with members of local multisectoral teams. At the same time, state and local TV stations and the press participated in the Paint the Media Orange activity to mark the start of the End Violence Against Women and Girls Together campaign and raise awareness on violence against women and girls.⁹

⁹ UN Women, 16 Days of Activism End Violence Against Women and Girls, November 2020 – March 2021.

Strengthening multisectoral cooperation

Since we started this type of cooperation, it still continues. Every month we (the multi-sectoral team) have meetings and the journalist attends these meetings although still as an external member. Every time something is discussed thematically, experts from different areas such as police officers, social workers, health practitioners or other are involved.

Prim. Goran Račetović, Ph.D. med., psychiatry specialist, Center for Mental Health Protection; Public Health Institution, Health Centre Prijedor

Genuine recognition of the importance and efforts invested by media representatives in Bosnia and Herzegovina in reporting on gender-based violence against women is evidenced with their engagement, which goes beyond the standard journalistic and editorial roles. The best testament to this is the activity carried out in 2020 and 2021 in 11 local communities, aimed at strengthening cooperation between the media and multisectoral teams comprising from institutions in the field of social and psychosocial protection, law enforcement, health, judiciary and NGOs providing specialist services to survivors.

The experiences of the Gender Center of FBiH are related to good practices of multisectoral trainings attended by all those who deal with the issue of violence, thus the presence of journalists at such trainings leads to the establishment of better mutual cooperation and better mutual knowledge and scope of work and jurisdiction.

Fatima Bećirović, project coordinator, Gender center of FBiH

The most significant result of these activities is the development of the Framework Cooperation Plan. The document is a product of inputs gathered during consultative meetings in which good practices and potential for their reapplication was analyzed. The overall objective was to define the best ways for improving the role of media in prevention of violence against women and girls and domestic violence in local communities.

The Framework Cooperation Plan was shared with all those who participated in its design as a resource and a model that can be localised in individual municipalities where the activities were implemented. It can also be used by other interested local communities planning to form multi-sectoral teams. It contains list of measures for establishing and strengthening the cooperation between media and MSTs which can be fully or partially implemented. In addition, it offers examples of joint activities of multisectoral teams and media outlets and different models of cooperation depending on the dynamics of work and the frequency of cooperation that can be adapted to the specifics of each target location.

It is a well-thought-activity to involve local, instead of the higher-level media, because local media have more space for work and the „bottom-up approach“, which is, in my opinion, more desirable in this area. Coordinated work in parallel with the media and the subjects of protection is very well designed. As in many other areas, there is a big gap in understanding of the work and responsibilities from both sides, and each individual confrontation contributes to reducing that gap.

Katarina Panić, journalist of SRNA-e , Prijedor



Figure 6. UN Women 16 days of activism campaign 2020.

CONCLUSIONS

Over the past five years, foundations have been laid for strengthening the role of media in preventing violence against women and girls. Strengthening the capacity of media in professional reporting on gender-based violence against women and girls and domestic violence in BiH has contributed to increased visibility of this social issue in public discourse in BiH. Although intensive long-term work in this area is still needed, notable progress has been made. This can be seen from the comparison of the media content in 2016 and 2020, but also in the increased interest and engagement of journalists in prevention of GBV that goes beyond the standard journalistic roles.

The results after five years of work with media, which are to be felt in the years to come, can be seen in a concrete publications that remain a valuable resource and contribution in enchainning the media reporting on GBV. As part of the activities carried out by UN Women in BiH with local partners and with the support of Sweden and the European Union, three research on media coverage on GBV were conducted, the Handbook on Reporting on GBV was developed and hundreds of media professionals trained. The co-operation with universities was initiated and foundation for inclusion of the the GBV reporting in curriculum in faculties of journalism was laid. Number of media campaigns contributing to the increased awareness of the general public on domestic violence were conducted with the support of journalists.

GENERAL RECOMMENDATIONS FOR CONTINUATION OF WORK WITH MEDIA IN BIH

Media reporting remains problematic and much remains to be done to sensitise a wider range of journalists and editors on the subject and improve overall media reporting on gender-based violence.

The general recommendation is that an improvement in media reporting on gender-based violence requires involvement of not only the media, but also civil society organisations and institutions working on this topic. Activities carried out in 11 communities with local media and multisectoral teams were proved to be an excellent strategy in strengthening the role of the media in violence prevention. Professional cooperation of the media with institutions and organisations should contribute to raising awareness about violence against women, but also better inform survivors of violence about possible exit strategies.

The necessity to work with media editors more intensively has been recognized, since they are the ones who decide on the planning, creation and placement of content in the media and can significantly influence the work of journalists. An additional potential that can serve as a basis for the development of new activities in the future is the Roster of journalists, which has served as a good source of professionals for various activities so far. Such a list of quality people from the media dedicated to this topic, can be strengthened in the future as a community of those who can be the leaders in bringing changes in media reporting on GBV.

Strengthening the media in reporting on GBV has yielded significant results and the activities that can rely on them have the potential to make an even more impactful change in a country of disrupted gender relations where women and girls face violence and stereotypes on a daily basis. In this sense, it is necessary to continue with targeted comprehensive training of media professionals, including media editors at all levels, to report on this topic professionally and continuously, and outside the sections of crime columns.

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UN WOMEN IS THE UN ORGANIZATION DEDICATED TO GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN. A GLOBAL CHAMPION FOR WOMEN AND GIRLS, UN WOMEN WAS ESTABLISHED TO ACCELERATE PROGRESS ON MEETING THEIR NEEDS WORLDWIDE.

UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life, focusing on four strategic priorities: Women lead, participate in and benefit equally from governance systems; Women have income security, decent work and economic autonomy; All women and girls live a life free from all forms of violence; Women and girls contribute to and have greater influence in building sustainable peace and resilience, and benefit equally from the prevention of natural disasters and conflicts and humanitarian action. UN Women also coordinates and promotes the UN system's work in advancing gender equality.



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FRAMEWORK PLAN FOR COOPERATION BETWEEN MULTISECTORAL TEAMS AND LOCAL MEDIA IN BOSNIA AND HERZEGOVINA



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FRAMEWORK PLAN FOR COOPERATION BETWEEN MULTISECTORAL TEAMS AND LOCAL MEDIA IN BOSNIA AND HERZEGOVINA



**ADVANCING THE ROLE OF LOCAL MEDIA IN THE PREVENTION OF
VIOLENCE AGAINST WOMEN AND DOMESTIC VIOLENCE
IN BOSNIA AND HERZEGOVINA**

UN WOMEN

Sarajevo, July 2021

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INTRODUCTION

Media and the Prevention of Violence against Women and Domestic Violence

Violence against women (VAW) is rooted in unequal power relations between men and women, and represents serious violation of fundamental human rights. Every third woman in the world has experienced some form of violence. In Bosnia and Herzegovina, almost half of all women (48%) have experienced some form of violence since the age of fifteen, including psychological, physical, economic and sexual violence.¹

Societies with traditional and patriarchal behaviour patterns, much like the one in Bosnia and Herzegovina, may encounter greatest obstacles to promoting gender equality; thus, working in that field should be understood as a continuous process, rather than a one-off intervention. Raising public awareness of gender equality, and overcoming stereotypes and prejudices assigned to the roles of women and men, is one of the longest-running processes in the field of work on gender equality and prevention of VAW. The media has essential and challenging roles in breaking gender stereotypes, as well as in professional reporting on violence against women and domestic violence.

Defining the role of the media, and establishing cooperation with the media in the field of preventing VAW was officially initiated by the United Nations member states 25 years ago at the Fourth UN World Conference on Women in Beijing. In its Chapter IV on Strategic Goals and Actions, the Beijing Declaration and Platform for Action (1995) recognises the media as a 'critical area of concern' especially when it comes to stereotypical portrayal of the role of women and the unequal participation of women in all communication outlets.² A decade later, the media and the role of the media have been tested and re-examined through various interventions designed to change public perceptions of gender equality and gender stereotypes.

One of the significant resources at the time was published by UNESCO in the form of Gender Sensitive Indicators for Media Study.³

Recognition of the role of the media in the prevention of VAW became a part of a legally binding framework through the adoption of the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (2011)⁴ (hereinafter: the Istanbul Convention) ratified by Bosnia and Herzegovina in 2013.

Article 17 of the Istanbul Convention regulating the Participation of the Private Sector and the Media lays down two commitments. The first instructs states parties to the Convention, to encourage the private sector, the information and communication technology sector and the media, with due respect for freedom of expression and the independence of the media and their editorial policy, to participate in the elaboration and implementation of local policies to prevent VAW. The second commitment relates to the introduction of self-regulatory policies and standards through which the private sector and the media will abandon harmful practices of gender stereotyping and promoting the degrading role of women in society.⁵

In addition to the Istanbul Convention, other relevant international documents for strengthening the role of media in prevention of VAWG are the Guidelines/Recommendations of the Committee of Ministers of the Council of Europe. The guidelines are a non-binding instrument, yet as a practical tool, they suggest solutions and concrete techniques on how to operationalise international and local standards. As noted in the Explanatory Report to the Istanbul Convention, in addition to Article 17, some of the important guidelines include Recommendation (84) 17 on equality between

¹ OSCE Survey on Violence against Women in Bosnia and Herzegovina. Well-being and Safety of Women. OSCE, 2019. Available at: https://www.osce.org/files/f/documents/f/7/439724_0.pdf (accessed on 8 January, 2021)

² Beijing Declaration and Platform for Action (1995), p. 17. Available at: https://www.un.org/en/events/pastevents/pdfs/Beijing_Declaration_and_Platform_for_Action.pdf (accessed on January 7, 2021)

³ UNESCO's Gender-Sensitive Indicators for Media Study (GSIM) <https://www.media-diversity.org/resources/unescos-gender-sensitive-indicators-for-media/> (accessed on 8 January, 2021)

⁴ Convention on Preventing and Combating Violence against Women and Domestic Violence, Council of Europe (2011) Available at: <https://rm.coe.int/168046246e> (accessed on 8 January, 2021)

⁵ For more info see para. 107 and 108 of the Explanatory Report to the Istanbul Convention, available at <https://rm.coe.int/16800d383a> (accessed on 7 January, 2021)

women and men in the media and Recommendation 1555 (2002) on image of women in the media.⁶ For example, the Recommendation of the Committee of Ministers of the Council of Europe Rec (2013)¹⁷ advocates concrete measures for Parties, but also for media organisations, where it reads:

Governments of member states should support awareness-raising initiatives and campaigns to combat gender stereotypes in the media.

Recommendation of the Committee of Ministers of the Council of Europe Rec (2013) 1

Media organisations should be encouraged to adopt self-regulatory measures and develop media reporting standards aimed at ‘non-stereotypical portrayal, the role and visibility of women and men, avoiding sexist advertising, language and content that could lead to gender discrimination, incitement to hatred and gender violence’.

Recommendation of the Committee of Ministers of the Council of Europe Rec (2013) 1

Professional standards for media in Bosnia and Herzegovina are defined by the legislative framework consisting of the Law on Communications of BiH⁸, and further institutionalised through the Communications Regulatory Agency of BiH (CRA BiH). The legal competences of the CRA BiH prescribe, *inter alia*, respect for and promotion of gender equality and elimination of all forms of representation of men or women in a stereotypical and offensive or degrading manner.⁹ With the Code on Audio-visual Media Services

and Radio Media Services¹⁰, the Council of the CRA BiH endorses guidelines prohibiting the broadcasting of programme content that incites gender-based hatred, violence, discrimination, or prejudice.

The Press and Online Media Council of BiH, as a self-regulatory body for print and online media, operates in accordance with the Press and Online Media Code of BiH.¹¹ Its Article 4a stipulates ‘gender equality and respect for individuality’. According to this Article, journalists must avoid direct and indirect comments that put individuals at a disadvantage and discriminate against them on the basis of sex, gender, gender identity, gender expression and/or sexual orientation.¹²

The UN Agency for Gender Equality and Women’s Empowerment in Bosnia and Herzegovina (UN Women in BiH) has been working intensively since 2016 on prevention of VAW and domestic violence in BiH. Interventions in this area include improving the system of protection against violence by strengthening the capacity of service providers and by harmonising policies and laws with international standards. Work on violence prevention is also the focus of UN Women in BiH and includes work on changing attitudes and behaviours related to violence against women and girls (VAWG) and domestic violence. Cooperation with the media community to raise awareness and change harmful attitudes regarding VAW is of paramount importance to this work. The focus of the current work with the media community is to strengthen the role of the media in the prevention of violence at the local level, with the aim to encourage successful cooperation between the media and institutions/organisations involved in the work of multisectoral teams for the prevention of domestic violence. Thus, the media community and multisectoral teams have the opportunity to jointly define concrete proposals for cooperation to translate these proposals into practice.

6 Recommendation (84)17 available at: <https://rm.coe.int/16804ec678> (accessed on January 8, 2021) and Recommendation 1555(2002) available at: <http://assembly.coe.int/nw/xml/XRef/Xref-XML2HTML-en.asp?fileid=16996&lang=en> (accessed on January 8, 2021)

7 Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media. Available at: https://search.coe.int/cm/Pages/result_details.aspx?ObjectID=09000016805c7c7e (accessed on January 8, 2021)

8 Official Gazette of BiH, No. 31/03, 75/06, 32/10 and 98/12.

9 Report of Bosnia and Herzegovina on legislative and other measures for the implementation of the provisions of the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence. P. 39. <https://arsbih.gov.ba/usvojen-izvjestaj-bih-o-provodjenju-istanbulske-konvencije/>

10 Code of Audiovisual Media Services and Radio Media Services can be downloaded from: <https://www.rak.ba/en/articles/108> (accessed on January 8, 2021)

11 Press and Online Media Code of BiH, available at: <https://www.vzs.ba/index.php/vijece-za-stampu/kodeks-za-stampu-i-online-medije> (accessed on 8 January 2021)

12 Article 4a of the Press and Online Media Code of BiH.

Development of the Framework Plan for Cooperation between Multisectoral Teams and the Media

The document was created as a result of consultative meetings with representatives of 11 multisectoral teams (hereinafter: MSTs) and/or coordination and advisory bodies working on the prevention and protection of persons facing domestic violence.

Consultative meetings organized within the programme on *Local Journalism and Reporting on Violence against Women and Domestic Violence* aimed to gather knowledge about good practices of existing cooperation, examine the need for such cooperation and define models of cooperation between MSTs and local media. The programme is aimed at improving media coverage of gender-based violence against women and girls and domestic violence, but also highlighting the importance of a multisectoral response to violence, pointing out to all parties that work on violence prevention is a lengthy and continuous process, as well as that the contribution of the media can go much further than the usual *ad hoc* factual reporting.

Given all the specificities of the observed locations, and the different degree of harmonisation of the coordinated response to violence of 11 multisectoral teams, this document has a threefold role: to establish cooperation between multisectoral teams and the media in those communities where this has not been achieved, to improve cooperation between MSTs and the media in those communities where needed, and to encourage communities that are still working to establish multisectoral teams to consider and define the role of the media.

Multisectoral teams, depending on the observed location, have different work dynamics in terms of frequency of meetings, different organisational charts in terms of active and associate members, and thus, different experience and attitude towards local media outlets as determined by their experience. The next three chapters will present the following:

- *Measures* to establish and strengthen cooperation that can be applied in full (1-6) and/or in part (3-6), depending on the level of previous experience of cooperation with the media. Certain steps from this section can be applied to improve the work dynamics of multisectoral teams.
- The section on *Examples of Activities* provides concrete proposals for the work of multisectoral teams and media outlets.

- *Cooperation models* concern the dynamics and frequency of cooperation that can be adapted to the specifics of each target location.

Key Terms

Multisectoral response to domestic violence is a holistic and coordinated approach aimed at harmonising and linking programmes and activities developed and implemented by various institutions in the field of psychosocial protection, law enforcement (police, prosecution, and judicial authorities) and health. Multisectoral response is based on inter-institutional partnership and cooperation, requires a common philosophy in addressing domestic violence, and follows the principles and standards set by the partners involved.¹³

Local media operate at the level of local communities, municipalities, cities and cantons, and report on issues that are important for that specific local self-government, provide service and other information, and can play an important role in local democracy.¹⁴

Gender-responsive reporting avoids the use of stereotypes in portraying women and men as well as persons facing violence, does not use sensationalism and bombastic headlines that emphasize brutal details in reporting on violence against women, and pays more attention to research texts that will offer a broader picture of violence against women, its causes and impacts of the problem.¹⁵

Violence prevention is one way of combating violence against women and girls and domestic violence, and media here plays an instrumental role. Raising public awareness and responsible media reporting can substantively contribute to the prevention of violence. Professional and ethical media coverage on this topic contributes to the general education of the public about the dangers of violence against women and domestic violence.

¹³ Hrnčić, Z. and Bećirović, F. (2018). Dealing with cases of domestic violence. Multisectoral response. Sarajevo: Gender Centre of the FBiH

¹⁴ Hodžić, S. and Sokol, A. (2018). Public local media between public interest and financial dependence. Sarajevo: Mediacentar.

¹⁵ Dekić, S. (2017). Media Coverage of Gender-Based Violence - Handbook. Sarajevo: UN Women in BiH.

Measures for establishing and straightening existing cooperation between multisectoral teams and media at the local level

Networking of local teams and media outlets at the local level

Objective: Introduction and laying grounds for building greater trust among the media and institutions.

Implementation: Map professional media outlets in the community, as well as professional journalists, both men and women; organise live meetings where and when possible and enable participants to get to know each other not only on a formal but also on a personal basis; commission a credible partner to facilitate the process, if needed.

Defining a common problem and a common vision of the solution

Objective: Facilitate the agreement in defining a mutual problem. This is a prerequisite for a shared vision for the solution, and allows for results-oriented action.

Implementation: Highlight the common interest in raising public awareness of domestic violence and how media cooperation with a multisectoral team can contribute to this. Indicate better cooperation/improvement of cooperation as the first step in achieving that result. Provide uniform understanding of values and roles in cooperation.

Defining the objectives of cooperation of multisectoral teams and media newsrooms in accordance with the existing cooperation frameworks, and advocating for their improvement

Objective: Define the cooperation goals in accordance with the existing legislative frameworks, standards, and guidelines, at the municipal, cantonal, entity and state levels.

Implementation: Refer to relevant existing policies, including those related to media reporting, such as protocols on cooperation and action plans in the field of violence prevention, and set goals accordingly for cooperation in a way that is adapted to the needs and circumstances of the local community. In defining the goals, follow the examples of good practice as much as possible, both in BiH and at the regional and global level.

Creating different patterns/approaches to MSTs and media cooperation in accordance with different capacities of the community / multisectoral team / media outlet

Objective: Facilitate development of a tailored and contextualised intervention to ensure effective participation of all stakeholders, regardless of previous experience, the degree of cooperation of multisectoral teams, or the capacity of media outlets.

Implementation: Use standard methods to identify stakeholders; map capacities; include representatives of MSTs and journalists; leave sufficient time to maintain continuity of cooperation.

Connecting different sectors and media through maintaining and involving all partners in the process

Objective: Maintaining cooperation between the multisectoral team and the media through regular information sharing, mutual motivation, and communication.

Implementation: Identify a person on behalf of the multisectoral team who is interested in leading cooperation with the media; provide occasional training/capacity building for the MST members on media relations, communication skills, information exchange; formalise cooperation through a clear definition of the roles and responsibilities of members of the MST and media outlets; give ownership of the process to multisectoral teams; motivate professionals with concrete and constructive ideas for progress towards joint problem solving.

Ensuring professional development and sufficient resources for sustainable cooperation and commitment by media professionals from local media

Objective: Facilitate sustainable cooperation through necessary resources such as dedicated time, qualified journalists, support in educating the media and members of the MST.

