

LGBTIQ RIGHTS IN MEDIA - BEFORE, DURING AND AFTER THE PRIDE PARADE



Media monitoring

21 August – 22 September 2019

METODOLOGY

Monitoring includes both **qualitative** and **quantitative** research:

- Number of media announcements about the LGBTIQ community (by media type and per media individually)
- Number of announcements compared to subjects talking about a topic
- Planning of announcements
- Number of announcements in different tones
- Number of announcements in relation to predefined topics
- Number of announcements that have identified use of inadequate terminology or derogatory names
- Number of announcements relative to gender of interviewee
- Relation between LGBTIQ Community information and other information contained in the observed announcements (FOCUS)
- Selected announcements position (VISIBILITY)

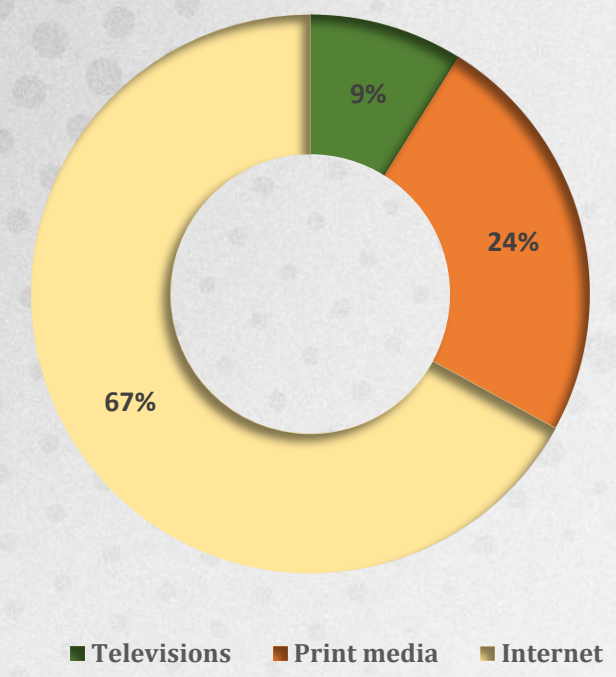
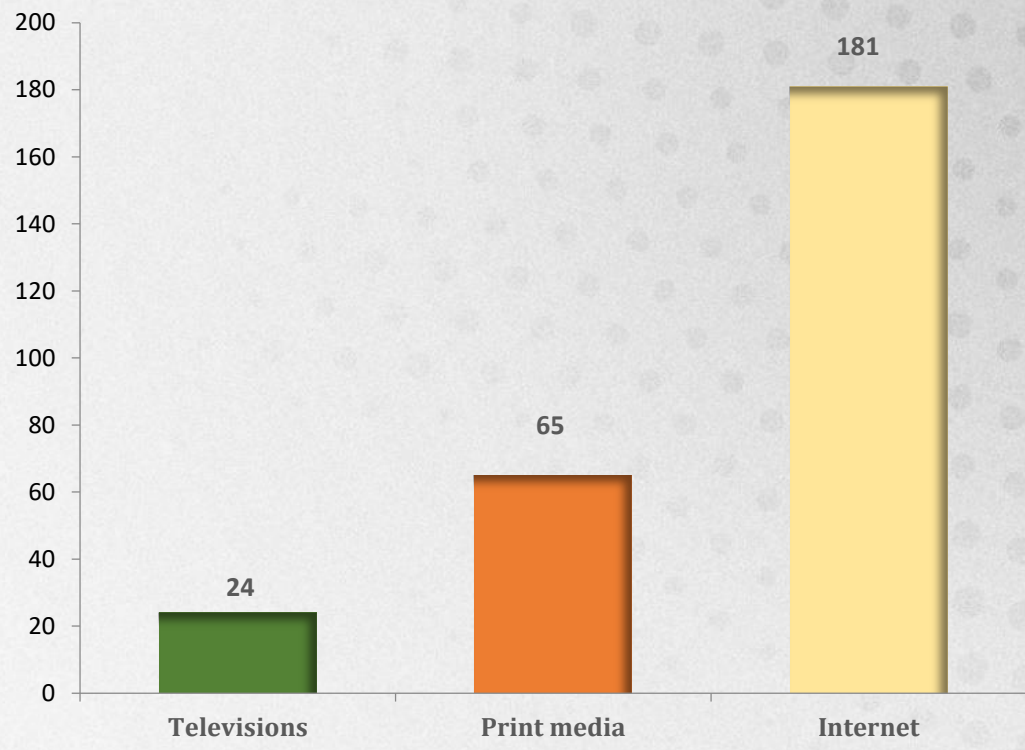
Observation period : 21 August – 22 September 2019

15 media were monitored:

- **Televisions:** *TVCG1, TV Vijesti, TV Prva* - the main central-informative show (Dnevnik 2, Vijesti u pola 7, Žurnal)
- **Daily Newspaper:** *Vijesti, Dan, Pobjeda, Dnevne novine and Večernje novosti*
- **Portals:** *Vijesti, CdM, Analitika, Antena M, RTCG, IN4S and FOS media*

