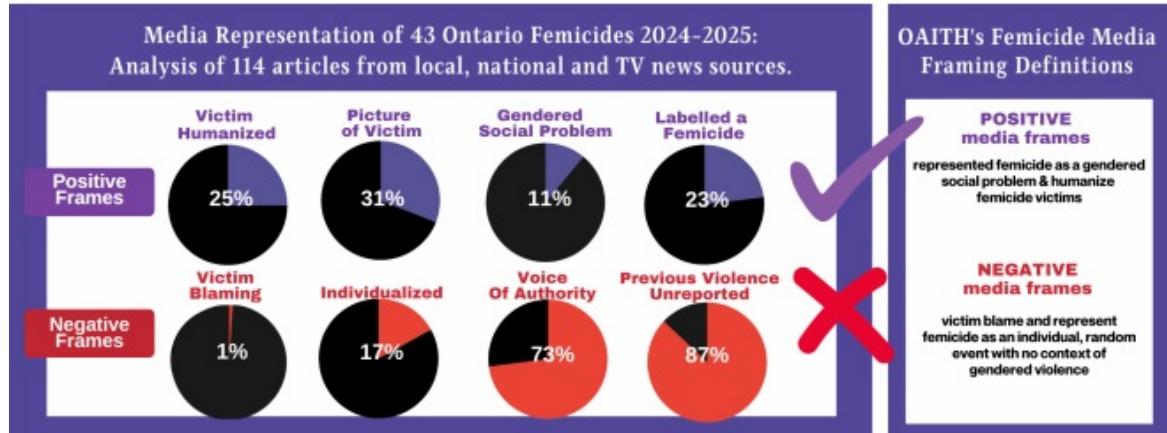


Summary	Femicide Media Analysis by Media Cat..	Femicide Media Analysis of Local News	Femicide Media Analysis of National ..	Femicide Media Analysis of TV Sources	Femi cide..
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A Critical Examination of Mainstream News' Framing of Ontario Femicides 2024-2025



OAIITH Media Framing Definitions
 Positive media frames represent femicide as a gendered social problem & humanize femicide victims.
 Negative media frames victim blame and represent femicide as an individual, random event with no context of gendered violence..

Above is a summary of the way mainstream media reported on Ontario femicides during 2024-2025. A total of 43 femicides were examined by studying 114 news items from three mainstream media sources (national newspapers, local newspapers, and TV news). Findings were categorized using positive or negative frames, as identified in previous research:

Positive Frames:

Victim Humanized: Describing and remembering the woman positively and acknowledging how she impacted the lives of others.

Picture of Victim: A positive or neutral picture of the woman in the news report.

Gendered Social Problem: Contextualizing femicide as a social and/or political problem rooted in gender inequality.

Labelled a Femicide: Labelling the murder as a femicide or specifically as violence against women.

Violence Against Women (VAW) Help Information: Information about women's shelters or other violence against women resources and supports.

Negative Frames:

Victim Blaming: Attributing blame to the victim directly or indirectly by emphasizing her role in the femicide, or indirectly by excusing/justifying the perpetrator.

Individualized: Portraying the femicide as an individual aberration, isolated or seemingly random event and not connected to larger societal issues.

Voice of Authority: Relying on traditional voices of authority, such as law enforcement and government officials to be cited over or instead of the voices of friends, family or violence against women experts.

Previous Violence Against Women Unreported: Failing to report any history of power and control, abuse and/or violence against women by the perpetrator. This is particularly relevant, as research suggests that history of violence is the most significant risk-factor for femicide.

Racialisation: Misrepresentation or stereotyping of people into groups by reference to their skin colour or physical features, or race/ethnicity.

Summary	Femicide Media Analysis by Media Cat..	Femicide Media Analysis of Local News	Femicide Media Analysis of National ..	Femicide Media Analysis of TV Sources	Femicide..
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Select Media Category from Dro..

All



Femicide Media Analysis of All Media Sources

Summary

A total of 43 Ontario femicides (2024-2025) were examined by studying 114 news items from three mainstream media sources (national newspapers, local newspapers and TV news).