Implementation: In order to report responsibly and accurately on gender-based violence against women and girls, journalists will proactively cooperate with institutions providing response to domestic violence by reporting on topics contributing to raising public awareness on all forms of violence, and not only when violence occurs. They will receive support from the multisectoral team in terms of suggestions for reporting violence against women and girls (see Annex 3) as the perspective of a social problem, and avoiding reporting on violence as an isolated incident.

ANNEX 1

EXAMPLES OF THE ACTIVITIES

Improving cooperation between local media and multisectoral teams in response to violence			
Section 1: Journalists			
Activity	Brief description	Indicators	Activity holders
Consultations with journalists, both men and women, on problematic media coverage of violence against women; The MST can obtain advice from journalists/media with which it has established cooperation.	Based on the established direct relations with journalists, and in case problematic media reporting is noticed, organise a discussion with media representatives or committed journalists, both men and women.	Number of <i>ad hoc</i> consultations of media representatives and multisectoral team.	MST, with the help of a credible external partner to facilitate the exchange of information with the media, if needed.
Training of journalists, both men and women, on basics of gender responsive reporting in the media.	Journalists, use existing educational materials and available of knowledge and expertise.	Number of workshops held. Number of educational sessions.	Editors with the participation of experts from institutions working at the operational level with persons suffering violence/ subjects of protection.
Section 2: Editorial policy			
Activity	Brief description	Indicators	Activity holders
MST designs at least one annual campaign that addresses violence against women, promotes a social response to violence, and encourages media support for the campaign.	Encouraging the media to contribute to the campaign through simultaneous professional reporting. Once a year, editors add a concrete plan of contribution to raising awareness about violence against women and girls to the plan of activities and work, taking into account the campaign.	Number of citizens, both men and women, reached by the campaign, as well as media reporting in parallel with the campaign, which will showcase the contribution of the media in reporting.	Multisectoral team. Media. International and local NGOs.
Adjusting the communication plan of the MST activities.	As part of the activities and work of the Multisectoral team, it is necessary to plan communication activities, and journalists who are involved in their work can contribute; in general, the MST will try to engage and inform as much media as possible.	Number of multisectoral team trainings in strategic communication and communication plan development.	Media. External communication experts. NGOs.

Section 3: Media content			
Activity	Brief description	Indicators	Activity holders
Aligning media content with recommendations and guidelines for gender responsive reporting.	When reporting on topics in the field of violence against women, the media shall consult relevant interlocutors from the multisectoral team.	Number of consultations with the MST experts. Number of articles in line with standards responsible reporting on gender-based violence against women published in local media.	Media.
The multisectoral team develops a communication plan for the media.	The MST improves media coverage through systematic planning.	Communication plan developed.	Multisectoral Teams.
Section 4: Cooperation modalities			
Activity	Brief description	Indicators	Activity holders
Meetings of the multisectoral team and the media to exchange information on the activities undertaken in response and prevention of violence.	Improve cooperation and exchange of information within the community, between citizens, and institutional mechanisms, non-governmental organisations.	Number of organised regular meetings.	Multisectoral team. Media.
Organisation of thematic meetings or discussions.	The multisectoral team has thematic meetings with the media on reporting and priority topics in the field. A plan for thematic meetings with the media is being established.	Number of planned MST thematic meetings following media coverage.	Multisectoral teams.
Organising emergency meetings or discussions as an emergency response to a particularly sensitive case of violence.	The multisectoral team invites local media to an emergency meeting in order to make a multisectoral contribution to quality reporting to the public.	Number of emergency meetings.	Multisectoral teams. Media.

ANNEX 2

MODELS OF MEDIA ENGAGEMENT IN THE WOTK OF MSTs

	Description	Advantages and shortcoming
Modality 1 Media signatories to the Protocol on Cooperation on prevention and protection from domestic violence.	Local media representatives are active and equal members of the MST and regularly attend meetings and activities, and journalists/editors have a strong advisory role in public outreach.	Local media are fully informed about the details of the response to violence, with all its positive and negative aspects. Too much information can be shared with media representatives. There is a risk of sharing sensitive information and data that should not be publicly available.
Modality 2 Media as an associated member to the MST	Representatives of local media are occasional active members of the MST and attend meetings and activities on a quarterly basis.	Local media are partially informed about the response mechanisms to violence, with certain positive and negative aspects, in accordance with the public interest and the needs of the MST for public outreach. The media, and thus the general public, are limited in their access to information on potential problems that exist in the work of certain institutions in charge of protection against domestic violence and rely on the information that the MST chooses to share.
Modality 3 Media as declarative partners of the multisectoral team	Representatives of local media are declaratively ready to cooperate with the MST and are occasionally invited to get involved in discussions and activities of the MST.	Media have an insight into current thematic areas that are in the focus of a multisectoral team. Local media are rarely informed about the details of the response to violence, and when they are, it is incomplete and often scarce data, since the reporting habits of institutions are generally poor in BiH. Too little information is shared with media representatives, even potentially important and data that should have a path to public disclosure. With limited engagement, there is a growing danger of the media moving away from this topic.

GUIDELINES FOR ETHICAL REPORTING

The findings from the research on media reporting on violence against women conducted by UN Women in BiH in 2016, 2018 and 2020, as well as the existing national and international laws, recommendations, ethical principles, codes, rules and good practices of responsible and accurate reporting on gender-based violence against women and girls, were taken into account to develop these recommendations on preferred media practices in approaching gender-based violence topics. They encourage journalists and editors to:

1. Promote **gender equality** through their work and activities in the media in accordance with national and international recommendations and laws and **abandon the stereotypical and sexist portrayal of women in media reports**;
2. Take greater accountability in promoting the **dignity of women**, combating discrimination against women and sexism, and working to **change stereotypes**;
3. Comply with the provisions of the Law on Gender Equality of Bosnia and Herzegovina, which **prohibits the public portrayal and representation of any person, including women, in an insulting, degrading and humiliating manner on the basis of their sex**;
4. Use the Code for Press and Online Media in BiH and the Code on Audiovisual Media Services and Radio Media Services as fundamental principles of professional journalism, and especially not to **publish any content that directly or indirectly places women in an unequal position** in terms of gender-based violence against women or discriminates against them on the basis of their sex;
5. Continuously work, in cooperation with institutions dealing with the issues, on **raising awareness on gender-based violence against women** and all its forms: physical, sexual, psychological, and economic, and **not only when the violence occurs**;
6. Deal more proactively with the topic of violence against women, **not relying solely on information provided by police sources or NGOs** in the field, but by working on more frequent **analytical coverage** to address these topics and calling on the relevant institutions to act;
7. **Report on violence against women and domestic violence systematically** and from the perspective of a social issue, rather than reporting briefly, without context and in crimes section.
8. Whenever possible, do not rely on short agency news or news from unreliable online portals on topics of violence against women; instead, whenever possible, use **longer journalistic forms** such as interviews, comments, or investigative stories;
9. If there is no clear public interest, **avoid publishing explicit photos** and recordings as such practices are contrary to ethical standards, may harm victims of violence and upset the public; the media should protect women's intimacy from unwarranted and sensationalist disclosure in public and pay attention not to publish unverified information, especially information which may endanger women who have suffered violence;
10. Topics involving personal tragedies are treated with exceptional care, as victims of violence should be approached with respect and without victimisation. **Portraying women as victims in public can give the impression that they are powerless and weak** because they are women; therefore, it is necessary to carefully find a balance between respect for them and interest in the story being published, but also the impact of that publication on the reputation and lives of those involved in the story, especially when it comes to children;
11. **Do not disclose the personal data and identity** of the woman (by name or photograph) victim of violence, except when she clearly wishes to do so, as this may harm her and her family;
12. Decide carefully on **revealing the identity of the perpetrator of violence**, which should not always be done, as this may lead to the disclosure of the identity of the victim of violence, but also due to the reasons of presumption of innocence;
13. **Encourage** women survivors of violence, **through analytical reporting** or careful personal approach, to speak out more strongly about violence;

14. Engage more experts, both men and women, from different fields, give space to sociologists, psychologists, social workers, in articles, TV and radio reports on VAW and DV.

15. Emphasise and remind of the **sanctions** for perpetrators of violence more often in media reports;

16. Avoid direct or indirect justification of violence by using stereotypical gender roles in reporting on VAW and DV (for example- assigning a woman exclusively the role of wife, mother, a partner and similar).

17. Avoid bombastic headlines and the use of sensationalist terms such as “shocking”, “brutal” or “horror”;

18. Place reporting on VAW **in the context of a social problem** instead of reporting on these as isolated cases of crime and portraying women as victims and thus further victimising them;

19. Do not **treat violence against women and domestic violence as an accident or tragedy** but rather as a social problem;

20. Exchange information with the governmental and non-governmental sector in combating gender-based violence against women, **more actively**, and be aware that, in addition to information sharing, reporting can be used in educational purposes.

UN WOMEN IS THE UN ORGANIZATION DEDICATED TO GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN. A GLOBAL CHAMPION FOR WOMEN AND GIRLS, UN WOMEN WAS ESTABLISHED TO ACCELERATE PROGRESS ON MEETING THEIR NEEDS WORLDWIDE.

UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life, focusing on four strategic priorities: Women lead, participate in and benefit equally from governance systems; Women have income security, decent work and economic autonomy; All women and girls live a life free from all forms of violence; Women and girls contribute to and have greater influence in building sustainable peace and resilience, and benefit equally from the prevention of natural disasters and conflicts and humanitarian action. UN Women also coordinates and promotes the UN system's work in advancing gender equality.



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RESEARCH ON MEDIA REPORTING ON GENDER-BASED VIOLENCE AGAINST WOMEN IN BOSNIA AND HERZEGOVINA IN 2020



RESEARCH ON MEDIA REPORTING ON GENDER- BASED VIOLENCE AGAINST WOMEN IN BOSNIA AND HERZEGOVINA IN 2020



UN WOMEN

Sarajevo, July 2021



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SUMMARY

“Research on media reporting on gender-based violence against women in Bosnia and Herzegovina, 2020” is a repeated research based on the revised methodology from 2016 and 2018, which aims to show the characteristics of media reporting on this topic, and point out existing shortcomings and possible improvements.

Despite the efforts of the civil society in Bosnia and Herzegovina, the international and governmental sector, and primarily the gender mechanisms in BiH, to emphasize the importance and role of the media in preventing violence against women, slow progress has been made in this area, and media coverage analysis still point out the unprofessional approach and negative practices in reporting on this topic.

Although, compared to the first such research conducted in BiH in 2016, media coverage has improved

in certain segments, examples of sensationalism and tabloid-style reporting are still present. Such a reporting places a woman or a girl, especially in cases of a femicide, in a continuous role of an unfortunate victim of brutal violence while providing justification such as jealousy or lust of the perpetrator. This type of reporting completely neglects the context of existence and recognition of gender-based violence against women and girls as a social problem that concerns the whole community, not just the survivors.

During 2020, this analysis of media coverage showed that violence against minors was frequently reported, and, despite the general approach of not revealing their identity, there was still a problematic contextualization of gender-based violence.



Photo: UN Women/Antoine Tardy

1

INTRODUCTION

“Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty.”

White, A. (2009),
Getting the balance right: gender equality in journalism.
International Federation of Journalists.

1. INTRODUCTION

“Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty.”¹

Insufficient representation of women in political, economic, and other areas of public life in Bosnia and Herzegovina is reflected in the insufficient representation in the media.² Women and girls make up half of the world’s population, and therefore half of the world’s potential, and have the right to be represented, and a society in which women are not equally represents an unjust society.³

The media have a significant role in shaping public attitudes and creating public opinion, and thus in suppressing and perpetuating stereotypes about social roles and expectations of women and men. Media coverage of gender-based violence often contains stereotypical elements, and the consequences are reduction, justification or almost acceptance of violence in the domain of tradition and culture.⁴ The media can have a major impact on social change, and thus media promotion of gender equality can accelerate structural changes towards gender equality.⁵ Therefore, it is necessary to continuously work on the analysis and improvement of media reporting and eliminate harmful and discriminatory speech in the media space.

In the modern society which is characterized by “abundance of information”,⁶ as well as presence of misinformation, focusing on professional media reporting is of paramount significance and immeasurable importance. This is especially the case when reporting on human rights and vulnerable categories,

where the lack of sensibility in reporting can have far greater consequences for the entire domain of work in the field of protection and promotion of human rights. The consequences are inevitable for the public’s trust in the professional media, as well as the overall media ethics. Viewing the media exclusively as a channel for transmitting information and reporting violence against women exclusively in the form of informative news would be neglecting the role of the media in clarifying the reality for the public and it would diminish the essential role of the media in the development of democracy.

Violence against women and girls in BiH is widespread. Two thirds of women (67%) consider violence against women to be a common occurrence, while more than a quarter of them (27%) consider it to be quite common, according to the 2019 OSCE survey on the well-being and safety of women in BiH.⁷ The survey has also showed that certain types of violence perpetrated by intimate partners are still considered to be a normal occurrence in BiH. Similar results were shown by a 2013 study published by the Agency for Gender Equality of BiH, according to which every other woman from BiH experienced at least some form of violence after the age of 15, including violence from an intimate partner, non-partner, stalking or sexual harassment.⁸

The research of UN Women shows that during the pandemic there has been an increase in the rate of gender-based and domestic violence globally due to restrictions on movement introduced in many countries, and due to security, health and financial concerns that have created additional tensions in families and among partners.⁹ Due to the introduced measures, women were forced to stay indoors with their partners, and due to the constant supervision of their partners, it was difficult for them to

1 White, A. (2009). Getting the balance right: gender equality in journalism. International Federation of Journalists. Available at: <https://unesdoc.unesco.org/ark:/48223/pf0000180707> (page 7)

2 BiH Agency for Gender Equality (2018). Gender Action Plan of Bosnia and Herzegovina for the period 2018 to 2022. Ministry of Human Rights and Refugees.

3 SDG 5 on Gender Equality. ICLD: 2018

4 Mršević, Z. (2019). Violence and us - Media on violence against women. Belgrade: Institute of Social Sciences

5 Agency for Gender Equality of BiH (2018). Gender Action Plan of Bosnia and Herzegovina for the period 2018 to 2022. Ministry of Human Rights and Refugees.

6 Keane, J. (1991). The Media and Democracy. Cambridge: Polity Press.

7 OSCE BiH. (2020) Responding to the crisis caused by the COVID-19 pandemic: Analysis from the perspective of human rights and gender equality. Available at: <https://www.osce.org/files/f/documents/7/a/470658.pdf>

8 BiH Agency for Gender Equality (2018). Gender Action Plan of Bosnia and Herzegovina for the period 2018 to 2022. Ministry of Human Rights and Refugees.

9 UN Women (2020) COVID-19 and Ending Violence against Women and Girls. Available at: <https://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2020/issue-brief-covid-19-and-ending-violence-against-women-and-girls-en.pdf?la=en&vs=5006>

communicate with other people.¹⁰ Some safe houses in BiH, such as those in Mostar and Modriča, recorded an increased number of calls to SOS hotlines due to domestic violence, but their capacities were reduced due to the state of emergency (shortened working hours, inability to go to fieldwork, etc.).¹¹ Women and girls who suffered violence were also less willing to stay in safe houses for fear of spreading of the infection or the obligation to complete a standard hygiene questionnaire, in which they had to disclose information about their case to persons not related to the safe house¹², and safe houses did not receive special instructions for the implementation of emergency measures or how to receive new wards in the new circumstances.

The aim of this research is to analyze how much did the media in BiH report on gender-based violence against women and girls in 2020 and how was that reporting done. In addition to the analysis of media content in the first six months of 2020, the research includes a scale of indicators on media reporting on gender-based violence and uses case studies to develop an analysis of the most common narratives regarding this topic in user-generated content posted on social media and online-media comments.

The research also includes recommendations for the media, institutions and organizations dealing with gender-based violence for better media coverage of this topic. The aim was to see whether the media have the capacity for professional media coverage of gender-based violence and whether the media environment encourages professional and ethical media coverage on this topic. Some of the recommendations refer to this. The main research questions in this research are:

- How much and in what way did the media report on gender-based violence in BiH in the first half of 2020, and especially during the pandemic?

- What are the capacities of the media for ethical and professional reporting on gender-based violence and does the media environment in BiH encourage professional and ethical media reporting on this topic?
- What are the most common narratives about gender-based violence on social media and in online-mediacommentary?
- What are the recommendations for professional and ethical reporting on gender-based violence?

¹⁰ Unkić, H. (2020). Violence against women during the pandemic: Safe houses left to themselves again. Mediacentar Sarajevo: Diskriminacija. Available at: <https://www.diskriminacija.ba teme/nasilje-nad-zenama-u-vrijeme-pandemije-sigurne-kuce-ponovo-prepuštene-same-sebi> ; Dizdār, A. (2020). COVID-19 and violence against women. Women's network. Available at: <https://zenskamreza.ba/covid-19-i-nasilje-nad-zenama/>

¹¹ Vučić, N. (2020). A wife is blamed because her husband can't go to the betshop, N1. Available at: <https://ba.n1info.com/vijesti/a441625-zena-kriva-jer-muz-ne-moze-u-kladionicu/>

¹² OSCE BiH. (2020) Responding to the crisis caused by the COVID-19 pandemic: Analysis from the perspective of human rights and gender equality, Available at: <https://www.osce.org/files/f/documents/7/a/470658.pdf>



Photo: UN Women/Antoine Tardy

2

METHODOLOGY

This research uses a combination of qualitative and quantitative analysis and includes media content analysis, focus groups, analysis of the most common narratives in user-generated content as well as case studies.

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This research uses a combination of qualitative and quantitative analysis and includes media content analysis, focus groups, analysis of the most common narratives in user-generated content as well as case studies.

2.1. Media content analysis

The research was completed in the period from January to March 2021. Media content analysis included print and online media. The content published in this period was analyzed **from January 1st to June 30th 2020** as follows:

- a) print editions of daily newspapers (Dnevni avaz, Dnevni list, Oslobođenje and Nezavisne novine), and
- b) online media (Klix, Buka and Hercegovina.info).

In total **362** newspaper articles were analyzed from daily newspapers and online portals. Out of that,

270 articles were analyzed from the collected press clipping. Additionally, using the key terms “violence against women” and “domestic violence” in the search through the Infobiro digital archive, had yielded additional articles - 25 in total, over the same time period. Online portals Klix, Buka and Hercegovina.info had an additional 67 articles for analysis for the same two phrases.

All articles are coded, and five analytical categories are defined:

Story format
• Who is the author of the article - whether it is signed or not
• Whether the text is short, medium, or long
• Which journalistic genre is in question - text, interview, news, etc.
• In which section was the text published: crime section, news, etc.
Report/photo visualization
• Is the article illustrated?
• Does the illustration show scenes of violence, faces of people, or neutral photographs
Topic
• What is the topic of the article? Is it a specific case of violence, violence against women during the pandemic, work of safe houses, work of institutions, etc.
• What kind of violence is in question: femicide, physical violence, sexual violence, psychological violence, economic violence, or general violence (violence against women and domestic violence as topics that are being written about).
Sources
• How many are there and what are the sources used in the article?
• Survivor of violence, perpetrator of violence; family of the person who was abused; perpetrator's family; witness to the violence committed (neighbor or passer-by); police; judiciary; experts, etc.
Representation of the person who suffered violence and the perpetrator
• How are women/girls and perpetrators of violence represented? Have their identities and details from their private lives been revealed? Does the article refer to the appearance of the person against whom the violence was committed?