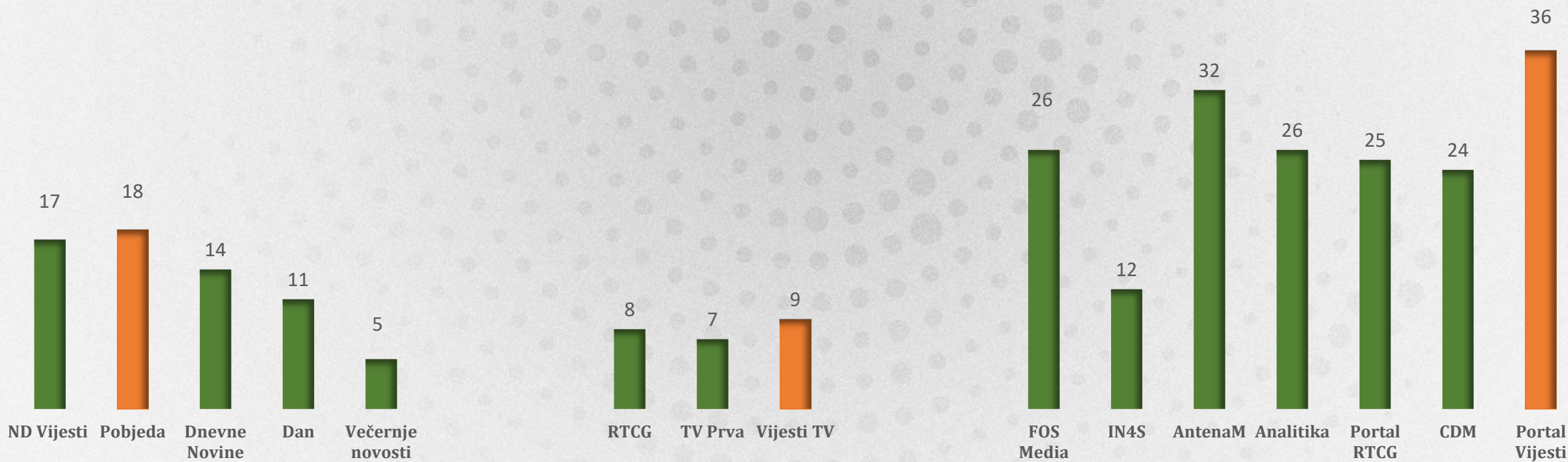
NUMBER OF ANNOUNCEMENTS ABOUT THE TOPIC

The total number of announcements related to the LGBTIQ community in all three types of monitored media was **270 posts**, with most of them on portals **67%** (on average, 6 posts were posted on portals daily) and the least in television content (9%)



