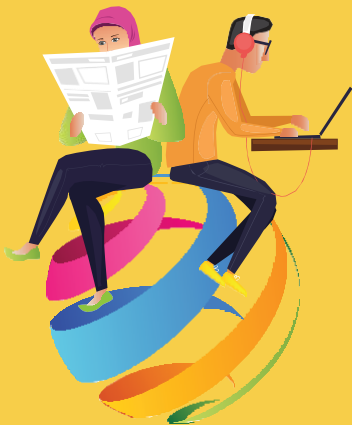


WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

CARIBBEAN

**HIGHLIGHTS OF
FINDINGS**



GMMP

Global Media
Monitoring
Project

2020



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GMMP 2020 is coordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change.



Data for GMMP 2020 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists associations, alternative media networks and faith groups.

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In Partnership with



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WMW Jamaica, Regional Coordinator, GMMP 2020.

THE WORLD AT A GLANCE
GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.

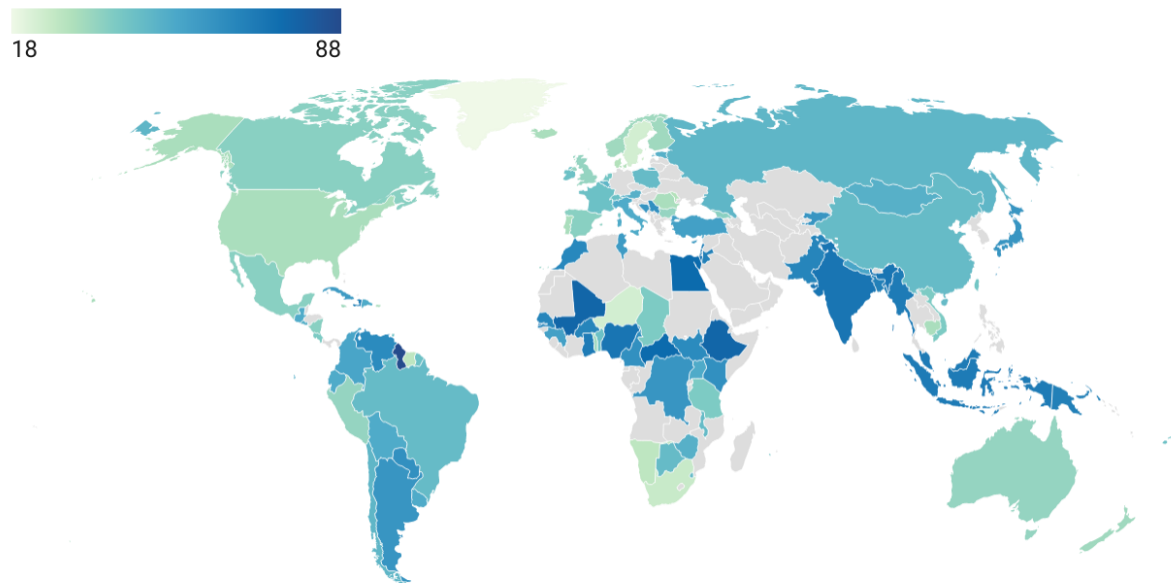


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

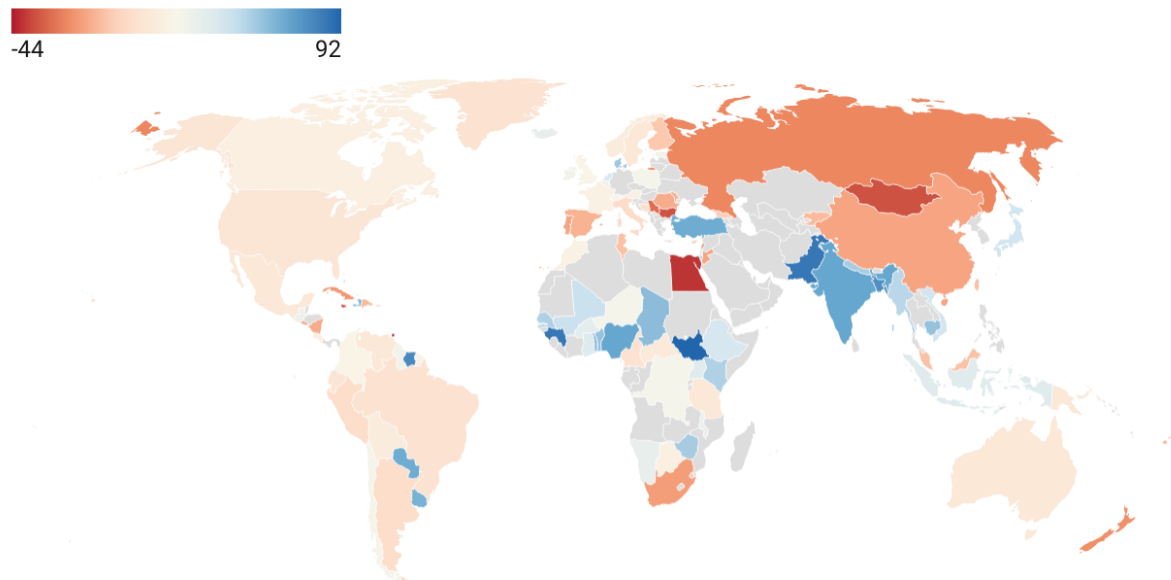


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

GLOBAL CONTEXT

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime, and other issues.

It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television, and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.

The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'¹

The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.

The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about, or seen in newspaper, television, and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.

Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space, and content delivery platforms.

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media “have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us.”³

Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.

GMMP teams in 116 countries monitored 30,172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2,251 outlets. The stories contained 58,499 news subjects and sources and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.

Findings from the sixth GMMP reveal a mixed picture of progress, stagnation, and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators. The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

Reports on the GMMP findings at global and regional levels, can be found at www.whomakesthenews.org.

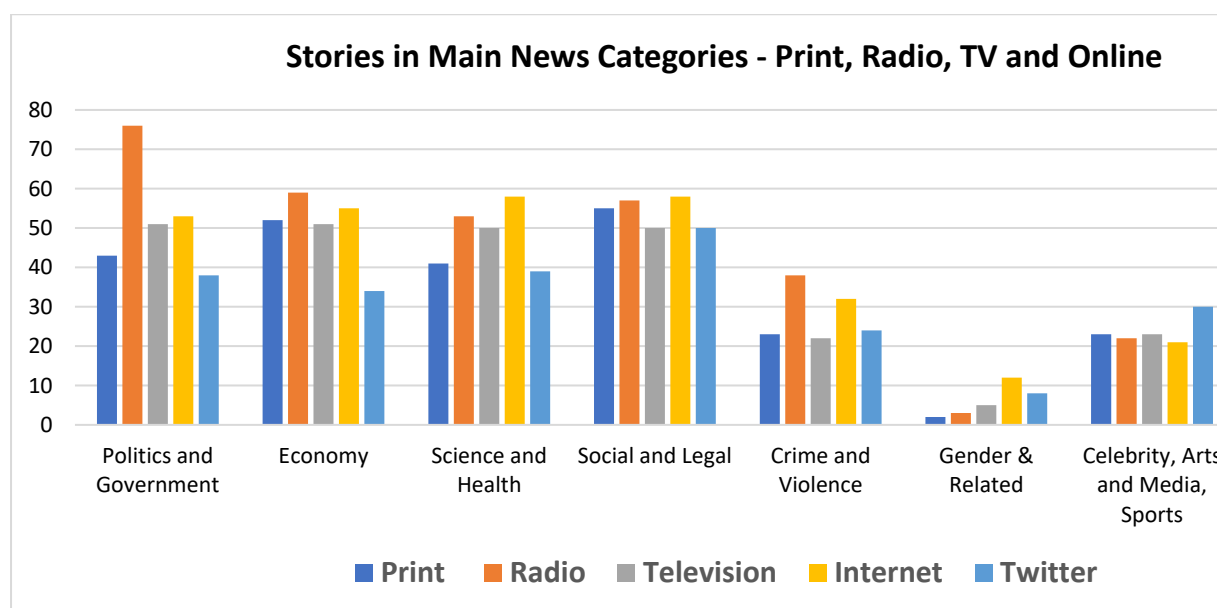
³ In *Who makes the news? The Global Media Monitoring Project report*, 2015

CARIBBEAN REGION

Thirteen (13) countries participated in the 6th GMMP (2020), namely, Antigua, Cayman, Cuba, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Puerto Rico, St. Vincent and the Grenadines (SVG), Suriname and Trinidad and Tobago. The final sample of data analysed for GMMP 2020 included data from all countries except Dominica and SVG.