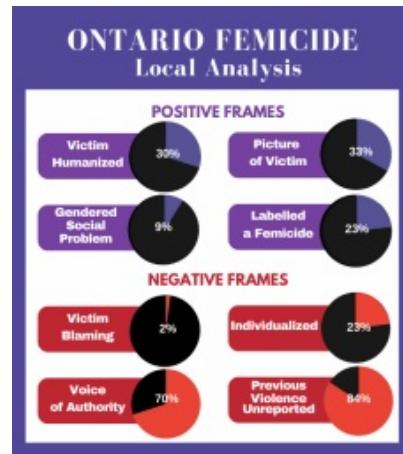
This heat map (left) identifies with purple and red diamonds the positive and negative frames identified in three different media reports for each of the 58 women and girls murdered between November 2024-2025. A purple or red diamond is found directly under the horizontal framing categories on the left if there was evidence of this frame in that news report.

Click on any of the purple or red diamonds to connect with each media report that was analyzed.

Summary	Femicide Media Analysis by Media Cat..	Femicide Media Analysis of Local News	Femicide Media Analysis of National ..	Femicide Media Analysis of TV Sources	Femicide..
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Femicide Media Analysis of Local News



Summary

Click on any **purple** or **red** diamond to connect with each news report that was analyzed.

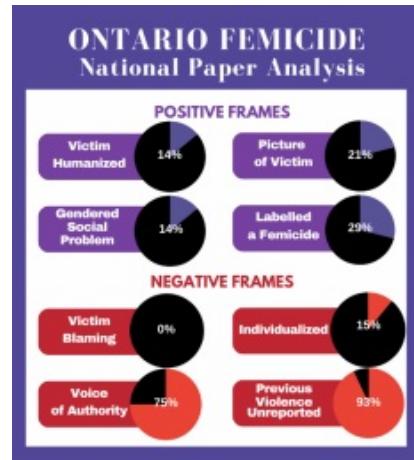
A total of 43 local news sources were examined. This year 30% of local sources had humanized the victim and 33% of articles included a positive picture of the woman. A noticeable increase was seen in the proportion of articles labelling these killings as related to intimate-partner violence, or explicitly as a femicide, with 23% of local cases using one of these terms. Eighty-four percent of the time, local sources did not report past histories of violence against women. Although infrequent and indirect, local news sources were more likely to victim blame than TV and national newspapers. They were the least likely, however, to rely on traditional voices of authority, such as police or other state actors.

Summary	Femicide Media Analysis by Media Cat..	Femicide Media Analysis of Local News	Femicide Media Analysis of National ..	Femicide Media Analysis of TV Sources	Femicide Media Analysis by Individual..
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Victim	Source	Victim Humanized	Picture of Victim	Gendered Social Problem	Labelled a Femicide	VAW Help Info	Racialized	Victim Blaming	Individualized	Voice of Authority	Previous Violence Unreported
Anishinabie, Deborah	Globe and Mail	◆◆◆									◆
Arreak, Jolene	-										
Berrezueta, Susan	-										
Brooks, Alisha	Toronto Star	◆◆◆◆									
Brown, Serenity	Toronto Star	◆◆									◆
Charles, Sacha	-										
Cheema, Sukhdeep	-										
Descary, Renée	The National Post		◆◆								◆
Desrochers, Rachelle	Toronto Star			◆				◆◆	◆◆		
Doe (Brampton), Jane	Toronto Star							◆◆	◆◆		
Doe (Guelph), Jane	-										
Doe (Kingston), Jane	Globe And Mail			◆				◆◆	◆◆		
Doe (Peterborough), ..	-										
Doe (Pickering), Jane	Toronto Star							◆◆	◆◆		
Doe (Sudbury) August, 1999	Toronto Star							◆◆	◆◆		