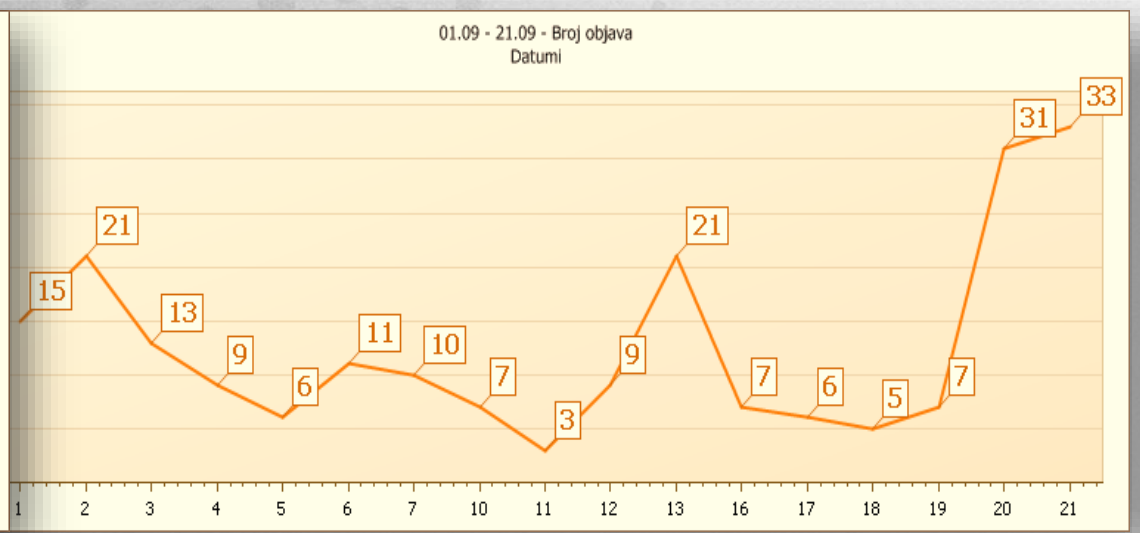
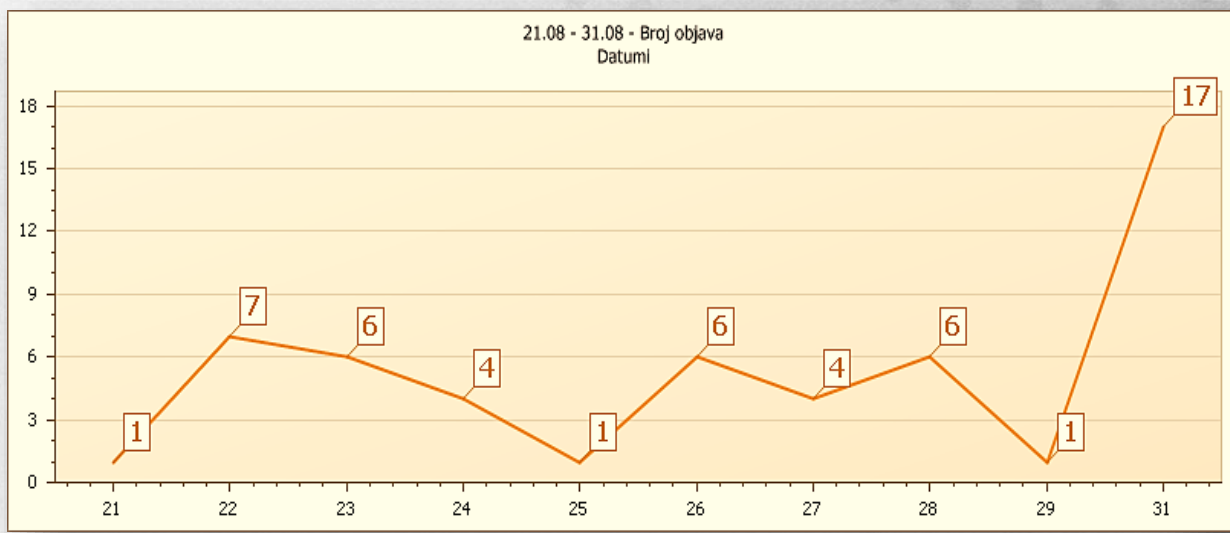
NUMBER OF ANNOUNCEMENTS PER MEDIA INDIVIDUALLY

The most announcements on this topic were on the *Vijesti* portal (13% of the total corpus), *Pobjeda* and *TV Vijesti*, and the least in *Večernje novosti*, on *TV Prva* and *IN4S*.



TREND OF ANNOUNCEMENTS

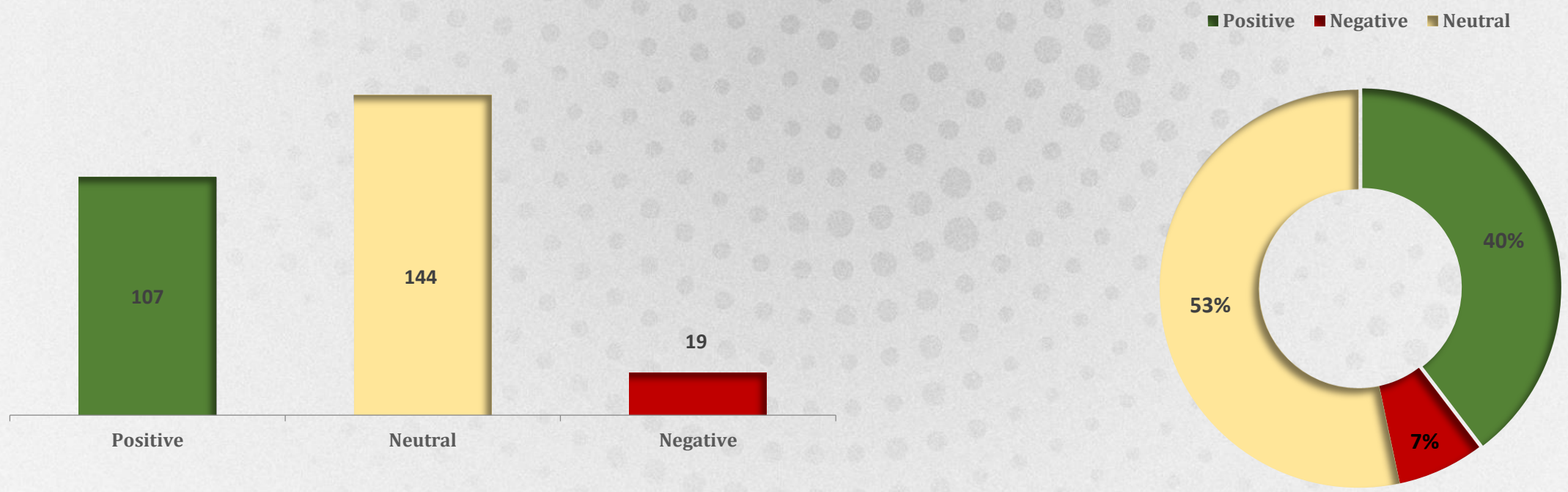
Most announcements were made on 20 and 21 September 2019 (Pride Parade), and at least on the first monitoring day (21 August). The topic also gained significant publicity on 31 August (assault on a transgender person in Kolašin).