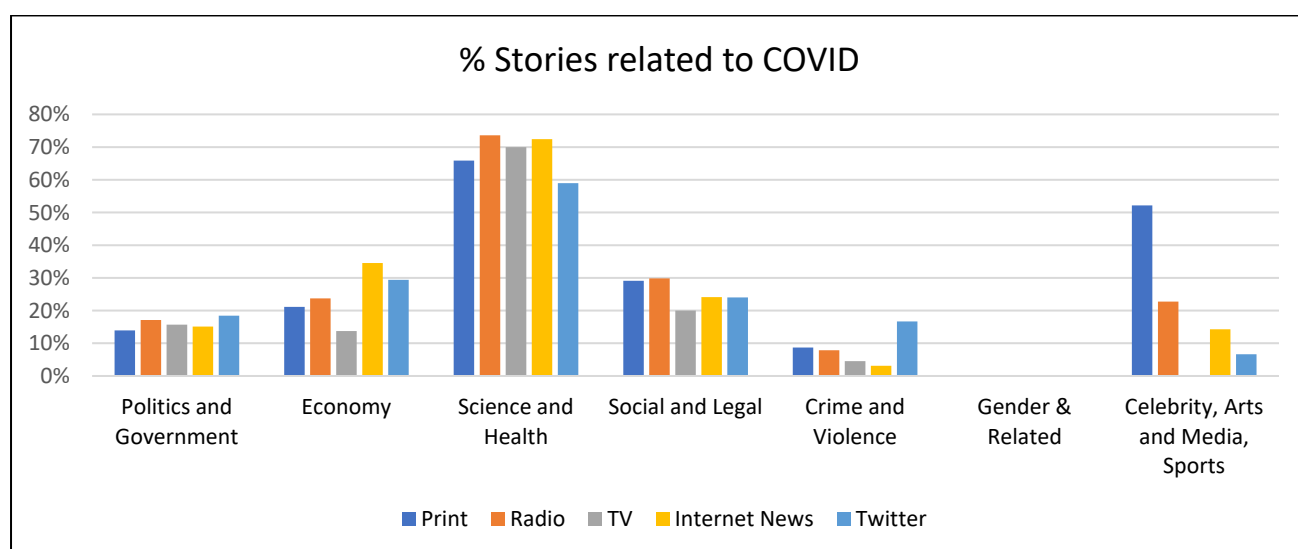
- Number of news stories in the Caribbean sample for GMMP 2020**

A total of 820 news stories in mainstream news on TV, radio and in print and 513 online news stories were analysed.



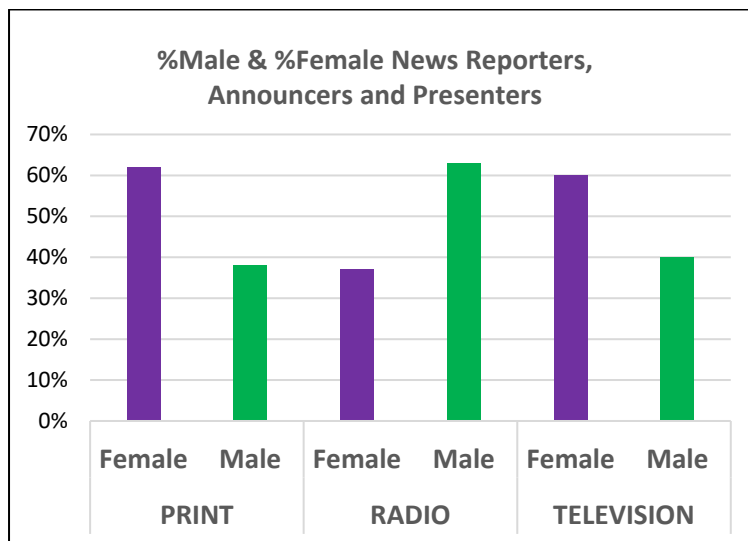
- Stories related to COVID:**

GMMP 2020 took place in the midst of the COVID pandemic, which affected news coverage. On average of 29% of all stories were related in some way to COVID.