Femicide Media Analysis of National News



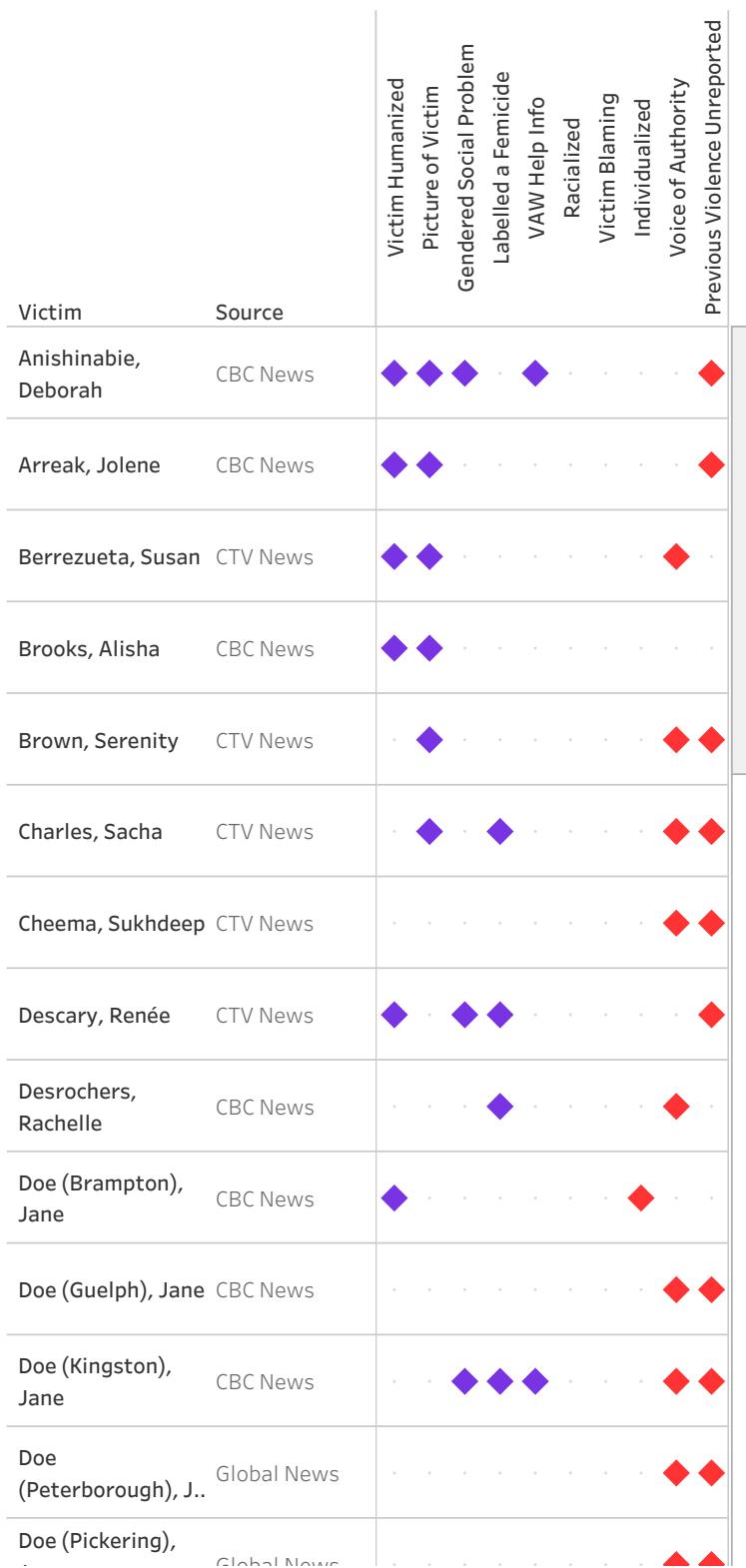
Summary

Click on any purple or red diamond to connect with each news report that was analyzed.

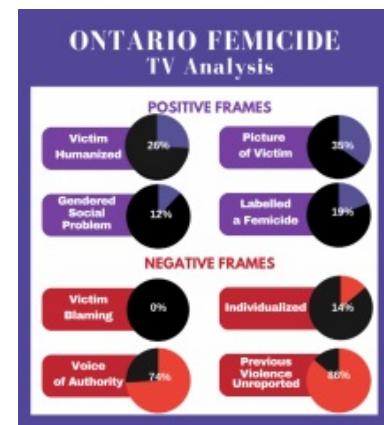
A total of 28 national news sources were examined. Out of 43 femicides identified in mainstream news, 35% of femicides received no national news coverage.

National Sources were least likely to include a positive picture of the victim, and only included language to humanize the victims in 14% of the articles examined. National sources were more likely than TV or local sources to provide information to identify that the femicide was the result of a gendered social problem and they were the most likely to label her murder as a form of gender-based or femicide. Despite positive shifts in naming and contextualizing violence, 93% of national source did not report any information pertaining to previous histories of violence, a risk factor for femicide. No national sources provided

Summary	Femicide Media Analysis by Media Cat..	Femicide Media Analysis of Local News	Femicide Media Analysis of National ..	Femicide Media Analysis of TV Sources	Femicide Media Analysis by Individual..
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Femicide Media Analysis of TV Sources