Different methods of determining articles for analysis were used for articles from daily newspapers and online portals: press clippings in the period from January 1st to June 30th 2020 and searching for two key phrases (“violence against women” and “domestic violence”) in the digital database of the Infobiro newspapers and online portals. The reason the methodology was set up in this way was the assumption that the articles selected in the press clippings as examples of violence against women were not articles containing the term, which proved to be correct because the articles analyzed in the search using the above key terms were mostly reports from governmental or non-governmental sector on events of violence against women rather than cases of violence committed.

The criteria for selecting online media were regional relevance, popularity, topic relevance and informative character of the media. A unified code list was used for all articles, from both print and online media. The code list depicted the plan that was used to determine certain common characteristics of the articles, relevant to the goal of this research.

2.2. Media capacities and the environment for professional reporting

As a difference compared to previous research, this research contains indicators on media coverage of gender-based violence, media capacity to report on gender-based violence, and the media and social environment that encourages professional and ethical media coverage on this topic (see Annex).

The indicators offer the possibility of evaluation, i.e., positioning of media reporting and media capacity in BiH, and they are designed to represent ideal conditions, capacities, and ethical and professional reporting on gender-based violence, rated from 1 to 40.¹³ The set of indicators was developed based on recommendations for ethical and professional media coverage of gender-based violence.¹⁴ The indicators were presented in the form of questionnaires completed by focus group participants (representatives of the media and government institutions, agencies and

organizations dealing with gender-based violence) and provided scores that were collected and used as an average score for each of the segments.

A focus group as a qualitative research method was used to analyze the views of experts, media representatives, civil society organizations and institutions on media coverage of gender-based violence and to discuss indicator scores. Three focus groups were created:

- mixed focus group (journalists, editors and media professionals, representatives of institutions, service providers from the public sector of social protection, and representatives of non-governmental organizations that run safe houses and provide other support services);
- focus group with only journalists and editors;
- focus group with only representatives of service providers from the public and non-governmental sector.

The aim was to complete the analysis of the content with explanations of those who created the content, but also those who regularly follow the content as a direct topic related to their professional field of work with persons facing gender-based violence in BiH. The focus groups were organized in February 2021 through Zoom application, and they were attended by 17 people, of which nine were journalists, editors and eight representatives of gender mechanisms, NGOs, and institutions working in response to violence. In addition, two interviews were conducted with one media representative and one representative of the center for social work, and the questionnaire was filled in anonymously by a representative of a local media outlet without participating in the focus group. A total of 20 people filled the questionnaire with indicators (11 journalists and editors and nine representatives of gender mechanisms, non-governmental organizations and institutions working in response to violence). Four respondents asked to remain anonymous.

¹³ The indicators were developed based on examples of other indicators used in media research, such as the IREX questionnaire used to assess the media sector. About IREX see at: <https://www.irex.org/project/vibrant-information-barometer-vibe>

¹⁴ Dekić, S. (2017). Handbook on Reporting Gender-Based Violence. UN Women in BiH.

2.3. The most common narratives about gender-based violence

As with the first and the second research, four case studies were conducted. The aim was to identify the reporting problems through a detailed analysis of typical examples and make recommendations based on that. In this part, the contents of central news programs of RTRS, FTV, N1 and BNTV were also analyzed. The cases analyzed covered the following topics:

- increase in gender-based violence during the pandemic;
- sexual violence against minors;
- death of Lana Bijedić;
- murder of Irma Forić.

Case studies were to provide a detailed insight into the following aspects:

- the way in which the media presented the case;
- who were the most common actors/sources;
- context/emphasis on gender-based violence;
- issue of privacy;
- user-generated comments.

The flow of reporting for each case in selected media was monitored, and an additional internet search provided insight into the reporting of other media and reactions in terms of transmitting articles and more frequent narratives of media content users in each case. The comments below the articles on online media were also reviewed, and the Crowdtangle tool¹⁵ was used to analyze reactions and comments below the articles on Facebook in order to detect the main narratives:

- approving violence with patriarchal patterns;
- incitement to violence;
- critical review of violence.

¹⁵ Crowdtangle is a tool that allows each article to track how many times it has been shared on social platforms and on which, and it also provides a link to a post that users have commented on.



Photo: UN Women/Antoine Tardy

3

INTERNATIONAL AND DOMESTIC LEGAL FRAMEWORK

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Obligations to respect equality and portray women and men in an equal and non-stereotypical way, with full respect for their human dignity, are indicated by a number of international and domestic legal standards, starting with the Universal Declaration of Human Rights, the Beijing Declaration, the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (Istanbul Convention), the Law on Prohibition of Discrimination of BiH, the BiH Gender Action Plan (2018-2020), and the entity strategies for prevention and combating domestic violence, with accompanying action plans for implementation, recognize media capacities as partners in the implementation of activities in the field of prevention.¹⁶

In their essence, these international and domestic standards indicate that editorial policies in the media should ensure respect for equality based on sex, gender and gender identity, gender expression and sexual orientation.¹⁷

3.1. International legal framework

The Istanbul Convention, as the most comprehensive European international legal document in the field of violence against women, defines it as a violation of human rights and a form of discrimination against women. Violence against women is described as “all acts of gender-based violence that cause or may lead

to physical, sexual, psychological or economic harm or suffering for women”.¹⁸ Gender-based violence is defined as violence against women that is directed “against a woman because she is a woman, or that disproportionately affects women.” This convention puts an obligation for states to encourage the media to participate in the prevention of violence against women.

The guidelines of the Committee of Ministers of the Council of Europe on equality between women and men in the media are also important in this respect. The guidelines are non-binding instruments, but as a practical tool they suggest solutions and concrete techniques for the operationalization of international and local standards. Some of the important guidelines are “Recommendation Rec (84) 17 on equality between women and men in the media” and “Recommendation 1555 (2002) on Presentation of women in the media”.¹⁹

Recommendation 1555 of the Parliamentary Assembly of the Council of Europe, adopted in 2002, refers to the portrayal of women in the media and encourages the media to “promote equality”. They need to do this because the image of women in the media often remains negative and remains stereotypical and sexist. Women are associated with the private area of life, household and family life, and the media often portray women as sexual objects. The recommendation states that in some countries, including Eastern European countries which are close and similar to BiH, the portrayal of women in the media is relatively negative compared to Western European lifestyles, with “the media describing men as reformers and

¹⁶ Documents that further address this area are: The International Covenant on Economic, Social and Cultural Rights, the UN Convention on the Elimination of All Forms of Discrimination against Women, the Declaration on Equality between Women and Men of the Council of Europe, Annex 1 of the Dayton Peace Agreement, EU Roadmap for Gender Issues.

¹⁷ Agency for Gender Equality of BiH (2018). Gender Action Plan of Bosnia and Herzegovina for the period 2018 to 2022. Ministry of Human Rights and Refugees.

¹⁸ Convention on Preventing and Combating Violence against Women and Domestic Violence, Council of Europe, Istanbul, 2011.

¹⁹ Ibid. p. 20 Guidelines available at: Recommendation of the Committee of Ministers/Rec (2013) 1, available at [tails.aspx?-ObjectID=09000016805c7c7e](https://www.coe.int/t/tailors.aspx?-ObjectID=09000016805c7c7e) (accessed January 8, 2021)

giving a limited role to women”, which is attributed to the “social and cultural heritage” of those countries.²⁰

Recommendation 1931 of the Parliamentary Assembly of the Council of Europe, adopted in 2010, refers to the fight against sexist stereotypes in the media. It warns of the presence of “sexist stereotypes in the media, which impedes the achievement of de facto gender equality. It notes that education and the media have a key role to play in that fight.”²¹

Resolution 1751 of the Parliamentary Assembly of the Council of Europe, which also addresses sexist stereotypes in the media, states that the media, as a vital part of democracy, “has a certain responsibility in this field, which is to promote respect for human dignity, fight against all forms of discrimination and promote equality between women and men” and that “sexism as well as racism and other forms of discrimination have no place in the media”.²² In the part related to recommendations to the media, the Resolution calls on the media to raise the awareness of journalists and educate them on how to include the dimension of gender equality in journalism and the media; to promote gender equality in regulatory and self-regulatory bodies and, where appropriate, implement the recommendations of the Code of Good Practice; advocate a balanced portrayal of women in the media and non-stereotypical reporting on women and men, thus contributing to overcoming obstacles to gender equality.

3.2. Regulations on media reporting in BiH

There are no precise regulations in Bosnia and Herzegovina related to media coverage of gender-based violence and violence against women.²³ The most important documents in this context are presented below.

The Law on Gender Equality in BiH²⁴ with its Article 21 stipulates that: (1) Everyone has the right of access to the media, regardless of gender; (2) It is prohibited to publicly present or display any person in an insulting, derogatory or humiliating manner, in regard to gender (3), and the media have an obligation to develop awareness of gender equality through their concepts of program.

The BiH Law on Communications²⁵ in its Article 4.1 defines the regulatory principles of broadcasting, which include, *inter alia*, “the protection of freedom of expression and diversity of opinion while respecting generally accepted standards of conduct, non-discrimination, fairness, accuracy and impartiality”.

The BiH Press and Online Media Code,²⁶ which is derived from the European standards of journalistic practice, represents the basics of the system of self-regulation in the press and online media. The general provisions of the Code stipulate that “journalists will develop an awareness of gender equality and respect for individual as an integral part of human rights”.

The BiH Press and Online Media Code on Discrimination (Article 4a) states that journalists “must avoid prejudiced and offensive allusions to one’s ethnic group, nationality, race, religion, gender, sexual orientation, physical disability or mental condition” and that such allusions will “be made only when they are directly related to the case being reported”. As for gender equality (Article 4a) the Code states that journalists must “avoid direct or indirect comments that place individuals in an unequal position or discriminate on the basis of their sex, gender, gender identity, gender expression and/or sexual orientation.”

The BiH Press and Online Media Code of Privacy (Article 9) states that journalists “shall avoid interfering in one’s private life, unless such interference is necessary in the public interest. Topics involving personal tragedies will be treated with consideration, and affected persons will be approached discreetly and with compassion”; and on the protection of

²⁰ Recommendation 1555 (2002). Representation of women in the media. Parliamentary Assembly of the Council of Europe. Available at: <http://assembly.coe.int/nw/xml/XRef/Xref-XML2HTML-en.asp?fileid=16996&lang=en>

²¹ Recommendation 1931 (2010). Combating of sexist stereotypes in the media. Available at: <http://assembly.coe.int/nw/xml/XRef/Xref-XML2HTML-en.asp?fileid=17892&lang=en>

²² Resolution 1751 (2010). Combating of sexist stereotypes in the media. Available at: <https://assembly.coe.int/nw/xml/XRef/Xref-XML2HTML-en.asp?fileid=17893&lang=en>

²³ Hrnčić, Z. and Bećirović, F. (2018). Dealing with cases of domestic violence – Multi-Sector Response. Gender Center of the Federation of Bosnia and Herzegovina.

²⁴ Law on Gender Equality in BiH. Available at: https://arsbih.gov.ba/wp-content/uploads/2014/01/ZoRS_32_10_B.pdf

²⁵ Official Gazette of BiH, No. 31/03, 75/06, 32/10 and 98/12. <https://www.rak.ba/bs-Latn-BA/articles/80>

²⁶ The Code was adopted by all journalists’ associations in 1999, and the BiH Press Council, a self-regulated body for print and online media in BiH, amended the code in 2005, 2006 and 2011 through consultations with all associations of journalists in BiH. “Press and Online Media Code of BiH”, available at: <https://www.vzs.ba/index.php/vijece-za-stampu/kodeks-za-stampu-i-online-medije>

children and minors (Article 11) it states that they have an obligation to “act with extreme caution, respecting good customs and the Convention on the Rights of the Child, starting with the interests of the child”.

The Code of Audiovisual Media Services and Radio Media Services²⁷ of the Communications Regulatory Agency of BiH prohibits the broadcasting of program content that incites hatred, violence, discrimination, or prejudice based on gender. The Code also states that media service providers “shall not provide content that includes any discrimination or prejudice based on sex, race, ethnicity, nationality, religion or belief, disability, special needs, age, sexual orientation, social background, or any other content which has the purpose or effect of preventing or endangering any person’s recognition, enjoyment or exercise on an equal basis of rights and freedoms of that person”.

In addition, the Code of Audiovisual Media, and Radio Media Services states that “depictions of scenes of violence and the consequences of violence, violent behavior, and audio or visual descriptions of violence shall be justified by the context and shall not be overemphasized in the content of media service providers” (Article 8.1). The Code also states the standards of reporting on court proceedings, and “that a media service provider will respect the presumption of innocence until a final court decision is made” (Article 15.2), and that during the court proceedings, it will respect the right to privacy of all persons involved in that procedure in any capacity. Special protection must be provided to minors and other vulnerable persons, as well as to victims, witnesses and families of victims, witnesses, suspects, accused and convicted persons” (Article 15.3). It is also stated that “identity of victims of sexual assault shall not be revealed directly or indirectly by publishing material that could lead to the disclosure of the identity of such victims, unless the victims themselves consent or in case of previously obtained approval of the competent authority” (Article 15.5).

The Code of Honor of the BH Journalists²⁸ states that “a journalist should protect a person’s privacy against unjustified or sensationalist disclosure in public. A journalist has an obligation to respect everyone’s

right to privacy and family life, home, health and correspondence.” This quote is one of the 22 points contained in the Code of Honor which refer to different principles of ethical and professional reporting of journalists in general.

The BiH Press Council’s²⁹ Recommendations for the media on the treatment of gender related content and the use of gender-sensitive language in the media of Bosnia and Herzegovina state that editors and journalists must work to raise public awareness about “problem of sexual violence, incest, domestic violence, economic violence, human trafficking and the consequences of this violence on victims and society as a whole” and on the “presence of various forms of violence based on gender, gender and sexual orientation, and the devastating impact of such violence on victims”.

There remains a need for editors and journalists to be educated to know and understand the key features of violence against women, with a full understanding that they are not required to be experts in gender theory or in responding to violence against women. What can still be expected from them is factual, correct, stereotype-free, non-discriminatory reporting on specific events, as well as giving space to analytical contributions with expert interlocutors.³⁰

²⁷ “Code of Audiovisual Media Services and Radio Media Services” can be downloaded from: <https://www.rak.ba/en/articles/108>

²⁸ The Assembly of the Association “BH Journalists” adopted the Code of Honor in 2011, noting that all members have an obligation to adhere to the highest professional and ethical principles, and that the above Code is the benchmark for such principles. Available at: <https://bhnovinari.ba/bs/kodeks-asti-bh-novinara/>

²⁹ The Press Council of BiH and the Association “BH Journalists” adopted the Recommendations in 2006. Available at: <https://www.vzs.ba/index.php/smijernice-i-zakoni/preporuke-za-medije/8-preporuke-za-medije/216-preporuke-za-medije-tretiranje-rod-nih-sadrazja-u-medijima>

³⁰ Mršević, Z. (2019). Violence and us - Media on violence against women. Belgrade: Institute of Social Sciences. Pg. 9/18



Photo: UN Women/Antoine Tardy

4

FINANCIAL AND PROFESSIONAL CAPACITY OF THE MEDIA TO REPORT ON GENDER-BASED VIOLENCE

4. FINANCIAL AND PROFESSIONAL CAPACITY OF THE MEDIA TO REPORT ON GENDER-BASED VIOLENCE

Before analyzing the media coverage of gender-based violence, it is important to point out the circumstances in which the media operate, as well as their professional and financial capacity for professional and ethical reporting on gender-based violence. There are many media in BiH in an underdeveloped advertising market: 103 television stations, 152 radio stations, three public service broadcasters, eight daily newspapers, 181 magazines, magazines and other printed publications and thousands of online media.³¹

Advertising revenues in Bosnia and Herzegovina are constantly declining and the media suffered significant financial losses during the COVID-19 pandemic, and some had laid off workers, which affected the quality of media coverage.³² Analyses have shown that the quality of media coverage in BiH in many cases does not meet the high standards of the journalistic profession and that there are violations of professional standards, particularly online.³³ However, there are also media outlets that adhere to professional standards, and they are often funded through donor funds.

Respondents in the survey rate the financial and professional capacity of the media to report on gender-based violence with a worryingly low score of 16.5 (out of a total of 40, see Annex). In doing so, they give the worst rating for formal education that does not offer training to journalists on how to report ethically

and professionally on gender-based violence (overall score 9 of 40).

Respondents agree that in many cases the media in BiH do not have enough professional and financial capacity to report professionally and ethically on gender-based violence. There are ten higher education institutions that offer formal education to future journalists³⁴, but according to focus group participants, reporting on gender-based violence is not mentioned or studied as a separate segment. Journalism students are given general guidelines on ethical principles, which can also be applied to reporting on gender-based violence, but this is not enough.³⁵

Journalists can learn about this topic through non-formal education, trainings and workshops organized by civil society, and through multisectoral education of gender centers to which journalists are invited. Respondents believe that such trainings should be more frequent, and include a larger number of journalists, because they are mostly attended by those who are already to some extent sensitized to report on these topics.³⁶ In addition, as they say, female journalists are mostly present at such trainings³⁷.

³¹ Data from the Communications Regulatory Agency and the Press and Online Media Council of BiH.

³² Tomić, S. (2020). Dozens of lay-offs in the media during the pandemic in BiH. Media.ba. Available at: <https://www.media.ba/bs/magazin-novinarstvo/tokom-pandemije-u-bih-desetine-otkaza-u-medijima>

³³ See e.g., Irex report for BiH. Available at <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2019-bosnia-herzegovina.pdf>

³⁴ Unkić, H. (2017). More than 2,500 students have enrolled to study journalism in the past five years. Media.ba., Available at: <https://www.media.ba/bs/magazin-novinarstvo/vise-od-2500-studenata-upisalo-novinarstvo-u-proteklih-pet-godina>

³⁵ Brankica Smiljanić, freelance journalist, focus group February 24th 2021.

³⁶ Brankica Smiljanić, freelance journalist, focus group February 24th 2021 and Vanja Stokić, editor of the eTrafika portal, focus group, February 26th 2021.

³⁷ Branislava Crnčević Čulić, Senior Expert Associate, BiH Agency for Gender Equality, focus group February 23rd 2021.

“In the last few years, there has been a visible change regarding the education of journalists, organized mainly within projects, however, I think that there is no continuity, nor obligation for additional training and education, but only voluntary participation in education and personal interest of journalists in the field of violence.”

Fatima Bećirović, project coordinator of the Gender Center of FBiH³⁸

Respondents believe that the media generally have little knowledge of legal terminology, mechanisms for the protection against gender-based violence and laws that regulate this area and the organizations and institutions that deal with them and that implement them. It is also believed they poorly use the educational materials, manuals, and research on gender-based violence. Although they say that a certain number of journalists are familiar with the ethical principles, it does not necessarily mean that they apply them, because, as Ljilja Lukić from the Lara Foundation stated, “the editorial policy of the media where they work requires sensationalism, and it does not include gender sensitive language, and chasing a ‘good story’ does not take into account the protection of victims (even minors), etc.”³⁹ In addition, respondents stated that many journalists do not respect the presumption of innocence and that it is often seen from the headlines that they do not understand the criminal proceedings they are reporting on.⁴⁰

One of the main problems regarding the low level of quality of media reporting about gender-based violence, is seen by the respondents in the commitment of most media to daily political and social issues, which is why they do not have the capacity or time to focus on reporting about gender-based violence. Journalists mostly follow political scandals and conflicts, and if they do get, as journalist Slađan Tomić said, one day to write a story about gender-based violence, “in such situations they often have to look for a connection with politics to make the article more attractive for readers or viewers.”⁴¹

³⁸ Fatima Bećirović, project coordinator, Gender Center FBiH, answer from the questionnaire.