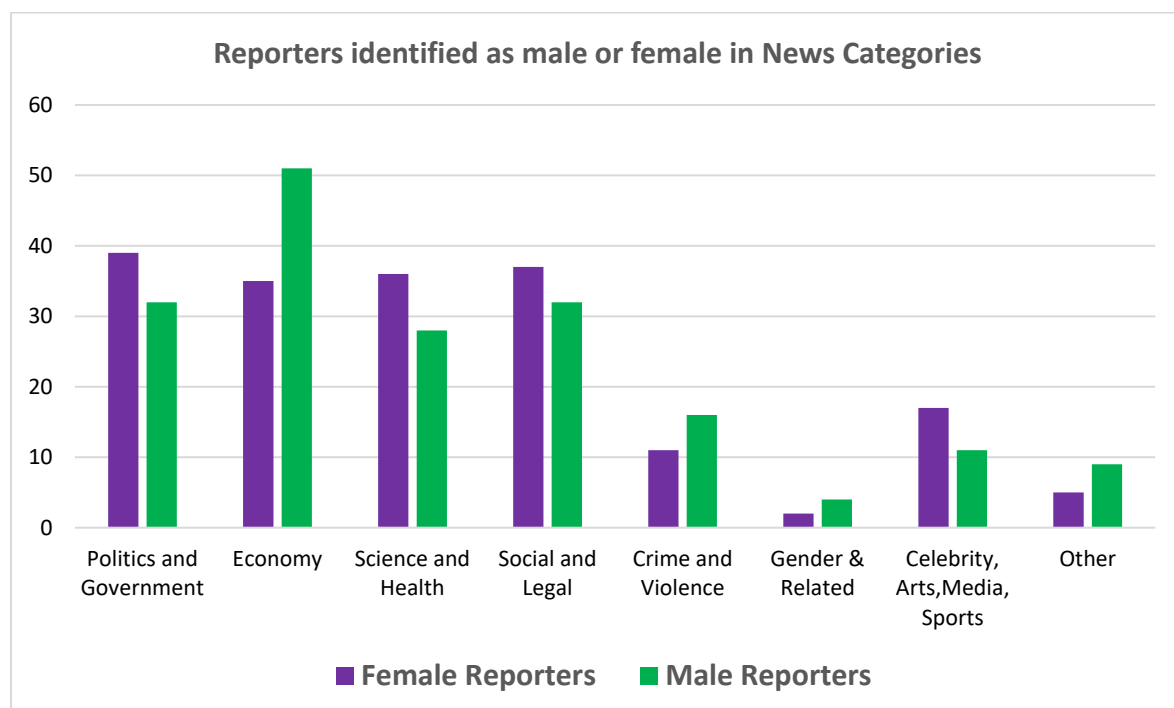


- **Presence of Male and Female Reporters, Announcers and Presenters in the News**

A little over 60% of announcers and reporters on Radio were male, thus the male voice dominated in this medium. On television and in print, however, **females** made up some 60% of newspaper reporters and TV presenters/reporters.