VALUE CONTEXT – TONE OF THE ANNOUNCEMENTS

In the observed period, media and other entities had predominantly **neutral approach** when presenting information regarding members of the LGBTIQ community.

Of total amount of announcement, **40% are affirmative**, while **7% are negative** about the LGBTIQ community.

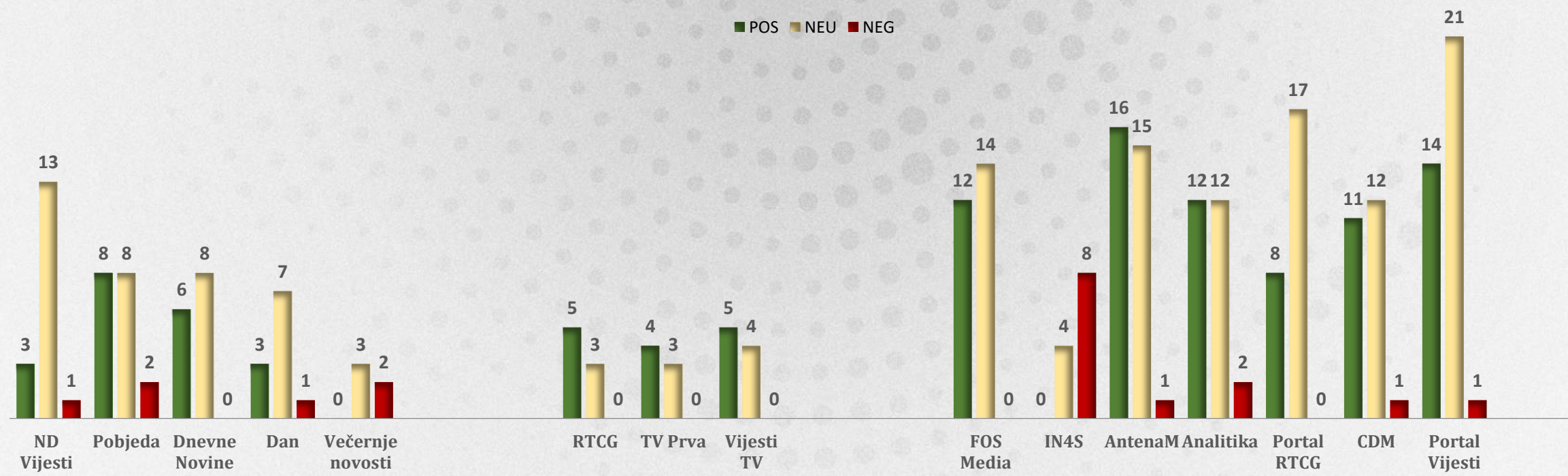


VALUE CONTEXT – TONE OF THE ANNOUNCEMENTS PER MEDIA INDIVIDUALLY

The most positive announcements were on *Antena M* and *Vijesti* portals, and the most negative at the *IN4S* portal.

Viewed individually per media, the highest percentage of negative ones compared to the total number of published posts was found on *IN4S* portal (67%), positive on public broadcaster *RTCG* (62%), and neutral in the daily newspaper *Vijesti* (76.47%).

There was no negative publicity in the television content.