³⁹ Ljilja Lukić, Lara Foundation, answers from the questionnaire.

⁴⁰ Džana Brkanić, BIRN BiH Deputy Editor, answers from the questionnaire.

⁴¹ Slađan Tomić, journalist, answers from the questionnaire.

Gender-based violence topics do not require significant financial resources, but require time and additional staff involvement that small newsrooms cannot afford.⁴² According to the editor of an online media outlet, who wished to remain anonymous, such topics do not bring many clicks, but require a lot of time, which is why commercial media consider them a “cost”. That is why the respondents say that the editors do not encourage or support journalists to deal with such topics, professionally improve and report ethically and professionally about gender-based violence, and do not let them go to trainings. There are certain funds and projects that support reporting on sensitive topics, and marginalized social groups, but respondents feel that they are insufficient and that they are often targeted at NGOs rather than the media.

Another problem that journalists face when reporting about gender-based violence is the lack of information and the inability to obtain it, especially from judicial institutions. Journalists assess that communication with non-governmental organizations and gender mechanisms is good and that their representatives are available for data and statements, but they find it difficult to obtain information from judicial institutions during the research. “You have the fact that starting from the state prosecutor’s office to all other lower levels, you have a complete closure of the judiciary regarding any kind of information. It often happens that what you get within that legal deadline of 15 days, based on the Freedom of Access to Information Act, is some scanty data that basically doesn’t tell you much”, said journalist Marija Arnautović.⁴³

The journalist of the Bljesak.info portal, Mia Bojičić, stated negative experiences with certain centers for social work and lack of information for the story she worked on in 2020, as well as insufficient desire of institutions dealing with this issue to cooperate with the media because, as she said, institutions start with the assumption that all media report sensationally.⁴⁴ Cooperation between institutions and the media at the local level is better, but Nela Levarda, head of the Department of Social Services and Citizen Services in Novi Travnik and a member of the multisectoral team, cites an example in her local community when journalists from across the country sought information about a bullying case, but the Center for Social

⁴² Marija Arnautović, journalist, focus group February 24, 2021; Mersiha Drinjaković, editor of the Gracija Magazine, focus group February 24th 2021.

⁴³ Ibid.

⁴⁴ Mia Bojičić, journalist of the Bljesak.info portal, focus group 26.2.2021.

Work and the police wanted to keep the information in order to protect the family. “I see that we have this need of the media, to confirm the information at that moment, and on the other hand we have an institution that works in a different way and they want to check it and filter certain information,” said Levarda.⁴⁵

Representatives of the gender mechanisms and non-governmental organizations dealing with gender-based violence say that they organize meetings, trainings, conferences, street campaigns, and that data on gender-based violence from the institutions are available to journalists upon request, and that civil society organizations are available for advice, education, distribution of materials needed by journalists to get acquainted with the correct, ethical and proper way of reporting on this topic.⁴⁶ Journalists positively evaluate the activities and cooperation with organizations such as Medica Zenica, Vive žene⁴⁷, Cure Foundation⁴⁸, Zenica Women’s Rights Center and Emmaus⁴⁹, but also point to certain shortcomings. The impression of one journalist, who wished to remain anonymous, was that gender mechanisms poorly organized press conferences, communicate available data, and the results of relevant research.⁵⁰

Respondents further see problems in the lack of visibility of such activities and the lack of capacity of gender mechanisms and NGOs to communicate with the media. Neda Kapetan said that the center for social work where she works has no PR and that this role is performed by social workers.⁵¹ In addition, the materials of NGOs are often prepared in a way that is not attractive or understandable to the media, which is why journalists do not use them.⁵²

Respondents rated the media environment for the production of professional and ethical content on gender-based violence with a total score of 21 (out of

40). They believe that there are regulations but that they are poorly enforced. They rate the sanctioning of hate speech with (9) and the application of professional consequences for media that violate ethical principles with (12) in particular. The Communications Regulatory Agency and the Press Council have codes that may also apply to gender-based violence, including gender equality, discrimination, privacy, protection of children and minors. However, the professional consequences for the production of such content are insufficient, especially regarding the self-regulatory framework. The Communications Regulatory Agency can impose fines for violating codes and rules, but it does so sporadically upon citizens’ reports, and respondents said they were unaware of a case in which a broadcaster had been fined for unprofessional media coverage of gender-based violence.

The efficiency of the self-regulatory system of the Press and Online Media Council in BiH, on the other hand, is even lower, given that its activities are limited to non-binding decisions addressed to online and print media about media content that violates the BiH Press Code. One of the reasons, according to the respondents, is that cases of unprofessional reporting on gender-based violence are not reported, and the public is poorly educated about such violations and reacts poorly⁵³, but the reactions of gender mechanisms are also reactive and delayed. There are bloggers who write about gender-based violence, but they are, as respondents say, visible only to a narrow circle of followers.⁵⁴ Respondents cited positive examples of actions of certain persons, such as Ajna Jusić, president of the Association of Forgotten Children of War, whose activities raise awareness of violence against women.⁵⁵

Respondents find that comments on social networks and online portals that may contain hate speech, insults against a person who suffered violence, as well as victims and the perpetrator’s identity, which are not removed or sanctioned, are particularly problematic. Although hate speech can be sanctioned under criminal law, based on the provisions on ‘inciting’ hatred, as well as CRA regulations, cases of hate speech are inconsistently and insufficiently processed. The media have different practices in regulating comments; some (such as Radio Free Europe) moderate comments before they are published, while others

⁴⁵ Nela Levarda, Head of the Department for Social Activities and Citizen Services Novi Travnik and member of the multi-sectoral team, focus group, 26.2.2021.

⁴⁶ Ljilja Lukić, Lara Foundation, answered from the questionnaire. Fatima Bećirović, project coordinator, Gender Center FBiH, answer from the questionnaire.

⁴⁷ Džana Brkanić, Deputy Editor of BIRN, BiH Focus Group, February 24, 2021.

⁴⁸ Brankica Smiljanić, journalist, focus group, February 24, 2021.

⁴⁹ Neda Kapetan, social worker, Center for Social Work Novi Travnik, interview, March 3, 2021.

⁵⁰ The journalist, anonymous, answered the questionnaire.

⁵¹ Neda Kapetan, social worker, Center for Social Work, interview, March 3, 2021.

⁵² Rubina Čengić, journalist, focus group, February 26, 2021.

⁵³ Fatima Bećirović, project coordinator, Gender Center FBiH, answers from the questionnaire.

⁵⁴ Brankica Smiljanić, journalist, focus group, February 24, 2021.

⁵⁵ Mersiha Drinjaković, editor of Gracija Magazine, focus group February 24, 2021.

(such as Bljesak.info) require users to pre-register on the portal; but many of them do not moderate the comments due to lack of capacity, but also to get more readers of comments and better reach.

A large number of complaints received by the Press Council were related to hate speech and insults in comments on online portals. In 2020 the Press Council received five complaints against comments under two texts about the arrest of a pedophile on the website of Radio Sarajevo and the web portal Depo.ba, and this shows that such comments can also be found under articles related to gender-based violence.⁵⁶ In addition, comments are a way for the public to put pressure on the media to publish the name of the perpetrator. The editor of an online media outlet cites just such a case in which the public accused the media of being on the side of the perpetrator because it would not publish his name, which was known to that local community.

Representatives of gender mechanisms and non-governmental organizations believe that in recent years there has been some progress in media reporting on gender-based violence, as well as increased media interest in their work, and the beginnings of continuous reporting on gender-based violence are noticeable, not only during 16 Days of Activism. However, there are still many problems in media coverage of gender-based violence, such as sensationalist reporting, lack of thematic reporting and research and consultation with professionals, stereotypes, and focus on individual cases rather than gender-based violence, direct disclosure of the identity of a person who has suffered violence.⁵⁷ Respondents rate the quality of media coverage of gender-based violence with a very low score of 15 out of 40, especially when it comes to bombastic headlines with brutal details of violence (score 9 out of 40), as the analysis shows.

⁵⁶ “These are the names of the arrested pedophiles: Part of the horrible correspondence with children has also been published”, Radio Sarajevo; “Seven pedophiles arrested: They recruited children via Facebook and asked them to take pictures without clothes, here’s how they were caught” https://www.vzs.ba/images/2020/BHS_2020a_3.pdf

⁵⁷ Fatima Bećirović, project coordinator, Gender Center FBiH, answers from the questionnaire



Photo: UN Women/Antoine Tardy

5

ANALYSIS OF RESEARCH RESULTS

Media coverage of gender-based violence against women is frequent, but still extremely problematic because people who have faced violence are often portrayed as victims of a social situation that is still considered common in BiH society in certain segments.

5. ANALYSIS OF RESEARCH RESULTS

Media coverage of gender-based violence against women is frequent, but still extremely problematic because people who have faced violence are often portrayed as victims of a social situation that is still considered common in BiH society in certain segments.⁵⁸ Analysis of media content and focus groups suggests that the reason for very frequent, almost daily, media coverage of violence against women and girls is not to contribute to its prevention but to increase number of readers by conveying dramatic and disturbing content and the need to fill newspaper pages.

An analysis of newspaper articles published in the media in Bosnia and Herzegovina showed, for the third time in a row, that reporting on cases of gender-based violence against women and girls is almost completely detached from the context of it being a social problem, that needs to be recognized and reported, and that there is a system of assistance to those who face violence, as well as a system of sanctions for those who commit violence. Instead, the findings below will show that gender-based violence against women and girls is reported in the crimes section mostly based on scanty police and judicial information. At the same time, in some cases more space is given to the perpetrator of violence and the use of vocabulary that is not adjusted to the committed violence is indirectly apologetic about violence, and in a certain part the stereotypical representation of the relationship between men and women is giving space to indirect justification of violence.

Interpretation of the results in each segment will follow the way in which the findings of the 2016 and 2018 research are presented and, where relevant, highlight the observed changes. One part of the results refers to the analysis of articles from four daily newspapers (270 articles): Dnevni avaz, Dnevni list, Oslobođenje and Nezavisne novine, collected through press clippings or targeted selection of articles on a given topic. The second part of the results refers to articles from these four daily newspapers (25 articles) obtained through a search of the digital archive of the press on two key phrases “violence against women” and “domestic violence” in the same period, and the third part of the results refers to content search for those same key phrases in three online information portals (68): Klix.ba, Hercegovina.info and Buka.com in the same time period, from January 1st to June 30th 2020.

January 1, 2020 – June 30, 2020			
Press clippings	Dnevni avaz, Dnevni list, Oslobođenje and Nezavisne novine	Targeted selection of articles on a given topic	270
Infobiro	Dnevni avaz, Dnevni list, Oslobođenje and Nezavisne novine	Search for two key phrases “violence against women” and “domestic violence”	25
Online portal	Klix.ba, Hercegovina.info and Buka.com	Search for two key phrases “violence against women” and “domestic violence”	67
			362

⁵⁸ OSCE survey on violence against women. Welfare and safety of women. Report with results from Bosnia and Herzegovina (2019). Available at: <https://www.osce.org/files/f/documents/a/4/423518.pdf>

In most of the analyzed material, among the articles selected from daily newspapers based on the topic they deal with, it is noticeable that - given the fact that 2020 was marked by the COVID-19 pandemic that engulfed the media around the world - the number of reports on gender-based violence decreased with the onset of a pandemic compared to the same period in 2018. About two thirds (65%) of the total number of selected and analyzed articles were published in the first quarter of 2020, and another third in the second quarter (35%), which, if March is taken as the beginning of the crisis caused by the pandemic in BiH, indicates a decline in the number of reports on this topic and a visible increase in reports on topics related to health, safety, and the economy.

5.1. Story and authors: Short and in the “crime section”

Almost every other article on gender-based violence against women is not even signed with initials, and only every tenth is signed with the full name of the journalist. Only about half of the analyzed articles were recognized as an original text, i.e., the one signed by the editorial, and one fifth were transferred from news agencies or other media.

reason, as in previous analyses, is that 40 percent of articles are short (up to four paragraphs) and 25 percent long (more than eight paragraphs). In this sense, given that the practice in media production is that journalists do not usually sign very short articles, the presence of such articles indicates that they are small articles in columns such as crime sections that are often prepared by the same journalist signed many times on the same page of a newspaper with several articles.

Looking at most of the observed characteristics, it is possible to notice the difference between the articles singled out in a press clipping based on the topic they deal with and the articles singled out based on two key phrases important for this research, “violence against women” and “domestic violence”. While 25 percent of articles from a press clipping are marked as long (more than eight paragraphs), 60 percent of articles were marked as long based on key phrases in those same print media and 51 percent are long in online media.

The length of an article indicates the space given to this topic, and in combination with the findings of the analysis of other characteristics that follow, it is possible to see patterns that indicate the practice of publishing articles that are so short that they hardly meet the form of basic news, and it seems that they have a purpose to “fill the space” in the newspaper pages.



Figure 1. Excerpts from short articles from four daily newspapers (Dnevni list, 18/03/2020, page 23, Nezavisne novine, 17/02/2020, page 15, Oslobođenje, 20/04/2020, page 15, Dnevni list, 18/03/2020, page 23)

Based on the signed articles, there is almost an equal number of men journalists (15) and women journalists (19) who report on violence against women. Such findings represent a worsening compared to 2018, when every fourth article was not signed. A likely

More than fifty percent of articles - 55 percent to be precise - are original, which refers to those signed by the name or initials of the journalist, which shows an increase compared to both 2016 and 2018. Other articles were either transferred from news agencies or other media, or (23%) did not have indicated author

or the origin of the content - they were not signed by name, initials, nor was it stated that they were transferred from an agency or other media.

OSLOBODENJE • PONEĐJELJAK, 22. JUNI/LIPANJ 2020



I djeca su sve češće žrtve psihičkog i fizičkog nasilja

Žene i djeca su u kandžama nasilja

U Sigurnoj kući su 22 žrtve nasilja u porodici, od čega je devet žena, sedmero djece i šest djevojaka

Piše: **ELDINA ZOLJ-BALENOVIĆ**

Od kraja maja jedina sarajevska Sigurna kuća ponovo prima korisnice. Prijem se vrši u skladu s preporukom Centra za socijalni rad i MUP-a Kantona Sarajeva kao što je predviđen protokolom osadržavanja između Fondacije lokalne demokratije, JU Kantonalni centar za socijalni rad i MUP-a Kantona Sarajeva.

Zaboravljeni

- Prijem je moguće realizovati tokom 24 sata svih sedam dana u sedmi. Osoblje Sigurne kuće nakon smještaja realizuje testiranje na koronavirus u saradnji s Domom zdravlja Kantona Sarajeva, kazala nam je Mubera Hodžić-Lemeš, menadžerica Sigurne kuće Fondacije lokalne demokratije.

Sigurna kuća koja brine o ženama i djeci žrtvama porodičnog nasilja od institucija sistema je u jeku pandemije koronavirusa bila zaboravljena.

- Dobili smo jedan vid podrške, ali nedovoljno za normalno funkcionisanje. Nismo imali kapacitete da primamo nove korisnice jer nismo imali adekvatan prostor za izolatorij, čak smo među posljednjima dobili sredstva za dezinfekciju. Iako smo upozoravali na to da će izolacija i netozičnost uzrokovati povećan broj porodičnog nasilja, nije se na vrijeme reagovalo, dodaje Hodžić-Lemeš.

Nismo imali kapacitete da primamo nove korisnice jer nismo imali adekvatan prostor za izolatorij, kaže Hodžić-Lemeš

Trenutno su u Sigurnoj kući zbrinute 22 žrtve nasilja u porodici, od čega je devet žena, sedmero djece i šest djevojaka. U periodu kada je sigurna kuća bila zatvorena, za prijem novih korisnica i dalje je u funkciji bio SOS telefon koji je bilježio brojne pozive.

- Pozivi su se najčešće odnosili na prijavu psihofizičkog nasilja nad ženama. U pozivima su nam govorili da su konstantno izložene psihološkom nasilju jer su većinu vremena provodile zajedno s nasilnicima s obzirom na tada aktuelne mjere zabrane kretanja. U aprilu smo pratili povećanje broja SOS poziva za 300 posto u odnosu na mart. U maju je došlo je do blagog smanjenja broja SOS poziva, ukupan broj zaprimljenih poziva je za 10 posto manji u odnosu na april.

Kompleksnost

Svi pozivi koje smo zaprimili na SOS telefon koji su se odnosili na prijavu nasilja su kompleksni, specifične veze i teški odnose se na psihološko i fizičko nasilje kojem su izložene ne samo žene već i njihova djeca i drugi članovi porodice koji su prinudjeni da borave 24 sata u istom prostoru, naglasila je Mubera Hodžić-Lemeš.

SOS telefon Sigurne kuće za prijavu nasilja 033 222 000 je otvoren 24 sata, a nasilje se može prijaviti i putem emaila psihološka.podrska@bih.net.ba. Nasilje se može prijaviti i u nadležnoj policiji, gdje će biti zaprimljena prijava i proveden postupak u skladu sa zakonskim mogućnostima.



SOS telefon Sigurne kuće za prijavu nasilja 033 222 000 je otvoren 24 sata

Figure 2. Example of an interview with an expert dedicated to the topic of violence against women (Oslobodjenje, 22/06/2020, page 16.)

About 92 percent of the articles singled out in the press clipping on this topic were in the form of news, while analyses, comments and interviews were exceedingly rare, and there was no journalistic research on this topic in 2020. It is important to point out these indicators on the frequency of journalistic forms in which the topic of gender-based violence is reported,

as analyses, comments and interviews are forms that provide deeper insight into a topic, require more commitment, and take up more space.

Interviews were exceedingly rare (a total of 13 of all 362 analyzed articles). As a journalistic form, an interview is useful for reporting on sensitive topics such as this, where space is given to people relevant to the topic to talk about multiple aspects of a social problem and its solution or could enable people who have struggled with violence to provide details of their experiences for the purpose of educating the public and encouraging action. As in previous research, the rare interviews conducted were with activists or experts in the field.

Given the length of the articles, the most common are the short forms and the lack of original authorial contributions to reports on gender-based violence leads to a general conclusion that remains the same - the media report on this topic briefly and without in-depth analysis and, as data on sources will show, mostly using basic service information from institutions. Seventy percent of the articles were related to events and topics from Bosnia and Herzegovina, and the rest were related to events and topics outside the country or generally reported on the topic (2%).

Focus group respondents agree that the media mostly do not report on gender-based violence as topic but instead report on it through individual cases⁵⁹, and rarely promote the view that violence is a problem of the whole society and that it is not a private matter.⁶⁰

Media coverage of gender-based violence, according to respondents, mainly refers to daily events, individual cases of violence, reporting from conferences and conveying statements by organizations dealing with this topic. There are few texts and articles that approach this social problem as a topic and publish information to better inform citizens and prevent violence, and those who promote specialized support services for survivors of violence, NGOs that provide accommodation in safe houses, free legal aid, and an SOS support line⁶¹. Representatives of the gender mechanism and non-governmental organizations dealing with gender-based violence say that, nevertheless, there has been progress in media coverage of gender-based violence compared to previous years, and that the media are more interested in this topic and their work. They stated that they receive more inquiries, which was especially the case during the pandemic.

⁵⁹ Indicator 27, overall score 13 of 40.

⁶⁰ Indicator 28, overall score 13 of 40.

⁶¹ Indicator 38, overall score 16 of 40.

However, they believe that there still exists a problem of inappropriate reporting, lack of analysis and consultation of experts, bombastic headlines in order to increase number of readers, due to which, as stated by Ljilja Lakić, all codes of ethics are in vain.⁶² The focus group analysis also indicates that the media rarely report on positive examples, and that messages in the media mostly state that protection mechanisms against gender-based violence do not work, which can further discourage a victim.