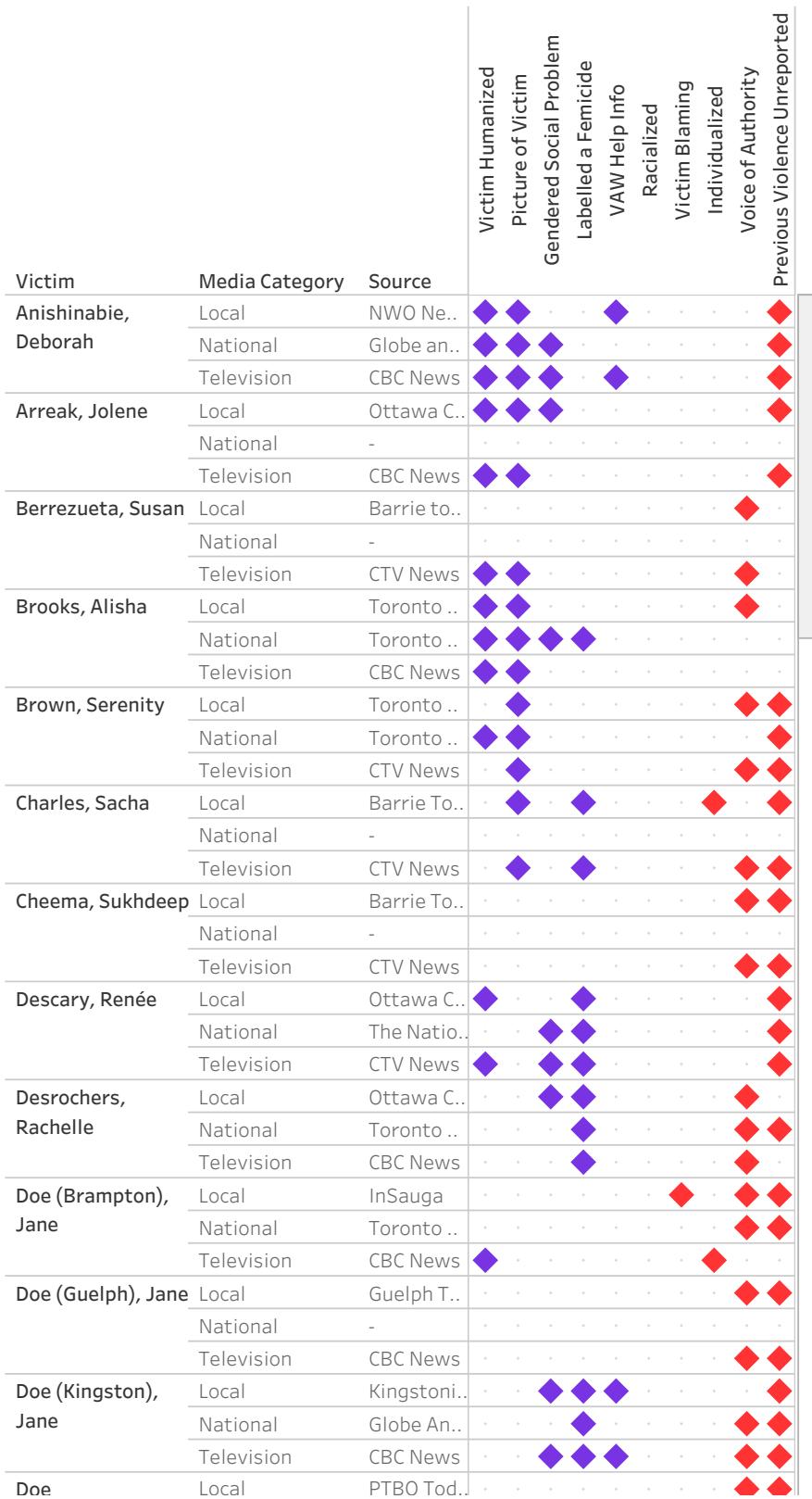


Summary

Click on any **purple** or **red** diamond to connect with each news report that was analyzed.

A total of 43 television news sources were examined. Compared to local and national newspapers, TV sources did the best job of including a positive picture of the woman (35% of the time), however language that would humanize the victim was only included in 26% of articles examined. TV sources over relied on police and other traditional voices of authority rather than violence against women experts or the victims' friends and family in 74% of cases. TV sources were the least likely to label the case as gender-based violence or femicide, but did so in nearly one-fifth of articles (19%). Television, along with national sources did not include language that directly or indirectly placed blame on the victim

Summary	Femicide Media Analysis by Media Cat..	Femicide Media Analysis of Local News	Femicide Media Analysis of National ..	Femicide Media Analysis of TV Sources	Femicide Media Analysis by Individual..
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Ontario Association of Interval & Transition Houses



Select Individual Media Sources From List Below

Media Category Menu

- Local
- National
- Television

Source

All