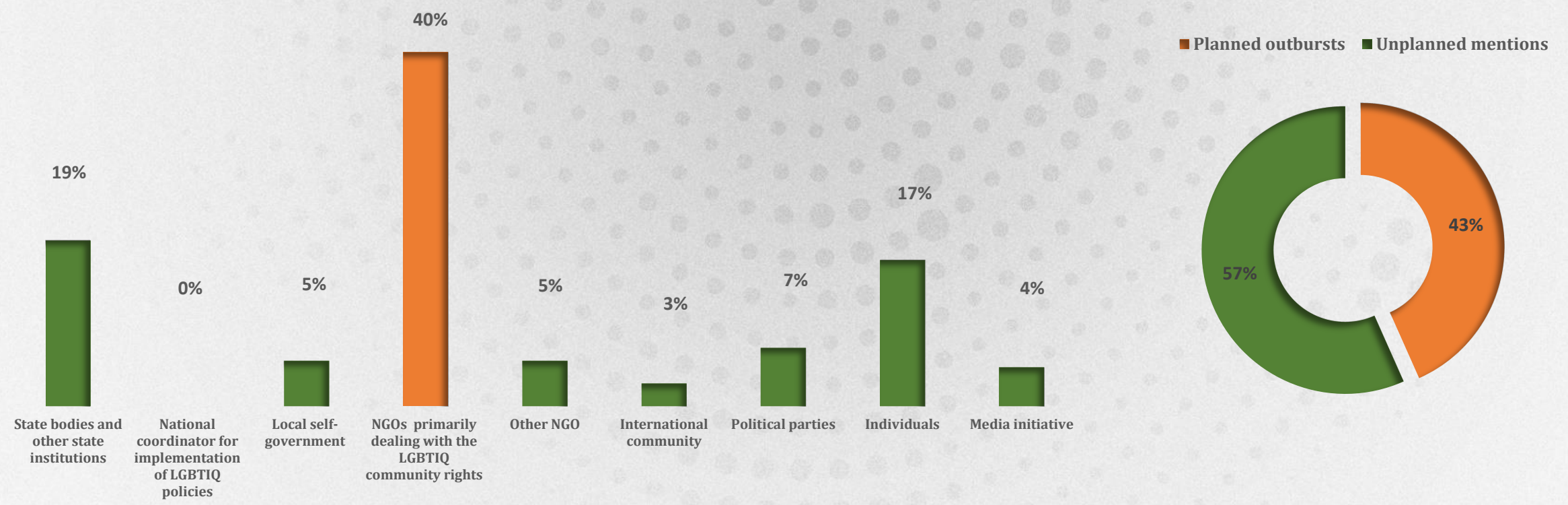


INSTITUTIONS' STANCE/POSITION

Members of the LGBTIQ community were mostly mentioned by NGOs that primarily deal with this community issues (109 posts). They are followed by the state authorities and other state institutions (51 publications) and individuals (45 publications).

Planned outbursts of NGOs primarily addressing the LGBTIQ community issues had a 43.33% share.

The media initiative was spotted in 12 publications (4% of the total corpus), most of them on *Vijesti* portal (5) and in daily paper *Vijesti* (3).

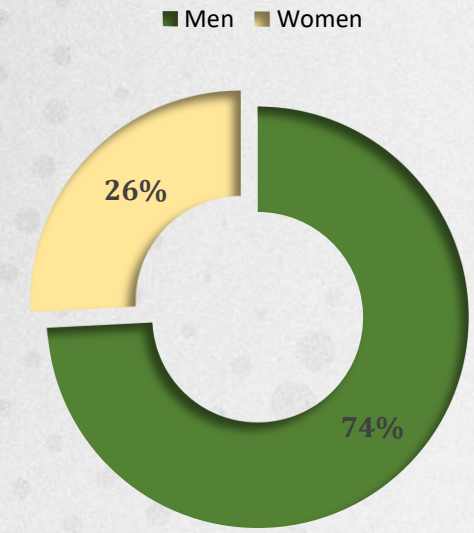
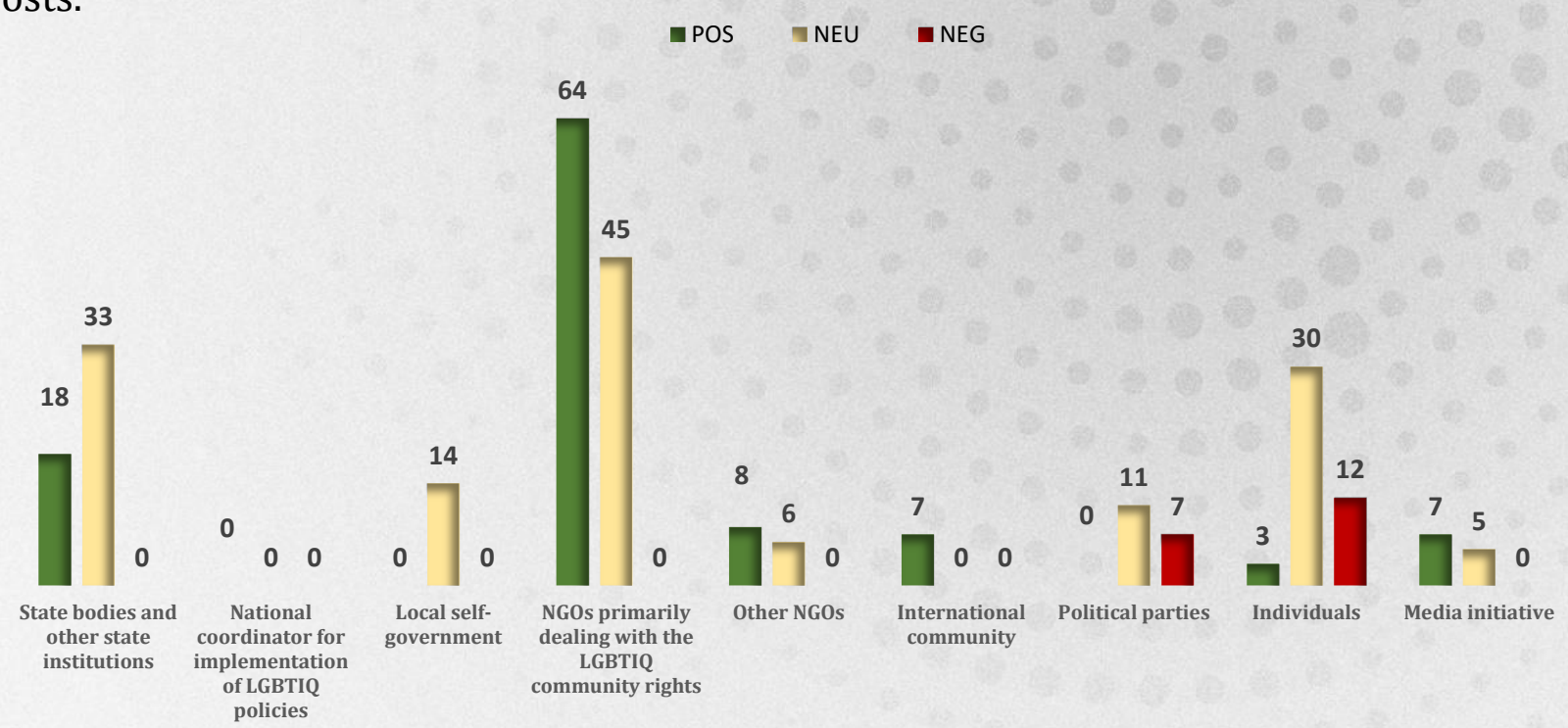