“It is certain that in some cases there are omissions and as such they should be sanctioned. The role of the media can be to point out certain omissions and to influence adequate actions, but it often happens that the media can do more damage and disrupt the course of the investigation and the process of evidence with inadequate reporting”, stated Fatima Bećirović, from the Gender Center of FBiH.⁶³

5.2. Visualization: No explicit scenes of violence

The photographs accompanying reports of violence against women and girls in BiH generally do not contain unethical details such as explicit scenes of brutal violence and no extremely problematic illustrations of articles were observed, as was the case in previous research, although in only several examples. The descriptions used in the articles, which will be presented in more detail in the case study analysis, provided the smallest details of the brutality, but the photographs did not follow this in the observed period.

The 2018 analysis showed examples where an article on investigation of the murder of a 54-year-old woman from Prijedor area was illustrated with a photograph clearly showing a bloody pillow (a woman died of a brain hemorrhage after beating). There were no such examples in the same observed period in 2020. There were similar examples of bloody scenes of violence in 2016, and the absence of such examples in 2020 may be an indicator of important progress in approaching the visualization of reports on gender-based violence against women and girls in BiH.

The methodology of this analysis included examining photographs accompanying texts on violence against women in BiH: whether the scene of violence was shown, if so, whether it was shown clearly or blurred, whether persons were shown, whether the

accompanying photograph showed a general scene or whether the text was not accompanied by a photograph at all.

2 Dnevni avaz, nedjelja, 1. mart/ožujak 2020. **aktuelno**

ŽIVINICE Nezapamćena porodična tragedija u naselju Ciljuge

Biznismen ubio sina, teško ranio suprugu pa presudio sebi

Mujićnović je pucao u suprugu, koja se spasila skokom s balkona • Komšije u šoku: Nikad se nije čula svađa • Pucnjavu prijavio radnik iz apoteke koju je držao stradalni Admir



Subotnje sunčano jutro donijelo je nezapamćenu porodičnu tragediju u živiničkom naselju Ciljuge. Zijad Mujićnović (54), pod još nerazjašnjenim okolnostima, najprije je iz pištolja pucao u suprugu Zadu (54), a potom je hici- ma usmorio sina Admira (34). Na koncu je presudio sebi.

Najcrnji scenarij
Njegovo i sinovo beživotno tijelo pronašli su službenici Policijske stanice u Živinicama.

Supruga Zada uspjela je izbjeći najcrnji sudbinu skokom s balkona porodične kuće. Nakon ukazane prve pomoći prevezena je u Univerzitetsko-klinički centar u Tuzli, gdje je u toku jučerašnjeg dana operirana i nalazi se van životne opasnosti.

Na mjesto porodične tragedije vrlo brzo je stigao veliki broj komšija, koji su u neverjerci i šoku pratili policijski uviđaj.

Ohranilo sam se u tom dvorištu. Oni su mi kao rod. Nikad nisam čuo njihovu svađu. Zijad je bio sposoban čovjek, biznismen, koji je od povratka iz Njemačke 1994. godine radio dan-noć. U šoku sam – kazao nam je Muhamed Hodžić, prvi komšija porodične Mujićnović.

Na mjestu tragedije za- tekli smo i brata teško povrijeđene Zade. Nije mogao govoriti o mogućim motivima. Preostali članovi porodice Mujićnović,

Stabilno stanje
Zada Mujićnović je u stabilnom stanju. Hospitalizirana je na Klinici za ortopediju i traumatologiju, ima po- vrede desne podlaktice, lijevog koljena i skočnog zgloba – rečeno nam je u Univerzitetsko-kliničkom centru Tuzla.

između ostalih Zijadovi roditelji, bili su u susjednoj kući i pod nadzorom ljekara.

Sin Admir je radio u Poljoprivrednoj apoteci, koju je Zijad prepisao na njega. Bili su nam odlične komšije. Zao nam je zbog svega što im se dogodilo – kazuju komšije s kojima smo razgovarali u naselju Ciljuge.

Prvi pucanj, prema preliminarnim rezultatima istrage, čuo se oko osam sati, a službenici Policijske stanice Živnice o tome su obaviješteni u 8.10 sati.

Policiju je, pretpostavlja se, najvjerovatnije, nazvao radnik iz Poljoprivredne apoteke koja je u vlasništvu porodice Mu- jićnović. Radnik će biti saslušan u službenim prostorijama.

Svi svjedoci
Uviđaj su obavljali službenici kriminalističke policije pod nadzorom dežurnog kantonalnog tužioca.

Još ništa ne možemo govoriti o eventualnim motivima. Prikupljeni su određeni materijalni dokazi i bit će saslušani svjedoci – kazao je Admir Armanović, portparol Tužilaštva TK. Ciljuge su ostale u tuzi i šoku. Mujićnovići su slo- viši za uzornu i dobrosto- jeću porodicu. Niko od onih s kojima smo razgo- varali nije mogao ni naslutiti ovakav krvavi scenarij.

E. SKOKIĆ

Porodična kuća Mujićnovića: Šta se dogodilo

Policija tek utvrđuje motive

Figure 3. Example of posting photos that reveal details about the exact location where the domestic violence took place (Dnevni avaz, 01/03/2020, page 2.)

Publication of text and photos in the media should be done in accordance with the public interest defined by the Press and Online Media Code in BiH as a procedure or information intended to assist the public in making personal opinions and decisions on issues and events. In order to inform the public, journalists should be careful and at the same time respect the privacy and security of those they write about, and they should avoid sensationalism in particular. A photo with an article, in a newspaper or on an online medium, visually supports and complements the text. Just as a text should respect ethical and professional standards, so should a photograph. In addition to attracting the attention of readers, photography also provides information, and therefore what it shows and whether it complies with the standards is important. Topics involving personal tragedies should be treated with consideration, and affected individuals should be approached discreetly.

⁶² Ljilja Lukić, Lara Foundation, answers from the questionnaire.

⁶³ Fatima Bećirović, project coordinator, Gender Center FBiH, answers from the questionnaire.

Napad na reprezentativke Bosne i Hercegovine u karateu, 18- godišnje sestre Emu i Enu Selman, uznemirio je kako bh. javnost tako i cijeli region. U jeku borbe protiv nasilja nad ženama, Adel Vučkić iz Ključa brutalno je pretukao sestre. Policija je brzo reagirala i privela mlađica.

Nasilničko ponašanje

- On je lišen slobode i nad njim je zavedena kriminalistička obrada. O svemu je upoznat tužilac, a uhapšeni je osumnjičen za krivično djelo nasilničko ponašanje - kazala je Snježana Galić, portparol MUP-a Unsko-sanskog kantona.

Vijest o napadu koji se desio u noći između petka i subote na svom Facebook profilu objavila je Ema Selman. Sestre su talentirane reprezentativke koje su Bosni i Hercegovini donijele brojne medalje



Ema je na Facebooku objavila fotografije na kojima se vide modrice

s međunarodnih takmičenja.

Ema Selman je na svom profilu pojasnila šta se desilo, a priložila je fotogra-

fije na kojima se vide modrice i podlivi na njenom licu.

- Želim svima javno da kažem o situaciji o kojoj su

upoznati mnogi građani Ključa. Desilo se sinoć u ponoć (petak na subotu) da je na moja vrata pokušala vidno pijana osoba i

ušla mi u stan kako bi mene i moju sestru istukla i fizički zlostavljala. Adel Vučkić je izvršio nasilje na meni. Ja sam žrtva nasilja jedne pijanice. Nije me sramota, ovo nije moje poniženje, već njega i njegove porodice. Ne znam na koji nivo može muškarac spasti da udari žensko. Adele Vučkiću, ovo mene ne boli, ja se ne stidim. Ti si taj koji se treba stidjeti - napisala je Ema Selman.

Podrška građana

Dodala je kako joj je dosta nasilja nad ženama te poručila da neće šutjeti.

- Mi imamo svoja prava. Predlažem svim ženama da nikad ne trebaju šutjeti nad nasiljem! Dosta, ljudi, pisanja o situaciji koja je bila ovim



Adel Vučkić

Figure 4. Example from Dnevni avaz (girls who were attacked shared photos of bruises themselves) Dnevni avaz, 18/06/2020, page 17.

Every other illustration of articles in 2020 was marked as “general” which means that photographs such as the buildings of the institutions mentioned, the police in the field or the city and the street where something happened were used. In that sense, there were reports that jeopardized the privacy of persons who suffered violence, but it was usually a case that was very public and where even the details about the identity of family members in which the violence took place were published.

Such an example is the publication of details about the case from Živinice from March 2020, where the identities of family members were published, as well as photos of the house in which they lived, details about their private and business life, as well as comments from neighbors and acquaintances. As it is a small town and it was a murder, suicide and wounding case, details of which were given in reports in many media, the internet search remains permanently available with details that violate the privacy of the woman who survived the violence. More on privacy protection is given in the next part of this analysis where it will be explained why it is important to protect the identity of people facing violence.

About 15 percent of the articles include a published photo of a woman or girl who has suffered violence, and these are mostly clear photos of their faces. Some of these photos refer to cases already widely known to the public, such as the 2007 abduction of a three-year-old British girl Madeleine McCann with new information about her alleged death and the suspect in her disappearance, or a case reported as a femicide

of Lana Bijedić in Mostar, as well as femicide of Irma Forić from Sarajevo.

Although photographs of the faces of women and girls facing violence were reported, these photographs did not depict violence against them but were intended to reveal the identity and appearance of persons. Photographs of the visible consequences of violence were rarely posted, as in the case of two sisters who trained karate who posted photos of their faces on social media showing bruises, who wanted to go public on purpose to name the person they claimed beat them in their apartment, but also to call for end of silence about violence. About 14 percent of the analyzed articles were not accompanied by photographs, and they were mostly articles in the form of very short news, a practice that was present in both 2016 and 2018.

About five percent of all articles included a photograph of a perpetrator or a victim of violence which was blurred, which is considered to be an example of good practice to protect the identity and prevent further stigmatization or cause danger and other consequences for the lives of those who suffered violence. As an indicator of progress in media coverage of violence against women, especially girls, it can be noted that no examples were detected, as in previous research, where the identity of a person who suffered violence was indirectly revealed through the publication of a photo. This is particularly important to point out since during the first six months of 2020, there were about a quarter of articles on the topic of sexual abuse of minors.

Examples of blurred photographs indicate the existence of awareness of elementary ethics, but examples of indirect and direct identity disclosure in other reports suggest that further work is needed in this segment to achieve a level of reporting that does not in any way jeopardize those facing violence.

As in previous years, the practice of publishing the full identity and photos of women who were killed is noticeable, which suggests that in case of death, such a violation of privacy is acceptable to the media, regardless of the dignity of those persons and the privacy of their families.

The use of photographs showing the face of a woman who has been abused is a clear identification of that person, which is sensitive in cases of violence. It does not serve the public interest and usually does not serve the interest of the investigation of the case, especially if it is a case that has just happened and about which the media write based on eyewitness statements, where police sources confirm that they cannot disclose details to the public.

Respondents said that there had been an improvement in reporting on gender-based violence and that it was rare to see disclosure of the identity of a minor directly. However, they stated there was a problem with various aspects of media reporting, including the portrayal of brutal scenes of violence in reporting on gender-based violence⁶⁴ and revealing the identities of the victim and perpetrator, including photographs.⁶⁵ One participant also stated that stereotypes about women were strengthened through general illustrations used in media reporting on gender-based violence. They mostly depicted helpless women, “with their hands over their faces, with bruises, squatting in a corner.” Such illustrations, he said, indicated helplessness. “I’ve never seen anyone put a picture of an empowered woman, share a positive story, how she succeeded,” he said.⁶⁶

5.3. Type of violence: Sexual violence is dominant

The media in BiH mostly report on sexual and physical violence against women and girls, while other types of violence are neglected. About 40 percent of all reports during the first half of 2020 were about sexual violence against women and girls, and about 25 percent of all reports in articles singled out through press clippings were about sexual abuse of minors.

⁶⁴ Indicator 33, overall score 9 of 40.

⁶⁵ Indicators 29 and 30, scores - 18 and 15 of 40.

⁶⁶ The participant wishes to remain anonymous.

It is important to note the most common topics of articles that gain attention, time, work, and publication among media reports on violence against women and domestic violence. The topics that are most often represented will show what the media recognize as violence against women in everyday work and whether only the most brutal cases of physical violence or other forms of violence against women as well find their way to the public. As the most common topic, in terms of forms of violence against women, the 2020 analysis showed sexual violence, which is a change compared to the previous two studies where physical violence was more prevalent.

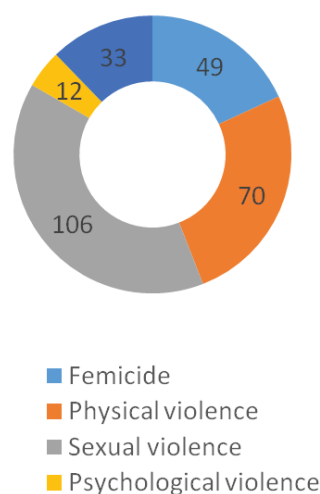


Figure 5. Type of reported violence in the media in 2020 (press clipping)

The topic was most often marked as general in the articles that were searched by key phrases related to violence against women and domestic violence, which was the initial premise for creating a specific methodology for this analysis. In 75 percent of these articles, the topic was marked as “violence in general”, which means that the mentioned phrases were “violence against women” and “domestic violence”, but that the article did not talk about specific cases, but instead those were articles, for example, on policies in this field, event reports from organizations working to combat the problem, or reports on judicial and police statistics.

As explained in the methodology: violence against women or domestic violence is mentioned as a term, a social problem; the topic is, for example, statistics or activity in the NGO sector, but the article is not thematically related to any specific case or form of violence. Considering the articles from the press clippings - those specifically selected for the content and topic of violence against women - the analysis showed

that they mostly did not contain these key phrases or name incidents and crimes with its full name. Only 12 percent of media reports in daily newspapers referred to violence against women and domestic violence, and when that happened, they were usually reports from the non-governmental sector, institutions, or announcements from international organizations.

While in the previous two research it appeared in several examples, no article on economic violence was found in four daily newspapers in the first half of 2020, out of a total of 362 analyzed. Of these, only 12 were reports that dealt with psychological violence in some way, such as cases of verbal threats, stalking and persecution, and only one article explained and mentioned “emotional violence” and this was a specific topic from showbiz, that is, from the life of the famous American singer Selena Gomez.

Respondents agree that the media rarely report on all forms of gender-based violence (psychological, economic, and not just physical).⁶⁷

Such findings indicate that physical forms of violence against women are represented in newspaper articles and recognized as a problem, but that there are very few articles on other forms of violence. The possible cause of this is certainly that more physical and sexual violence is reported, that the police and the judiciary issue statements about it, while other forms of violence are still not recognized as relevant in BiH society.

5.4. Article topic: Concrete events without a broader context

The vast majority of media reports on violence against women and girls are examples of concrete violence that had taken place - as previous data have shown, most often sexual and physical.

As the findings from the beginning of this report showed, two-thirds of all articles covered by this analysis were published in the first three months, and the rest in the next three months during the pandemic. This data indicates a decline in interest in topics related to gender-based violence, as the absolute priority was taken by topics related to health, pandemic, and economy in times of crisis. It is thus indicative that a new specialized daily column “Pandemic” appeared in Dnevni Avaz, in which, among other things, articles on gender-based violence were published, which from April to June were often placed in the context of pandemics and restrictions on movement, as well as

new dangers that such a situation brought to people who are exposed to domestic violence.

Of the total number of all analyzed articles, both those separated by topic and those separated by key phrases (362), 12 percent referred to gender-based violence during the pandemic, i.e., a total of 45 articles. Considering that most of them were published from April to June, when a third of all articles were published, it may be concluded that almost every other article in this period was about how the increase in violence during the pandemic occurred, how safe houses functioned, and about increased risk of violence due to the stressful situation, but there were also articles that showed global statistics and warnings shared by international organizations and agencies working in the field of combating violence against women and the fight for human rights.

The work of institutions in the field of responding to violence had rarely been written about without the context of a pandemic, and during these months the publication of SOS hotlines to which violence can be reported was noticed - specifically in two articles in daily newspapers and four times in articles on online media.

Representatives of gender mechanisms and NGOs said that the media were particularly interested in gender-based violence during the pandemic, sending interview inquiries and seeking statistics.⁶⁸ This interest came after the global media published data that there had been increase in violence against women during the pandemic.⁶⁹

However, Danijela Huremović, head of the Safe House at the ViveŽene Association of Citizens, also links this type of reporting to sensationalism and bombastic headlines in which the media reported that there had been a drastic increase in violence during the pandemic, although there were no comprehensive reports with data for Bosnia and Herzegovina. Partial data, such as statements from NGOs or the police, were taken as indicators for the whole of BiH.⁷⁰ Although, according to Bećirović, the recorded number of people who were abused in 2020 increased by 20 percent compared to 2019, in some safe houses it was lower.

⁶⁸ Danijela Huremović, head of the Safe House, Association of Citizens “ViveŽene”, focus group, February 25, 2021.

⁶⁹ Marija Arnautovic, journalist, focus group February 24, 2021.

⁷⁰ Ibid.

⁶⁷ Indicator 33, overall score 15 of 40

5.5. Sources: Information mainly come from the judiciary and police

In order to examine who provides information on topics of violence against women in the articles selected for analysis, we analyzed the sources of the information for the articles. The representation of a source of information shows how much focus is placed on it, i.e., how prominent and close to the readers it is. In addition, the aim was to see how many official sources were represented in these articles in relation to unofficial ones.

Four sections were selected for the purpose of determining this element: the first source, the second source, the third source and more than three sources. The source of information could be: person who faced, perpetrator of violence, family of the person who faced, perpetrator's family, witness of the violence (neighbor or passer-by), the police, judiciary, or the court), expert (sociologist, psychologist, social worker), NGO activist or expert in the field, public figure or an anonymous person.

It was also examined whether the identities of the main actors (the person who faced and the perpetrator) had been disclosed or protected, as well as whether details from their private lives that were relevant to the case of violence had been revealed in order to be able to influence misunderstandings or excuse the violence.

Nearly 30 percent of articles had a judicial institution, court, or prosecutor's office as a primary source of information, usually in the form of a statement or published indictment or a statement by an institution's spokesperson. Such statements are very often in line with common practices of disclosing a minimum of information to the public, especially in ongoing cases. A minimum of often scanty information, is used to create content on these topics, and, in the case of longer articles, various unofficial information is often added, with the most impressive statements being those of relatives and neighbors shocked by the violence.

There were exceedingly rare occasions in which women who had suffered violence had a voice and in which, under the protection of identity, they had the opportunity to talk about their experiences and thus both the media and themselves contributed to greater visibility of this problem and indicated ways to report violence and what was the system's response to it.

In addition to the rare appearance of a person who had been abused, the perpetrators of violence rarely appeared and had an opportunity to speak. The

previous two research looked at the role of actors differently compared to the current research, and it is not possible to make a clear comparison, but in the 2020 research it is possible to determine more precisely who provides the information on which an article was based.

Respondents believed that the media had used less credible sources less often when reporting about gender-based violence⁷¹, but also rarely consulted experts in the field. However, they said that there had been an increased media interest in reporting on gender-based violence, and that journalists were more likely to contact NGOs and gender mechanisms. Respondents, as already mentioned, pointed out that it had been more difficult for journalists to access credible sources, especially data from judicial institutions.

5.6. Privacy

The part of the analysis that referred to privacy, i.e., revealing the identity of a person against whom the violence had been committed and the person who had been the perpetrator of violence, showed that if it had been revealed, it was more often the identity of the perpetrator. This corresponds to some extent with the findings of previous research.