INSTITUTIONS' POSITION – TONE OF THE POSTS

In a negative context, the topic was mostly discussed by individuals and members of particular political parties.

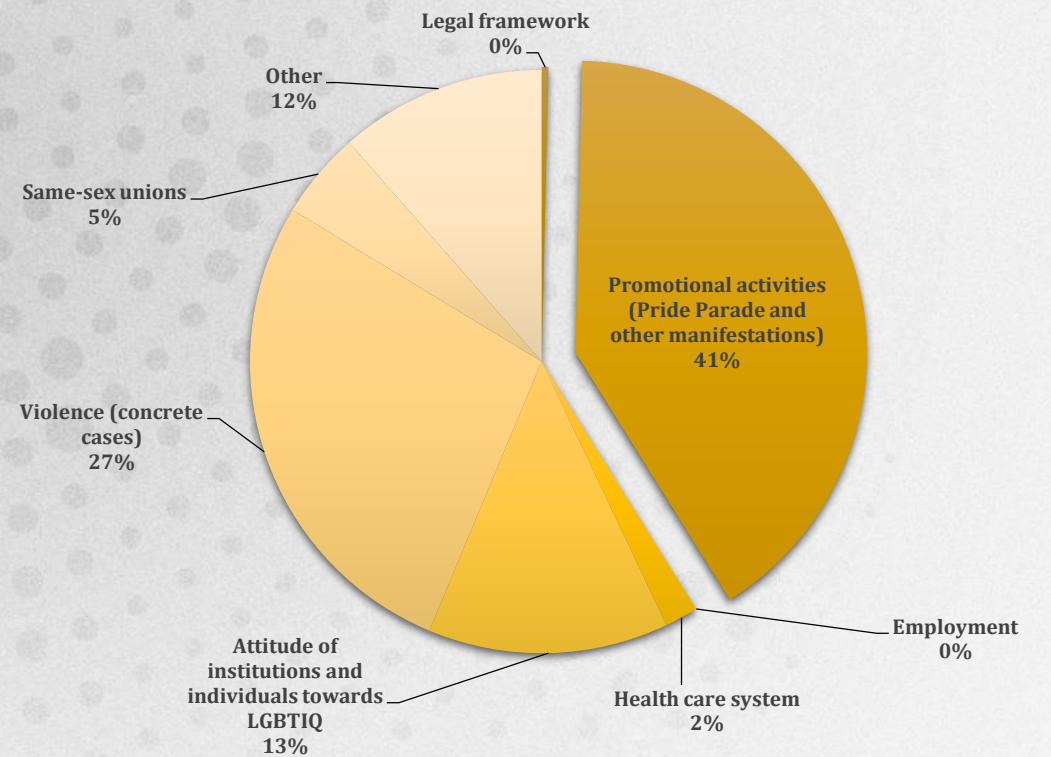
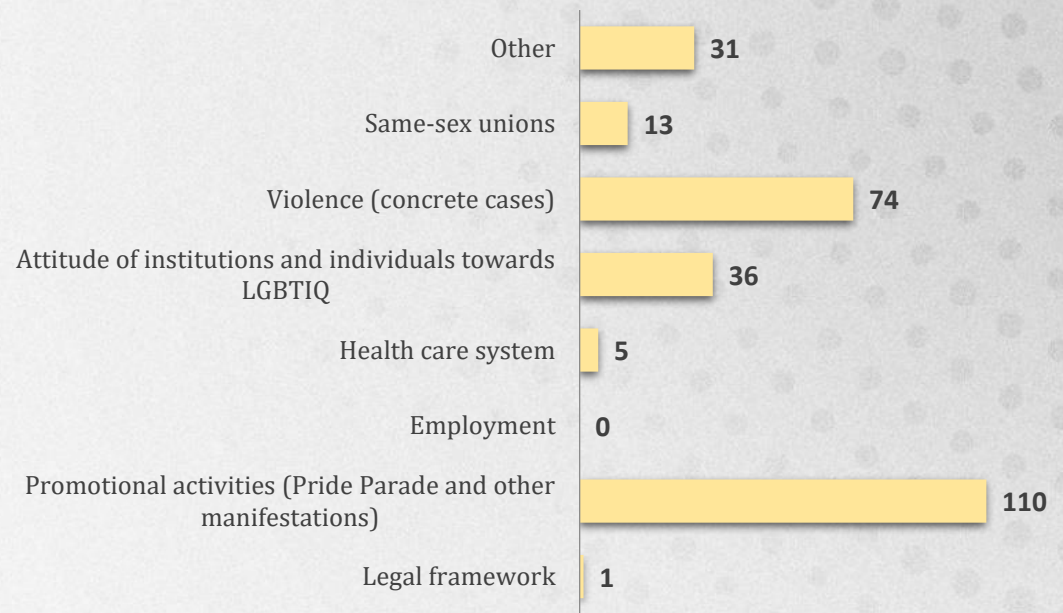
The position of state bodies and other state institutions, as well as local self-governments, is dominated by neutral mentions.