Of all the articles covered by this analysis, 30 percent did not have clearly identifiable actors such as the victim and the perpetrator, but instead statistics or a police report were used or the topic spoke about the violence in general. If we take a look at only a part of the articles selected by topic (270 from press clipings), the results are different and show that there were no clearly marked actors in 15 percent of media reports, and among those articles were police reports of violence without pointing to individual cases or articles, which at the time of a pandemic warned of new dangers faced by persons potentially exposed to perpetrators of violence, especially if they were forced to stay between four walls due to prescribed measures.

The findings of the research show that the media rarely directly reveal the identity of persons who had been abused, but that indirect identification of their identity through the detection of the identity of the perpetrator, who is often an intimate partner or family member, is still present. It is especially important to emphasize that, given the substantial number of media reports on sexual violence against minors (a quarter of articles in 2020), the identity of the girl in question was revealed in exceedingly rare cases, but

⁷¹ Indicator 36, overall rating 13 of 40).

also in an inconsistent manner. One such case was the abduction of a girl in Serbia whose identity was originally revealed in the presence of her parents in the media because the search for her continued. Since the girl's identity had already been widely known in the region, there were articles in the BiH media that published her identity at the beginning of the reporting, but changed their practice over time. Thus, reports at the beginning of the year, when much was written about the case, revealed the identity of the girl, and in the later months when the kidnapper's trial started, the girl was no longer named in the articles.

Compared to the 2016 and 2018 research, there was no highly problematic or immediate identity disclosure like in the previous case of the identity of a man who sexually abused his granddaughter in a small town in BiH, where it was very easy to conclude who the girl that suffered violence was.

As a rule, the names of persons involved in a crime, including violence against women, can only be published when official bodies such as the police or the judiciary have disclosed their identities, - ethically – not even then in all cases. Sometimes journalists and editors need to assess between the right to publish, the public interest and the impact of the published information on the life and reputation of other people involved in the story. Although the solution to such dilemmas is not always the same and cannot rely solely on the basic rules of the right to publish information, often the names of perpetrators, women, and girls who have suffered violence are found in articles that are not primarily intended to act preventively or educationally. Even when perpetrators are sentenced to prison terms, and information on their sentences come from the courts, this does not mean that it is safe to publish information about the identity of a perpetrator of violence, precisely because of the further possibility of identifying the person who suffered violence. This is especially not good at a time of daily and frequent use of the Internet where all information published in the media remain permanently available in search.

The Code of Honor requires journalists not to publish information that would harm someone's reputation, but specific cases such as violence against women have not been regulated by any special rules so far, and it remains upon journalists and editors to assess this in terms of information to be published.

Publishing the names of people who have suffered violence is not easy for those people because it can open many unwanted questions in the media and the public that are not constructive and do not contribute to solving the problem but could instead contribute to possible additional stigmatization. The BiH Press and Online Media Code instructs journalists not to interfere with someone's private life, unless such interference is necessary in the public interest. Topics involving personal tragedies must be treated with consideration, and affected individuals must be approached discreetly and with compassion.⁷²

Respondents agreed that there had been some progress in reporting on gender-based violence and that it was rare for the media to directly reveal a minor's identity. However, as stated by Fatima Bećirović, it had happened that the identity of a parent had been published, through which the identity of the child was clearly indicated.⁷³

⁷² Article 9 - BiH Press and Online Media Code. Available at: https://www.vzs.ba/index.php?option=com_content&view=article&id=218&Itemid=9

⁷³ Fatima Bećirović, project coordinator, Gender Center FBiH, answers from the questionnaire.

5.7. Filling in the pages of the crime section or a social problem?

Only one-fifth of articles about violence against women and girls in the first six months of 2020 contain a reference to that term as a name for a social problem that needs to be recognized and for which there is a systemic response. Most of these articles, on the other hand, were about the work of institutions or they were reports on the activities of non-governmental organizations, on various campaigns or in general about that field. Such data represents little progress compared to the 2018 research, but the practice is still far from ideal in which it should be a rule that specific cases of violence are placed in the context of a social problem and a criminal offense that has its own name.

Other articles were mostly about specific cases of violence against women (most often sexual or physical) that did not contain the terms “violence against women” and “domestic violence” and did not link, for example, the news that a woman had suffered the blows of her husband with mention that it was a social problem that had its own name.

In the search using key phrases, there was more emphasis on violence against women as a social problem, but that was why - as explained in the description of the topic - it was mostly articles that were thematically classified in the category of “general” (83 percent). Nevertheless, there were examples where a specific case of violence was placed in the context of a social problem. One such example was an article about two sisters who trained karate who posted photos of bruises on their faces on their social network profiles and publicly called out a young man who allegedly committed violence against them, and the media reported that.



Photo: UN Women/Antoine Tardy

6

THE CASE STUDIES

Cases and topics related to violence against women and girls, which attracted special attention of the media and the general public in 2020, were analyzed in order to present certain findings explained earlier in this report and to show how the media report on this topic.

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Figure 6. Violence during the pandemic (Nezavisne novine, 13/04/2020, page 9)

Below is the analysis of four cases and topics concerning violence against women and girls published in the period from January 1st to June 30th 2020. These cases include reporting on:

- increased gender-based violence against women and domestic violence due to the COVID-19 pandemic;
- sexual violence against minors in BiH;
- death of Lana Bijedić;
- murder of Irma Forić.

6.1. Increased gender-based violence due to the pandemic

Topic summary: With the declaration of the outbreak of the pandemic in Europe, many countries have imposed measures banning the movement of citizens, some even at the beginning by ordering a strict ban on leaving the place of residence. The measures in Bosnia and Herzegovina followed most Western European countries, and so measures restricting movement were also copied. A few weeks after the proclamation of the pandemic, there was intensive coverage of the number of infected, sick and dead in large Western European countries, and the media began to cover a wider range of topics related to the pandemic and the impact of the new situation on citizens. Thus, the first articles and statements of foreign officials appeared in March, as well as messages from activist organizations, stating that the introduced “lockdown” has extremely negative consequences for people living in a violent environment, but also that increased stress and financial difficulties pose a risk to incite violence within closed homes.⁷⁴ For this reason, international organizations, and activists in this field in European countries have drawn attention to the different ways in which women and girls who find themselves in a situation of violence can report violence and seek help. Some of these initiatives were code words that, for example, made it possible to report violence in pharmacies.⁷⁵ In addition to such reports, there were data that sought to alert institutions and society to pay attention to increased violence during bans of movement and to respond and prevent or report violence. Such messages of concern quickly spread to the BiH context in the weeks that followed, and domestic NGOs used the media statements to draw attention

⁷⁴ Buka. April 6, 2020. UN chief: Domestic violence in the world has risen alarmingly. Available at: <https://www.6yka.com/novosti/sef-un-a-zastrasuje-je-porasto-porodico-nasil-je-u-svijetu>

⁷⁵ J.L. Click. March 23, 2020. The Spaniards took care of the victims of domestic violence who were in home isolation. Available at: <https://www.klix.ba/vijesti/svijet/spanci-se-pobrinuli-za-zrtve-porodico-nasilja-koji-su-kucnoj-izolaciji/200323149>

to the domestic violence taking place in BiH and to mechanisms to help women and girls who needed them.

How the media presented the case: The first news on gender-based violence in the context of the pandemic and the ban on movement published in the BiH media, observed in this research, came on March 17, 2020, stating that “Spaniards took care of victims of domestic violence who were isolated” and explained how women could ask for help. Giving an easily recognizable context that “all that is required of millions of people around the world in recent days is to stay at home” and asking “what about those for whom a home is not the safest place” the article pointed to widespread domestic violence. It also stated that the authorities in the Canary Islands had launched a campaign where “women in danger could go to a pharmacy and say the words Mascarilla-19 or Mask-19 in English, in order to warn the staff that they need help.” In the days that followed, dozens of media reports were about how violence in isolation was on the rise and how women and children were in danger.

International human rights organizations issued warning statements about the need to help women and girls, followed by data from BiH safe houses showing that the number of calls reporting violence had increased. Statements also came from police structures, and so at the beginning of May, a spokesman for the Ministry of the Interior of the Hercegovina-Neretva Canton told Hercegovina.info that according to available data, domestic violence had increased by almost 50 percent compared to the same period a year earlier.⁷⁶ Buka announced that the United Women Foundation in Banja Luka warned that in conditions when the population was focused on isolation and restriction of movement, the danger of violence against women and children was growing.⁷⁷ The problem of the increase in violence against women during isolation measures was also highlighted in reports on BiH television news programs. On May 7th two articles were broadcast in one of the most watched news programs in BiH, on FTV⁷⁸, - one that gave a global aspect of the topic and the other that

showed a woman from a safe house in BiH. During the observed period, which included the first months of the pandemic, RTRS and BN television reported on the improvement of legislation in the field of domestic violence.⁷⁹ Some of the observed news programs on N1 were specialized thematic segments⁸⁰ that opened the topic of domestic violence during the pandemic where experts in the field were consulted and spoke about it and stressed that at a time when everyone spent more time in the family circle, it could be risky in those situations where domestic violence occurs and spoke about how and where it was possible to report violence.

Who are the most common actors/sources: The information and the entire topic were initially covered in the BiH media based on what had been published by foreign media, stated by international officials, or published by international organizations, and consequently by domestic non-governmental organizations. Although there had been dozens of media reports on the topic in the second quarter of the year, most of them remained at the level of warnings from the NGO sector and presentation of prepared statistics and reports of institutions, and no real examples were found nor a step towards reporting, analytical or research work that would have really shown the public that the violence that was happening could have been in the immediate vicinity of each of us and, more importantly, how to recognize it and react to it quickly. An SOS hotline number for reporting violence was found in an article in April in Nezavisne novine and in an article in Oslobođenje in May. Klix portal announced such contacts a total of three times in February, March, and May, and Buka once in March. It is certainly possible that contacts for reporting domestic violence had been published several times in these media in the observed period, but the material collected for this analysis presented these six occasions.

Context/emphasis on gender-based violence: Articles that deal with the increase in gender-based violence against women and girls in BiH during the pandemic (i.e., the first six months of 2020), emphasized this social problem and pointed out the dangers it brought, which was recognized as very positive. What is missing in the thematic reporting are reviews of examples and personal stories that would further bring this

⁷⁶ Hercegovina.info. May 9, 2020 DURING THE PANDEMIC Domestic violence in HNC increased by almost 50 percent. Available at: <https://www.hercegovina.info/vijesti/mostar/u-vrijeme-pandemije-obiteljsko-nasilje-u-hnz-porasio-za-gotovo-50-posto/185051/>

⁷⁷ Buka.com. March 24, 2020 Domestic violence increased by 30% during isolation due to the epidemic. Available at: <https://6yka.com/novosti/u-vrijeme-izolacije-raste-opasnost-od-nasilja-prema-zenama-i-djeci>

⁷⁸ Dnevnik 2 FTV - 7.5.2020. from 21:21 to 26:40. Available at: <https://www.youtube.com/watch?v=GB33Ve2zUmk>

⁷⁹ RTRS Dnevnik - June 26, 2020. Available at: <https://www.youtube.com/watch?v=EsElqvjvMQw>

⁸⁰ Dan uživo N1 - April 4, 2020. - Available at: <https://ba.n1info.com/video/info/a427868-gosce-n1-nasilje-nad-zenama-u-doba-pandemije/> and Novi dan N1 - 28.4.2020. Available at: <https://ba.n1info.com/video/info/a429277-gosce-n1-nasilje-nad-zenama-u-porastu/>

problem closer to the public. When there is a described problem and mechanisms for responding to it, such as safe houses or the police, real-life examples are missing in the same context, and reporting is largely reduced to figures and expert statements, while actual examples of violence remain on the pages of the crime section. One example that had all aspects was a report published by the Buka portal where the author, who was also the project coordinator of the United Women Foundation, shared the experiences of individual safe house users while protecting their identities, in order to bring the idea of reporting violence closer to the readers. At the same time, the article reminded of the existing perilous situation and that there were suspicions coming from “service providers that women are under the supervision of perpetrators and that in isolation, they do not communicate with people from the social environment who are their support and encouragement to seek help”.⁸¹ Despite these warnings from the NGO sector, there was a lack of stronger and more proactive action by the media in asking questions about access to protection services for those who needed it.

Privacy issue: Had there been more reports of specific examples of violence in the context of a story about the dangers of the spread of violence during a pandemic and those facing violence, the issue of respect for privacy in specific cases could have been better considered. The above example can serve as a good way to approach the protection of the identity of a person who speaks about personal experiences of violence.

The most common narratives among users: The reviewed articles in online media on violence against women during the pandemic did not attract a large number of reactions in user comments. Of the 12 articles (Klix.ba, Buka.ba, Hercegovina.info) that talked about violence against women during the pandemic, most had between one and ten comments, which may indicate that this topic was not attractive enough to the public⁸², and only one article from Buka was shared on Facebook. However, the article on Klix.ba “Domestic violence in the age of the Corona: Victims are trapped, SOS telephones in

BiH are hot”⁸³, had 128 comments probably due to the title and the inadequate, sensationalist use of the term “hot” for SOS phones. Although the comments do not pose as a representative sample for analyzing the audience’s reaction to gender-based violence during the pandemic, it is nevertheless possible to single out several dominant narratives. The first is the criticism that such forms of assistance are directed only at women, and ignore violence against men. Such comments are mostly written humorously and emphasize stereotypes about women who constantly resent their husbands, and humorous remarks about a marriage in which men have to listen to women all the time. Another dominant narrative is one that insinuates that women themselves are guilty of violence because they are “stupid” and because they marry men with fancy cars (to show-off in front of their colleagues). Commentators also advised women to be careful who they have sex with when they are very young and to do what their husbands want them to do to avoid violence. Only a small number of comments stated that cases of gender-based violence were not prosecuted, but also criticized and even ridiculed the work of safe houses. The comments did not call for violence, but suggested a relativization of the problem of gender-based violence against women during a pandemic and insinuated that women themselves were to blame for the violence they experienced.

6.2. Sexual violence against minors

Topic summary: Violence against minors, especially sexual, was frequent in the first six months of 2020, and as such was noticeable compared to the 2016 and 2018 analyses. In the observed period of six months, several similar cases of interest to the media had occurred, including cases of sexual harassment of female minors at school, cases of sexual violence and domestic abuse, as well as cases of sexual harassment on the Internet. In general, such topics were reported as a very negative phenomenon in society and as indicators of alarming trends. The increased interest of the media in reporting on specific examples of sexual violence against minors, judging by the sources and topics from the analysis, could be contributed to the fact that institutions working in response to violence engaged in specific cases and provided the media

⁸¹ Buka.com. October 3, 2020 When a house is not home! Available at: <https://www.6yka.com/novosti/covid-19-kada-kuca-nije-dom>

⁸² Some articles on Klix have hundreds of comments, especially those about political affairs.

⁸³ Klix.ba. June 5, 2020 Domestic violence at the time of the Corona: Victims are trapped, SOS telephones in BiH are hot. Available at: <https://www.klix.ba/vijesti/bih/porodicno-nasilje-u-doba-korone-zrtve-su-u-zamci-sos-telefonu-u-bih-se-usijali/200506076>



Figure 7. Example of an article on sexual violence against a minor (Dnevni list, 10/02/2020, page 14.)

with information they considered important, which the media had asked for themselves, often in the form of short news items that were recorded in media reports as new publications. In the observed period, there were also verdicts or considerable progress in the processing of cases of violence against minors from the previous year, so this increased the number of reports on this topic. Examples of sexual violence against minors, which will be mentioned below, have shown worrying examples where girls had been raped or sold for sex by close family members, including fathers, mothers and grandmothers, and such crimes involved acquaintances, relatives, and teachers.

How had the media presented the case: In the six months observed, among 270 articles selected from four daily newspapers based on a recognized topic of violence against women and girls, a total of 72 were related to violence against minors, which were almost exclusively examples of sexual violence. This data means that about a quarter of all articles from press clippings referred to underage women, which may indicate a frequency of violence that had not been recorded in the previous two analyses. Some of the cases reported between January-June 2020 were the abduction and search and return of a 12-year-old girl in Serbia in late December last year, as well as the trial against the kidnapper.⁸⁴ Initially, details were published about how the girl got into a car at the urging of the kidnapper and how she was forced to live with him in hideouts in several locations for the next ten days. Although there was no specificity about all

the ways in which she was tortured, everything was put in the context that he was a pedophile. Another case that was frequently reported during the first six months of 2020 was a case of sexual intercourse with a minor committed by the intimate partner of the girl's mother who did not oppose it or protect her. It was reported as a shocking case for the public, and it was a reported rape of a 13-year-old girl in Banja Luka, in which a 24-year-old man and a 39-year-old mother of the girl allegedly participated. The identities of all actors in this case were protected in all analyzed articles, which shows that the protection of the identity and dignity of the person who suffered violence was generally taken into account, especially because it was about a minor. Another case happened in Prnjavor, where a businessman was arrested for raping a 16-year-old girl, which the media reported happened at a weekend house near the city and that he was the owner of two companies, without details about the minor, except for allegations that these were people who were related but not blood-related. There was also a report from Šipovo where a 64-year-old woman sex-trafficked an 11-year-old granddaughter with an acquaintance in the case of a "sexual intercourse" with a minor⁸⁵. The term "sexual intercourse" is a legal term in this case, but in reality, it can be understood as a bad choice of words because it sounds like mitigating the act of rape. The media use such terminology, which may result in insufficiently emphasized brutality of a crime of violence against women and girls.

Most of the reported cases of violence against minors in BiH, and the approach to topics and details, lead to a conclusion that there exists certain sensitivity towards persons who have suffered violence. However, in some cases from around the world it is possible to notice a lack of such sensibility. For example, in one case from India many details were given about a rape of a minor, and in the case of a celebrity, Jeffrey Epstein, there were even examples where he stated that he "brought girls (djevojka) as young as 11 or 12 years old".⁸⁶ This is another example of poor word choice, as "girl" (djevojke) refers to maturity, but the word "little girl" (djevojčica) is usually used for a child of that age. As individual cases were not reported frequently as a theme, but based on brief information from the prosecution or the police, no major reports were observed in television news programs on some

⁸⁵ Oslobođenje, February 26, 2020. She brought her granddaughter to an acquaintance to have sexual intercourse with.

⁸⁶ Nezavisne novine, January 17, 2020, Epstein also abused 11-year-old girls.

⁸⁴ Nezavisne novine, January 6, 2020. Monica's kidnapper caught in the cemetery.

of the key dates related to individual cases. If there were any contributions, they were in accordance with respect for the identity protection of a minor, mostly in the manner reported by the institutions.⁸⁷

Who were the most common actors/sources: The most common information on cases of sexual violence against minors came from judicial and police structures, or there were no clearly identified sources. In the case of the abduction of the girl from Serbia, her family members provided information in some articles, but this case was an exception due to the level of exposure in the general public in terms of revealing the identity and participation of the family in public space, in connection with violence. Neither the girl who suffered violence nor the perpetrator were in any case a source of information, nor were they directly interviewed. Experts such as doctors were also rarely consulted, but in some cases, there were statements by NGO activists in the field of action in response to violence.

Context/emphasis on gender-based violence: Only one article mentioned the phrase “domestic violence” because it was about allegations from judicial institutions where the legal qualification of the act of sex trafficking of a minor girl was given. It was a case from Šipovo where a grandmother sex trafficked her 11-year-old granddaughter with an acquaintance, as some media reports described: an older man who was allegedly known in his environment for being often in the company of minors or young girls. Other analyzed articles dealing with a specific case of violence against minors did not provide a broader context for gender-based violence against women and girls, nor for domestic violence in cases where the perpetrators were family members.

Privacy issue: Most of these reports did not name persons who had suffered violence and generally in terms of protecting the identity of a woman or a girl who faced violence, progress was noted in this analysis. Unlike in previous analyses, in 2020, no example was recorded where the identity of a woman or a girl had been indirectly revealed through the discovery of the identity of the perpetrator who was a member of the immediate family. However, in some cases, a minor had been named, as in the case of disappearance of a 12-year-old girl from Serbia in late December 2019, which was intensively reported in the months that followed, after she was found ten days later. Although it is possible to find many details about her abduction, finding, prosecuting her abductor, as well as what happened to her, many of the articles in

the observed media protected her identity, especially a few months after it all happened. Some reports even stated that specifics of the criminal offense had not been reported for the protection of the girl, and such allegations lead to a conclusion that the media transmitted information provided by the competent institutions and that they did not remind the public of already known details.

The most common narratives among users: Articles on online media about sexual violence against minors did not have a large number of audience reactions and comments.⁸⁸ It is also noticeable that some media did not post such articles on their social networks, which may indicate a positive practice, and in two cases it was noted that the comments below the articles (Dnevni Avaz and Al Jazeera Balkans) were removed. The most present type of narrative in user comments is a call for the execution of the perpetrator of violence, often very explicitly - a call, for example, to put a person in an electric chair and execute that person or to exact the revenge in kind over the perpetrator given that the BiH judiciary was not doing its job. The second most common narrative was the insinuation that the girls themselves were guilty and that they had asked for it. So, for example, many comments below the article on extended detention for men who forced underage waitresses into prostitution shifted the blame onto the girls and even their parents.⁸⁹ The article that had 45 comments on Facebook was about the Cantonal Court in Sarajevo acquitting Anis Dikonja of raping a minor girl.⁹⁰ In addition to the call for physical violence against Dikonja, the comments also criticized the fact that the girl had reported the rape only after four months, which led the commentators to insinuate that the girl had staged the whole case. In addition, the comments below some articles indicate that the audience also puts these cases in an ethno-national context. Thus, the comments on the two reported cases of child abuse in Laktaši and Prnjavor indicated that the same persons “committed aggression against BiH” and committed genocide.⁹¹

⁸⁸ Articles are selected through a search by key terms on online media.

⁸⁹ Klix.ba. September 6, 2020. Available at: <https://www.klix.ba/vijesti/crna-hronika/predlozen-pritvor-za-muskarce-koji-su-maloljetne-konobarice-tjerali-na-prostituciju/200609039>

⁹⁰ Avaz.ba. January 28, 2020. Available at: <https://avaz.ba/vijesti/crna-hronika/545101/anis-dikonja-osloboden-optuzbi-za-silovanje-maloljetnice>

⁹¹ Klix.ba. February 7, 2020. Shocking cases of sexual abuse of children in Laktaši and Prnjavor. Available at: <https://www.klix.ba/vijesti/crna-hronika/sokantni-slucajevi-seksualnog-zlostavljanja-djece-u-laktasima-i-prnjavoru/200207059>

⁸⁷ E.g.: Dnevnik 2 (news show)— RTVBN, February 10, 2020. From 14:58 to 15:22. Available at: <https://www.facebook.com/229937160532143/videos/179942536608164>

6.3. Death of Lana Bijedić

Topic summary: Murders, accidents and physical violence usually attract the attention of the media, who see material for the hyper-production of titles and content that will attract the audience in such topics. Most often, such content is published in columns such as the crime section, where it is often possible to find sensationalism. This has seen its expansion particularly in the online space and enabled the media to accommodate the attention of the audience. When the body of Lana Bijedić from Mostar was found in a river in Ljubuški in October 2019, speculation immediately began about the cause of death of the 19-year-old. During the first six months of 2020, this case was reported on frequently, as a case of femicide with published speculations about who the persons with whom she last communicated had been. The death of this student caused great interest in the media and the region. Although there were claims that it was a suicide, details about the cause of Lana Bijedić's death, have not been determined to this day. Media coverage during the first half of 2020 proved to be just as problematic as in the periods analyzed earlier, regarding the competition to publish details about the murder of a woman or girl. Regardless of the value of certain information for the public interest, some media reported on the private life of the girl, her family, her origin, as well as numerous reactions to her death.

How the media presented the case: Lana Bijedić was named from the very beginning of reporting on her death in October 2019, as was her mother Nina Bijedić, who was the dean of the Faculty of Information Technologies in Mostar at the time. The mysterious death was treated in the media as a kind of sensation, so every, even the smallest detail related to the case was presented as interesting, including later denied allegations that she was the great-granddaughter of former Bosnian politician Džemal Bijedić. The media reported in detail about the place where the girl had been found, and various statements gave rise to the impression that it was a brutal case of murder. A video of the exact location where the alleged murder took place was even published, that is, the bridge the girl had allegedly been thrown into the water.

From what the media reported, one October morning the girl told her mother that she would see her friend before going to Sarajevo where she was supposed to attend her studies. Later, the media published footage from surveillance cameras, which established that Lana Bijedić had been walking six kilometers from Čapljina towards Trebižat, where track of her was lost. The media reported that traces had been found on her body, indicating blows to the head and strangulation. After the confirmations that it had been a violent death, some media reported that it was possible that it had been a suicide, since a foreign forensic scientist had assessed such a possibility. Although the perpetrator of the violence was not found, nor were there any clues as to who it could have been, the case was still reported in the media as a case of violence against women, but without placing it in the context of a social problem. During the observed period, the so-called "Lana's Law" was also reported on, i.e., initiatives for changes in criminal legislation related to stricter "penalties for the most brutally committed crimes against children, women, the elderly and the infirm".⁹² There were also examples of sensationalist language around the whole case, such as the use of the words "shocking", "mysterious death", "unsuspecting freshman", "mysterious crime", all aimed at building a certain expectation among the audience and creating intrigue about the case with unknowns, that should not be used to attract an audience. The impact of media coverage on the investigation and the whole case had already been recorded as negative when it first happened, and this was confirmed by the cantonal prosecutor's office, who had previously



Figure 8. About the investigation into the murder of Lana Bijedić (Dnevni avaz, 19/02/2020, page 16.)

⁹² Oslobođenje, January 28, 2020. "Lana's Law in preparation?"

refused to give statements to the media.⁹³ It was then stated that damage was being done to the investigation of the case and that a wrong perception of the public was being created. As there was no key date in this case, it was not possible to systematically monitor the television content within the six months of 2020. Some of the randomly found television reports mostly dealt with summarizing previously known information about the case, i.e., the fact that it had not yet been clarified.⁹⁴

Who were the most common actors/sources: Most often, information about this case came from judicial institutions, especially the cantonal prosecutor's office of the West Herzegovina Canton, which conducted the investigation into the death of Lana Bijedić. The articles published during the first half of 2020 mostly represented official sources, but there were still various claims about the case. One of the persons who was most present in the media in connection with this case was the cantonal prosecutor of the West Herzegovina Canton, Josip Aničić, who was often open to giving information to media inquiries because he had been quoted directly on several occasions. But in the meantime, there were claims from the Federal Police Administration that there was a possibility of suicide, which affected the course and direction of the investigation. In February, Mr. Aničić said in a press release that due to "the mass of untruths presented at portals" they had decided not to give any further official comments until the final prosecutor's decision. There were also unofficial statements in the media, for example, regarding her mother's testimony that "due to the difficult situation she was in due to the loss of her daughter, she was unable to come to Mostar and give a statement on the circumstances of this tragic event."⁹⁵ The Ministry of Justice of BiH also appeared in the media reports in the analyzed period in terms of initiatives to change criminal laws and toughen penalties for the most brutal violence against, among others, women.

Context/emphasis on gender-based violence: During the observed period of this analysis, but also earlier - at the end of 2019, when the case had happened - the media presented several different options in terms of the direction of the investigation. The investigation was led by the Cantonal Prosecutor's Office of the West Herzegovina Canton from the beginning, but in the meantime an inspector from the Federal Police Administration spoke about the case, alleging that the world-renowned forensic scientist had looked at the available findings and suggested that it was a suicide. As seen through the media, this caused a controversy among the institutions. Since the media mostly follow official terms and findings from institutions, in this sense it is important to note that this case was not talked about as a femicide at all, since such terms are not used in the public appearance of persons from the judiciary. Although the case is being investigated as a murder, the media have not clarified whether - due to scarce information about the girl's death - it is possible that it was gender-based violence. Although the overall impression of media reporting is that it is a case of violence against women, this case is not clearly placed in that context.

Privacy issue: When reporting on the death of Lana Bijedić, her identity was revealed from the beginning, as well as that of her family. Every available detail from the girl's private life was published in the media. Apart from Lana Bijedić, in terms of revealing her identity, most was written about her mother, Nina Bijedić, and how she had a hard time coping with the loss of her daughter, which is why she traveled to Belgrade. During the first half of 2020, this case was reported less than at the end of 2019 when the girl's body was found, but the case was still reported as a dominant topic and an unusual "mysterious" death, using descriptions such as "unfortunate girl" and "ill-fated freshman".

The most common narratives among users: The case of Lana Bijedić did not attract the attention of the audience in 2020 as it had the previous year. Some journalistic analytical articles showed that in 2019, the media wrote a lot about this case, publishing data on details from the private life of the murdered girl, her family, origin, content from social networks published by family members or friends - unreliable and unverified information. Several comments found below the articles on Dnevni Avaz in 2020 pointed to the role of the mother insinuating her involvement in the crime, then the suspicion of the whole case and why it had not been resolved, but also criticism of the investigative bodies. A few comments were also found below the articles on Facebook, where readers again insinuated the mother's involvement in the

⁹³ Buljubašić, B. (2020.) Reporting on tragedies or tragedy of media: The case of Lana Bijedić. Mediacentar Sarajevo. Available at: <https://media.ba/bs/mediametar/izvjestavan-je-o-tragedijama-ili-tragedija-medija-slucaj-lane-bijedic>

⁹⁴ TV report b yO channel. June 24, 2020. Available at: <https://www.youtube.com/watch?v=C3C4D6eM2ok&t=176s>

⁹⁵ Smajkić, M. (2020.) Four months since the death of a woman from Mostar: Mother of Lana Bijedić was questioned. Dnevni avaz. Available at: <https://avaz.ba/vijesti/crna-hronika/546216/cetiri-mjeseca-od-smrti-mostarke-saslusana-majka-lane-bijedic>

case, but also that the girl may have deserved it with her behavior. In such cases, the audience acted as an investigative body, speculating who the perpetrator was and why the case happened, not realizing how such comments could affect the family.

6.4. Murder of Irma Forić

Topic summary: The murder of a woman in Sarajevo, which was committed in September 2019, is another topic that was reported during the first half of 2020. When the case happened, the smallest details were intensively reported in the first few days, without considering the privacy or dignity of the murdered woman, or the consequences that media reporting could have on her family and people who had known her. Due to the way the case had been presented in the media, but also due to the details of the indictment against the perpetrator of violence, reporting during the first half of 2020 was extremely problematic, especially in terms of presenting information on the manner in which the violence had occurred. In the observed period, the reporting was mostly related to the court process, and even the smallest available details on how the violence had started were covered the analyzed reports. Cases of murder of women and girls had been the focus of observation in previous analyses, as such cases mostly show the sensationalism that the media use to present a story as horrible as possible, without a clear goal other than attracting public attention. This case study, as well as some cases of femicide analyzed in previous years, showed a similar attitude of the media towards the personality of the murdered woman - no detail is left out, without sensitivity to the memory of her or the consequences that media reporting could have on those that had been close to her.

How the media presented the case: The trial for the murder of Irma Forić was ongoing during the observed period, and as presented in the media, her unmarried husband Senad Basarić was accused. Since the trial was open to the public and the details of the indictment were available to the media for publication, the media published detailed descriptions of how the murder had taken place. Details of the manner in which the murder had taken place were published, citing the indictment, including the course, intensity and types of injuries, the type of objects with which the injuries were inflicted, and who and where found

the body.⁹⁶ Media coverage presented the case as a “brutal murder”, a “brutal murder of an unmarried wife” and during the period the media published details of what her family members said at the trial, as well as the perpetrator himself, who denied the murder and claimed that the woman herself was fatally injured by “slipping on ketchup”. Such details had been said in the courtroom, but by emphasizing them, the whole case was trivialized. Since there were not enough articles in the selected media during this period that showed the diversity of media coverage on this topic, if we look at a broader search, it is possible to find many posts on online portals that deal with this topic, which do not emphasize penalties and prevention in such cases nor they give space to the professionals, but only emphasize the tragic and brutal aspect of the event. There is a lack of possible educational action towards the public, as well as the opinion of experts who could explain the complexity of the social problem that led to the murder.

crna hronika Dnevni avaz, petak, 13. marti 2020. 17

SARAJEVO Kantonalni sud potvrdio optužnicu za ubistvo

Senad je Irmu davio i tukao daskom do smrti

Senad Basarić između 15. i 17. septembra 2019. godine u stanu u sarajevskom naselju Dobrinja Irmi Forić nanio povrede opasne po život, usljed kojih je i umrla

Kantonalni sud u Sarajevu potvrdio je optužnicu Tužilaštva Kantona Sarajeva protiv Senada Basarića zbog krivičnog djela ubistva.

Stravične povrede
Optuženi se tereti da je između 15. i 17. septembra 2019. godine u stanu u sarajevskom naselju Dobrinja, Irmi Forić nanio teške po život opasne povrede usljed kojih je i umrla.

Optuženi je 17. septembra prošle godine u jutarnjim satima napustio stan, a uhapšen je 19. septembra.

Uz optužnicu, postupajući tužilac predložio je Sudu produženje pritvora Senadu Basariću.

Prekrio tijelo
U optužnici se navodi da je Basarić uhapsio Irmu za kosu te joj glavu udario o tvrdu podlogu. Već tada joj je nanio povrede glave i mozga koje su bile opasne po život, ali se nije tu zaustavio, već ju je uhapsio za vrat i davio, dodatno joj nanijevši još teških povreda.

Na kraju ju je udarcima tupog predmeta (najvjerovatnije daskom za meso) izudarao u predjelu desnog uha. Sve to imalo je za posljedicu smrt Irme Forić, čije je tijelo prekrrio narandžastim peškirom i napustio stan.

Tijelo nastradale 18. septembra su u kuhinji pronašli Irmina kćerka i njen suprug, koji je pozvao policiju.

Branio se tokom istrage
Basarić se u istrazi branio da se Irma okliznula na kečap u kuhinji te da je potom udarila glavom o dasku koja joj je bila u ruci. Govorio je da je on volio Irmu te da se po odlasku iz stana pokušao više puta ubiti, da bi se na kraju iz Branine vratio u Sarajevo i predao policiji. Nakon Omara Mehmedbašića, odbranu Basarića preuzeo je mostarski advokat Josip Muselimić.

Nastradala Irma Forić

Senad Basarić nalazi se u pritvoru

B. CERIC



Figure 9. report from the trial of Senad Basarić (Dnevni avaz, 13/03/2020, page 17)

⁹⁶ Dnevni Avaz. March 12, 2020. Senad strangled Irma and beat her to death with a board. Available at: <https://avaz.ba/vijesti/crna-hronika/553920/senad-basarić-je-irmu-davio-i-tukao-je-daskom-do-smrti>

Who were the most common actors/sources:

Information about this case came mostly from judicial institutions in the observed period, since the trial was underway for the murder of the woman in the first half of 2020, who had previously been reported by the media to be an employee of the BiH Border Police.

Context/emphasis on GBV/DV: The articles published in the daily newspapers about this case during the first six months of 2020 did not contain a reference to the fact that it was violence against women, although these were articles that were thematically related to the trial for this murder. The case was treated as a murder before the Cantonal Court in Sarajevo, and the media reported on it in that context. Since the trial was open to the public, there were opportunities for journalists that were present in the courtroom to hear and transmit witness statements, but the observed articles did not mention the context of violence against women in terms of witness statements and judicial sources, which may be an indication that in terms of judicial practices there is a lack of contextualization of this social problem, when there is no specific legal qualification. Nevertheless, the observed articles represent a very small sample for observation, as this case had been widely reported on online portals that are not primarily covered by this analysis. It is possible to find many details about the case presented as violence against an unmarried wife using an internet search on this topic.

Privacy issue: From the very beginning, from September 2019, when the woman was killed, her name, as well as the name of the perpetrator, was revealed to the public, and thus this case remained completely exposed to the public. In addition, media coverage of the trial almost inevitably conveyed private details.

The most common narratives among users: Several comments on the case of Irma Forić, which were found on the Dnevni Avaz portal, condemned the crime, called for the execution of the accused and his violent death.



Photo: UN Women/Antoine Tardy

7

CONCLUSION

The media cannot provide direct support to people facing violence through their activities, but a long-term professional approach and sense of the position of women and girls who suffer violence can contribute to their empowerment and influence the wider community to recognize, condemn and report the problem.

7. CONCLUSION

The media cannot provide direct support to people facing violence through their activities, but a long-term professional approach and sense of the position of women and girls who suffer violence can contribute to their empowerment and influence the wider community to recognize, condemn and report the problem

The lack of thematic and in-depth media coverage of violence against women through analyses, comments and research results in the lack of sufficient problematization of violence against women as a social issue. The findings of the analysis show that there are no significant differences in the quality of media coverage on the topic of violence against women compared to the analyses done in 2016 and 2018.

The COVID-19 pandemic highlighted several problems the media sector is facing, as well as the problematic media reporting in BiH. The number of media reports on gender-based violence was significantly lower compared to the same period two years ago.⁹⁷ However, the media reporting problems pointed out by the previous two research remained the same. Even though research participants stated that there had been an improvement in media coverage of gender-based violence in the last few years, content analysis showed that media coverage of this topic remains sensationalist. Compared to the results of the previous two studies it should be noted is that the focus of reporting includes other forms of violence against women such as sexual violence. Although psychological violence was indirectly covered in articles on the impact of the pandemic on people's mental health and in that sense as well as the increase in domestic violence, no article dealing with economic violence against women had been recorded.

It is necessary to work on increasing the capacity of the media for professional and ethical reporting on this topic in order to improve media coverage of gender-based violence. Formal education in BiH does not offer education on gender-based violence reporting, and civil society education is limited and, according to focus group participants, mostly attended by the already sensitized journalists. As the results of focus groups have also shown, that editors do not encourage journalists to report professionally and thematically on this topic, and there are no reactions from (self) regulators, media associations, institutions, and public figures to unprofessional and unethical media reporting. Focus group participants pointed out that citizens do not report violations of ethical and professional norms in reporting on these topics, and that there are difficulties in communicating with organizations and institutions that deal with this topic. The journalists especially pointed out the insufficient communication with the judicial institutions and the police and the lack of information that received from these institutions.

The media cannot provide direct support to people facing violence, but a long-term professional approach and understanding of the position of women and girls who experience violence can contribute to their empowerment and influence the wider community to recognize, condemn and report the problem.

⁹⁷ Research from 2016: A total of 302 newspaper articles were analyzed, from daily newspapers and online portals. 193 articles were analyzed from the press clippings collected by the UN Women Office in BiH. Research from 2018: A total of 530 newspaper articles were analyzed, from daily newspapers and online portals. Out of that, 478 articles were analyzed from the collected press clippings.



Photo: UN Women/Antoine Tardy

8

GUIDELINES/ RECOMMENDATIONS FOR MEDIA REPORTING

8. GUIDELINES/ RECOMMENDATIONS FOR MEDIA REPORTING

Below are the updated recommendations published within the 2016 and 2018 research on media coverage of gender-based violence in BiH. They rely on existing BiH and international laws, recommendations, ethical principles, codes, rules, and good practices for responsible and correct reporting.