When it comes to unplanned mentions of the LGBTIQ community, men appeared in 74% of the interviewees, and women in 24% posts.



THEMATIC REVIEW OF ANNOUNCEMENTS

Promotional activities (Pride Parade and other events), as well as specific cases of violence, are the most represented topics in the total thematic corpus with 41%, i.e. 27% share. Other important topics for the LGBTIQ community, such as legal framework, employment and similar, were hardly discussed.



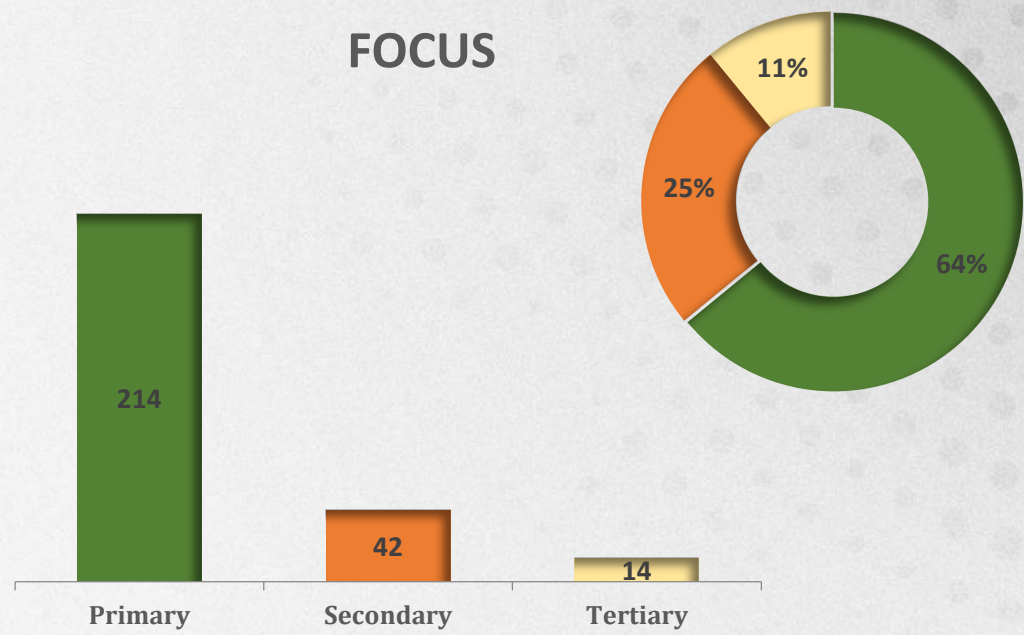
*Although questions were raised before and during the Pride Parade about the life partnership of persons of the same sex, the issue of legislation, as well as the attitude of institutions and individuals towards the LGBTIQ community, all of these topics were addressed sporadically and covered by the theme: Promotional Activities, as the aim is to examine how much other topics were presented in the period before the Parade.