1. Avoid stereotypical and sexist portrayal of women in media reports.
2. Do not publish any content that directly or indirectly puts women at a disadvantage or discriminates against them based on their gender.
3. It is necessary to continuously work on this issue, and not only when it happens, and cooperate with the relevant institutions, to raise awareness of the problems of gender-based violence against women and all its forms: physical, sexual, psychological, and economic.
4. Address the topic of violence against women more proactively, not relying solely on information provided by police sources or NGOs in the field, but instead by making more frequent analytical contributions that will address these topics and call on the relevant institutions to act.
5. Approach reports on violence against women or domestic violence in terms of the social problem of gender-based violence and process them thematically, and not only in the crime sections, without context and briefly.
6. Whenever possible, do not rely on short agency news or news from unreliable online portals on topics of violence against women, but instead use longer journalistic forms such as interviews, comments, or investigative stories.
7. If there is no clear public interest, avoid publishing explicit photos and recordings as such practices are contrary to ethical standards, may harm the survivors. Protect women's privacy from unjustified and sensationalist disclosure in the public and be careful not to publish unverified information, especially such that may jeopardize women who have experienced violence.
8. Treat topics involving personal tragedies with exceptional care, and approach people who have been abused with respect and without victimization. Showing women as victims in the public can give the impression that they are powerless and weak because they are women and therefore it is necessary to carefully find a balance between the respect for the survivors, the interest of the public, and the impact the media report can have on those involved, especially the children.
9. Do not disclose personal data and photographs of a woman who has experienced violence, except when she clearly wants that, as this may harm her and her family. Even when a woman wants her identity to be revealed, it is still necessary to consider whether it could jeopardize her or a third person.
10. Make a careful decision on revealing the identity of the perpetrator of violence, which should not always be done, as this may lead to the disclosure of the identity of the person against whom the violence was committed, but also due to respect for the presumption of innocence.

- 11.** Strive to use analytical reporting or careful personal approach to encourage women who have survived violence to speak more strongly about violence.
- 12.** Include more experts from different fields, give space to people who are experts in the field of sociology, psychology, social work, but not exclusively separately from texts or reports of violence.
- 13.** Give a voice to women and make them the main protagonists of the story. Emphasize and remind of the penalties that await perpetrators of violence often in your reports; point to the responsibility and omissions of institutions, and promote SOS numbers for reporting violence.
- 14.** Avoid making direct and indirect justification for the committed violence through stereotypical portrayal of gender roles, domestic violence and violence against women and girls (for example, by portraying women exclusively as wives, mothers, partners, etc.)
- 15.** Avoid bombastic headlines and the use of sensationalist words such as “shocking”, “brutal” or “horrible”, and place examples of violence against women in the context of a social problem, and do not report them as isolated cases of crime and do not portray women as victims, thus further victimizing them.



Photo: UN Women/Antoine Tardy

9

GUIDELINES/ RECOMMENDATIONS FOR INSTITUTIONS IN WORKING WITH THE MEDIA

9. GUIDELINES/ RECOMMENDATIONS FOR INSTITUTIONS IN WORKING WITH THE MEDIA

Along with the efforts of the media, it is necessary for the relevant institutions to cooperate more proactively with the media and to continuously work on the education of journalists and editors through formal and non-formal education.

1. Your work and activities in the media should promote gender equality in accordance with domestic and international recommendations and laws and help the media to abandon the stereotypical and sexist portrayal of women in media reports.

2. Take more responsibility in promoting the dignity of women, combating discrimination against women and sexism, and working to change stereotypes in the media, with a proactive and advisory approach to the media.

3. Use the Code for Press and Online Media in BiH and the Code for Audiovisual Media Services and Radio Media Services as a reminder of the basic principles of professional journalism and carefully remind the media of these principles in that sense, where you consider it necessary.

4. Tackle the topic of violence against women in the media more proactively, not only giving information when a case occurs or when you receive an inquiry from the media. In this way, you can encourage the media to make analytical contributions on these topics, which will also make the relevant institutions take proactive steps.

5. When approaching the media, and especially when giving official statements to the media on this topic, remind yourself of the context of violence against women or domestic violence in terms of a social issue, as this will help the media to deepen their reports and stories.

6. Help the media create better quality content on topics of violence against women by offering interviews,

comments or providing interesting and fresh input for their research.

7. Point out unprofessional reporting to the media and provide your constructive comments and offer them information that can contribute to better reporting, especially in the case of extremely sensitive cases exposed to public.

8. When there are topics involving personal tragedies, where there is a risk of additional victimization through media representation of women, try to work with the media to emphasize that the person who has experienced violence is not helpless and weak and that there are support mechanisms.

9. Wherever you have the opportunity, promote support mechanisms and phone numbers for reporting violence.

10. Prepare examples you can talk about to illustrate a successful action against violence against women and be prepared to share them with the media respecting the privacy of the people you are talking about, keeping in mind the public interest in understanding the importance of the message you are sending.

11. Respond to serious violations of codes of ethics when reporting on gender-based violence (according to the regulator and the self-regulator, and the ombudsman institution).

12. Focus some of your activities on possible mutual work with media education and keep in mind media cooperation and launching public awareness campaigns on combating violence against women when planning donor funding.



Photo: UN Women/Antoine Tardy

10

ANNEXES

10. ANNEXES

10.1. Indicators

The table shows the overall ratings given by all focus group participants - 20 of them. The following scale was used in the evaluation:

0 - Disagree

10 - In some cases I agree, but mostly I disagree. For example, a claim may be true only for a small portion of content or media.

20 - In some cases I agree, and in some I disagree. For example, a claim may be true for much of the content or it may be true for a particular type of media.

30 - I agree in most cases. This is the norm, although there are exceptions.

40 - I agree.

1. Media capacities for professional and ethical reporting on gender-based violence - grade - 16.5

	Indicators	
1	Formal education offers training to journalists on how to report ethically and professionally on gender-based violence.	9
2	Non-formal education (workshops, trainings ...) offers training to editors and journalists on how to report ethically and professionally on gender-based violence.	26
3	The media have sufficient financial resources to produce professional and ethical content on gender-based violence.	16
4	The media have sufficient professional capacity, i.e., editors and journalists who cover this topic have the skills and knowledge for professional and ethical reporting on gender-based violence.	15
5	Editors encourage and support journalists to deal with gender-based violence topics, professionally improve and report ethically and professionally on gender-based violence.	14
6	Editors and journalists are familiar with codes of ethics related to reporting on gender-based violence (gender equality, discrimination, privacy, protection of children and minors).	20
7	Editors and journalists apply these codes of ethics (gender equality, discrimination, privacy, protection of children and minors) when reporting on gender-based violence.	17
8	Editors and journalists use educational materials, manuals, and research on gender-based violence when reporting on gender-based violence.	14
9	Editors and journalists are familiar with the mechanisms of protection against gender-based violence and with the laws that regulate this field and the organizations and institutions that deal with them and implement them.	18

2. Media environment for the production of professional and ethical content on gender-based violence - grade - 21

	Indicators	
10	The regulator and the self-regulator have codes related to gender-based violence, including gender equality, discrimination, privacy, protection of children and minors.	31
11	There are professional implications for the media and media professionals (warnings, sanctions, penalties, exclusions from associations and professional media communities) for producing content that violates professional and ethical codes for reporting on gender-based violence.	22
12	Above-mentioned professional consequences (warnings, sanctions, penalties, exclusions from associations and professional media communities) are applied in a way that includes all the media (regardless of type, ownership, funding).	12
13	The regulator and the self-regulator respond to unethical and unprofessional media coverage of gender-based violence.	17
14	Gender mechanisms (BiH Agency for Gender Equality, FBiH Gender Center, RS Gender Center) respond to unethical and unprofessional media coverage of gender-based violence.	18
15	Watchdog media platforms and civil society organizations respond to unethical and unprofessional media coverage of gender-based violence.	23
16	Celebrities, bloggers and journalists react to unethical and unprofessional reporting on gender-based violence.	20
17	Citizens are familiar with and report unethical and unprofessional media reporting on gender-based violence to the regulator and the self-regulator, media watchdog platforms, etc.	9
18	There are provisions through which it is possible to sanction hate speech (incitement to hatred).	33
19	Above-mentioned provisions are consistently applied (to all media regardless of type, ownership).	12
20	The media have rules to regulate hate speech in comments, offensive comments and to protect privacy in cases of gender-based violence.	18
21	Above-mentioned rules are consistently enforced.	9
22	There are research and statistical indicators on gender-based violence in BiH (from institutions, organizations) that are available to the media.	25
23	Special funds that encourage and support the media to produce professional and ethical content on gender-based violence (donations, grants) are available to the media.	20
24	Educational materials, manuals, and research on gender-based violence and reporting on gender-based violence are available to the media.	29
25	Experts dealing with gender-based violence are available to journalists and answer their questions.	31
26	Gender mechanisms (Agency for Gender Equality of BiH, RS Gender Center and FBiH Gender Center) and organizations dealing with gender-based violence organize press briefings on gender-based violence and they are available to the media upon request.	27

3. Media coverage of gender-based violence - grade - 15

	Indicators	
27	The media report on gender-based violence thematically, rather than through individual cases.	13
28	The media use comprehensive, professional and thematic reporting on gender-based violence to promote the view that violence is a problem of the whole society and that it is not a private matter.	21
29	The media do not reveal the identities of the women or girls who suffered violence (name and surname, photos, residential address, names of parents or family members ...)	18
30	The media do not reveal the identities of the perpetrators (name and surname, photographs, residential address, names of parents or family members ...), except when it is justified by the public interest.	15
31	When reporting on court proceedings, the media respect the presumption of innocence until a final court decision is made.	14
32	The media report on all forms of gender-based violence (psychological, economic, sexual), and not just physical.	15
33	The media do not use bombastic headlines and parts of the texts that provide brutal details in reporting on gender-based violence.	9
34	The media do not use images depicting blood, bruises, brutality, scenes of violence in reporting on gender-based violence.	8
35	The media do not use stereotypes in portraying women and men or direct or indirect comments that put individuals at a disadvantage or discriminate against them based on their gender.	13
36	The media use credible sources when reporting on gender-based violence.	13
37	The media continuously monitor the work of service providers from the health, social protection, justice, and police sectors available for survivors of violence.	11
38	The media promote specialized support services for survivors of violence, NGOs that provide accommodation in safe houses, free legal aid, and an SOS support line.	16
39	The media do not disrupt the course of investigations into gender-based violence trials by reporting on gender-based violence.	19
40	The media contribute to the prevention of gender-based violence through professional and ethical reporting.	21

10.2. Glossary

Ethical and professional reporting on gender-based violence is reporting that follows all professional and ethical journalistic principles, especially reporting that avoids the use of stereotypes in the portrayal of women and men; avoiding sensationalism and bombastic headlines that emphasize brutal details in reporting violence against women; and pays more attention to in-depth reports that will offer a broader picture of violence against women, the causes, and consequences of this problem.

Violence against women is a violation of human rights and a form of discrimination against women and represents all acts of gender-based violence that lead to, or may lead to, physical, sexual, psychological, or economic harm or suffering for women, including threats of such acts, coercion, i.e., arbitrary deprivation of liberty, either in public or in private life.⁹⁸

Gender-based violence against women denotes violence directed against a woman because she is a woman, i.e., violence that disproportionately affects women.⁹⁹

Gender-based violence is any act that causes or may cause physical, psychological, sexual, or economic harm or suffering, as well as the threat of such action that prevents a person or group of persons from enjoying their human rights and freedoms in the public and private spheres of life.¹⁰⁰

Domestic violence represents actions through which a family member inflicts physical, mental, or sexual pain or suffering and/or economic harm, as well as threats that cause fear of physical, psychological, or sexual violence and/or economic harm to another family member.¹⁰¹ Domestic violence exists if there is a basis for suspicion that a family member has committed acts of physical, sexual, psychological and/or economic violence, as well as threats that cause fear of physical, sexual, psychological and/or economic harm to another family member.¹⁰²

Acts of domestic violence are:

- use of force against the physical or mental integrity of a family member; conduct that may cause or threaten to cause physical or mental pain or suffering to a family member; causing fear or personal jeopardy or violation of the dignity of a family member by blackmail or other coercion;
- verbal assault, insulting, swearing, calling derogatory names, and other ways of grossly harassing a family member; sexual violence; denying access to health care and nursing; monitoring and all other similar forms of harassment of a family member; intentionally damaging or destroying the property of a family member, joint property, or property in personal possession; denying or revoking the right to economic independence by prohibiting work or keeping a family member or family community in a relationship of dependence or subordination; raising children in a humiliating manner; taking children away or evicting a family member from the apartment; exhaustion by work, starvation, denial of sleep or necessary rest to a family member; non-compliance with the decision of the competent body which established the personal contact of children with their parents; denying a travel document or other document of a family member; violent isolation or restriction of freedom of movement of a family member; any other action that constitutes violence in the family.

- acts of domestic violence also include threats of acts.¹⁰³

Physical violence represents any use of physical force, or a threat to use it, whether inflicted or not.¹⁰⁴

Sexual violence is any forced sexual act or attempted act or unwanted sexual comment(s).

Sexual harassment is any unwanted form of verbal, non-verbal or physical behavior of a sexual nature which seeks to violate the dignity of a person or group of persons, or which achieves such an effect, especially when such behavior creates a frightening, hostile, degrading, humiliating or offensive environment.¹⁰⁵

⁹⁸ Article 3.a Istanbul Convention.

⁹⁹ Article 3.d Istanbul Convention.

¹⁰⁰ Article 6.2 of the Law on Gender Equality in BiH.

¹⁰¹ Article 7 of the Law on Protection from Domestic Violence of FBiH.

¹⁰² Article 7 of the Law on Protection from Domestic Violence of Republika Srpska.

¹⁰³ Article 6 of the Law on Protection from Domestic Violence of RS and Article 7 of the Law on Protection from Domestic Violence of the FBiH.

¹⁰⁴ Ibid.

¹⁰⁵ Article 5 of the Law on Gender Equality in BiH.

Psychological violence involves threats, constant belittling, and humiliation.

Economic violence includes attacks aimed at disrupting economic activity and denying access to basic services.¹⁰⁶ Economic violence means preventing family finance decisions and independent purchase, and banning work outside of the home.¹⁰⁷

¹⁰⁶ World Report on Violence and Health, World Health Organization, 2002

¹⁰⁷ OSCE (2019). OSCE survey on violence against women in Bosnia and Herzegovina.

10.3. Code list

1. STORY

1.1. Media name

1.2. Date

1.3. Article title

1.4. Gender of the journalist

1.4.1. Female

1.4.2. Male

1.4.3. Not specified

1.5. Section where the article was published

1.5.1. Crime section

1.5.2. News

1.5.3. Magazine

1.6. Article length

1.6.1. Long (more than eight paragraphs)

1.6.2. Medium (four to eight paragraphs)

1.6.3. Short (up to four paragraphs)

1.7. Source/origin

1.7.1. Original content (signed articles)

1.7.2. News agency

1.7.3. Not specified

1.8. Genre

1.8.1. News

1.8.2. Report

1.8.3. Feature story

1.8.4. Investigative story

1.8.5. Comment (opinion)

1.8.6. Interview

1.8.7. Other

1.9. Title

1.9.1. Sensationalist

1.9.2. Neutral

1.9.3. Condemning the person who faced violence

1.9.4. Condemning the perpetrator of violence

1.10. Location

1.10.1. In BiH

1.10.2. Outside BiH

2. PHOTOGRAPHY

2.1. Scene of violence

2.1.1. Blurred

2.1.2. Clear

2.2. General (institution building, police tapes, etc.)

2.3. Faces

2.3.1. Person who faced violence

2.3.1.1. Blurred

2.3.1.2. Clear

2.3. Perpetrator of violence

2.3.1.1. Blurred

2.3.1.2. Clear

2.4. Not available

3. TYPE OF VIOLENCE

3.1. Femicide

3.2. Physical violence

3.3. Sexual violence

3.4. Psychological violence

3.5. Economic violence

3.6. Violence against women/Gender-based violence (generally as a topic)

4. TOPIC

4.1. Specific case of violence

4.2. Gender-based violence in general

4.2.1. Gender-based violence during a pandemic

4.2.2. Work of institutions/safe houses/non-governmental organizations

4.3. Other

5. SOURCES

5.1. No source

5.2. First source

5.2.1. Survivor of violence

5.2.2. Perpetrator of violence

5.2.3. Family of the survivor of violence

5.2.4. Family of the perpetrator of violence

5.2.5. Witness to violence

5.2.6. Police

5.2.7. Judiciary (institution)

5.2.8. Perpetrator's lawyer

5.2.9. Expert in the field

5.2.10. Institution or agency dealing with gender-based violence

5.2.11. Non-governmental organization that deals with gender-based violence

5.3. Second source

5.3.1. Survivor of violence

5.3.2. Perpetrator of violence

5.3.3. Family of the survivor of violence

5.3.4. Family of the perpetrator of violence

5.3.5. Witness to violence

5.3.6. Police

5.3.7. Judiciary (institution)

5.3.8. Lawyer

5.3.9. Expert in the field

5.3.10. Institution or agency dealing with gender-based violence

5.3.11. Non-governmental organization that deals with gender-based violence

5.4. Third source

5.4.1. Survivor of violence

5.4.2. Perpetrator of violence

5.4.3. Family of the survivor of violence

5.4.4. Family of the perpetrator of violence

5.4.5. Witness to violence

5.4.6. Police

5.4.7. Judiciary (institution)

5.4.8. Lawyer

5.4.9. Expert in the field

5.4.10. Institution or agency dealing with gender-based violence

5.4.11. Non-governmental organization that deals with gender-based violence

5.5. More than three sources

6. PRIVACY

6.1. Identity of the perpetrator of violence

6.1.1. Protected

6.1.2. Not protected

6.1.3. None

6.2. Identity of the person who faced violence

6.2.1. Protected

6.2.2. Not protected

6.2.3. None

6.3. Revealing details from the private life of person who faced violence

6.3.1. Yes

6.3.2. No

6.4. Revealing details from the private life of perpetrator of violence

6.4.1. Yes

6.4.2. No

7. ANALYSIS

7.1. Emphasis on GBV/DV, as a social problem

7.1.1. Yes

7.1.2. No

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Ljilja Lukić, Lara Foundation

Neda Kapetan, social worker, Center for Social Work Novi Travnik

Nela Levarda, Head of the Department for Social Activities and Citizen Services Novi Travnik and a member of the multisectoral team

Marija Arnautović, journalist

Mersiha Drinjaković, editor of the Magazine Gracija

Mia Bojičić, journalist of the Bljesak.info portal, focus group from February, 26, 2021.

Rubina Čengić, journalist

Slađan Tomić, journalist

Vanja Stokić, editor of the eTrafika portal

Journalist, anonymous

NGO representative, anonymous

Editor, anonymous

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UN WOMEN IS THE UN ORGANIZATION DEDICATED TO GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN. A GLOBAL CHAMPION FOR WOMEN AND GIRLS, UN WOMEN WAS ESTABLISHED TO ACCELERATE PROGRESS ON MEETING THEIR NEEDS WORLDWIDE.

UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life, focusing on four strategic priorities: Women lead, participate in and benefit equally from governance systems; Women have income security, decent work and economic autonomy; All women and girls live a life free from all forms of violence; Women and girls contribute to and have greater influence in building sustainable peace and resilience, and benefit equally from the prevention of natural disasters and conflicts and humanitarian action. UN Women also coordinates and promotes the UN system's work in advancing gender equality.



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