FOCUS and VISIBILITY - the ratio/relationship between LGBTIQ community information and other information

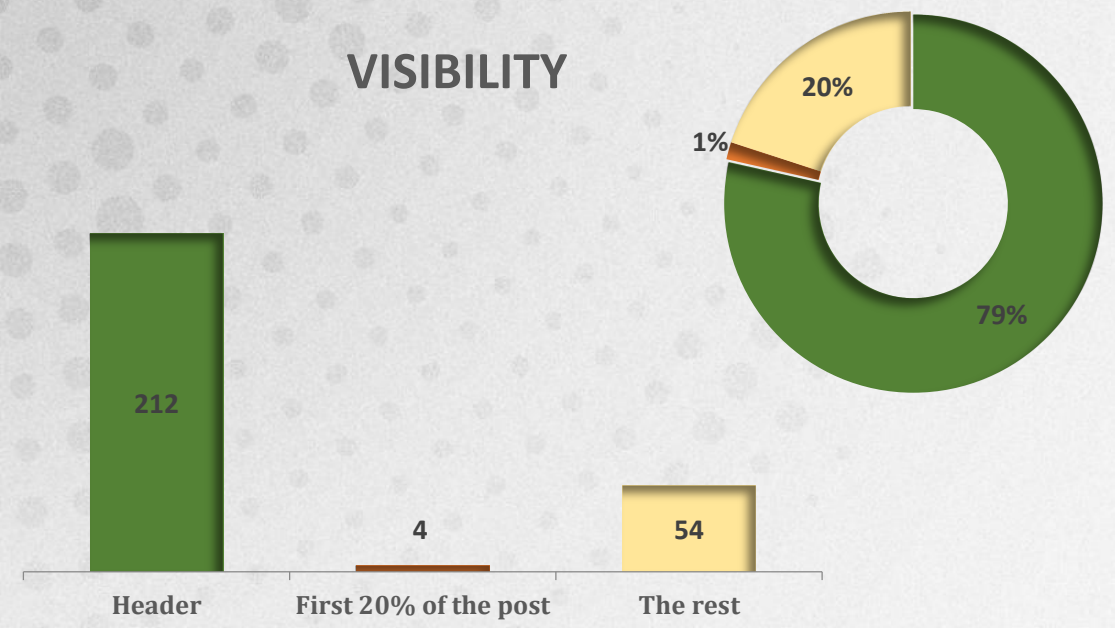
When the media report on the LGBTIQ community, these topics then appear in the majority of cases as primary (64% of the posts deal with the LGBTIQ community entirely or mostly).

With the highest number of announcements (79%), the topic was in the most visible position - in the header.

FOCUS

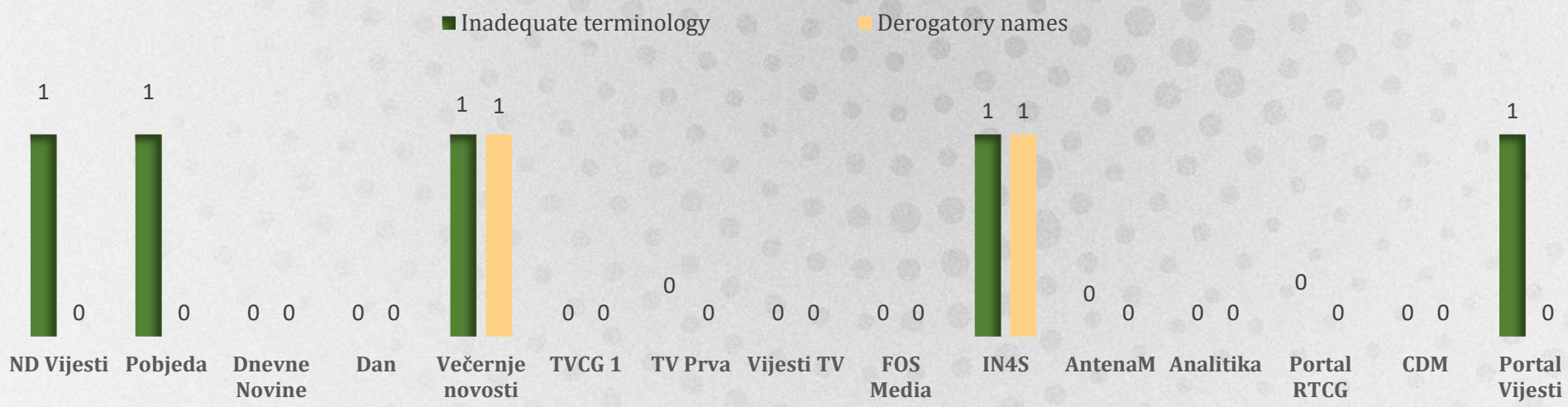


VISIBILITY



THE USE OF INADEQUATE TERMINOLOGY OR DEROGATORY NAMES

In **7 announcements**, use of inadequate terminology or derogatory names was noted, of which the use of inadequate terminology was recorded in 5 publications, and the use of derogatory names in 2 cases.



*Inadequate terminology mainly referred to the use of sexual preference or commitment instead of sexual orientation, or the terminology typical for the members of the LGBTIQ community was put in a different context (describing others), while derogatory names included the mention of term fagots and derivatives.