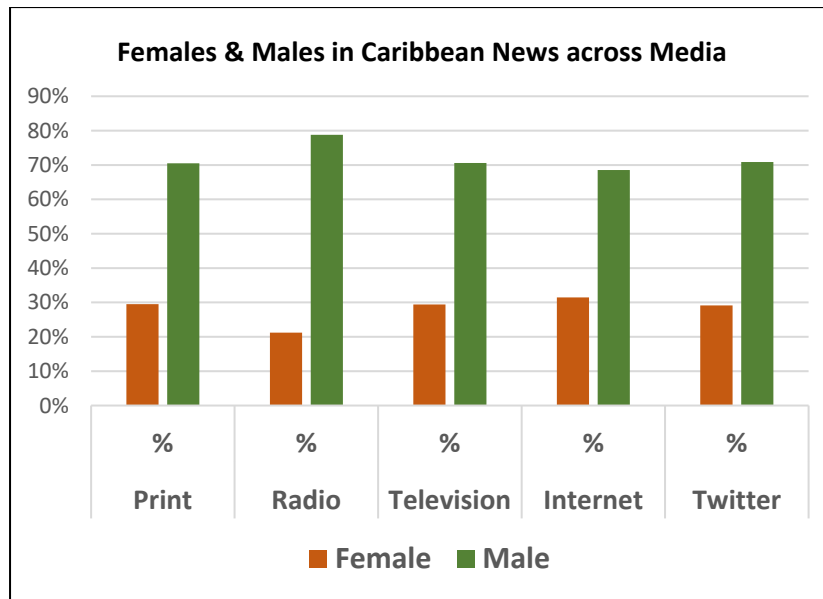
- **Reporters identified as male or female in the main News Categories**



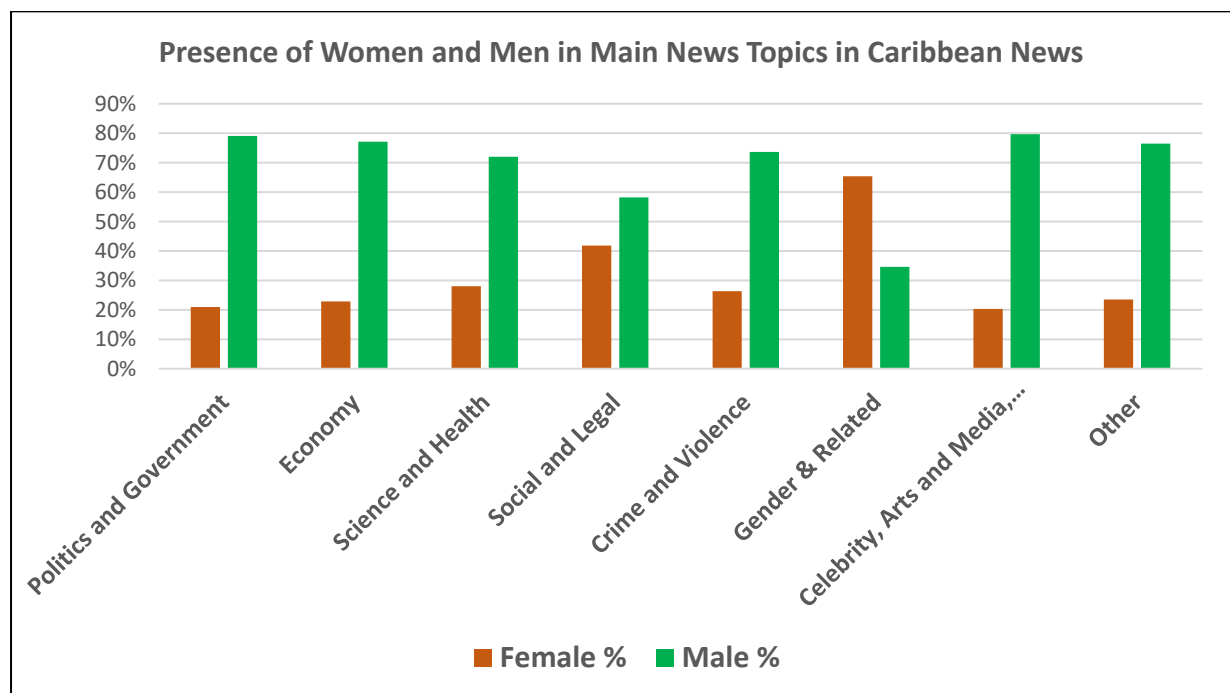
- **Overall presence of females and males in all media:**

- in Radio, TV, Print: **27%** of persons in the news were **female**
- Internet/Twitter News: **31%** “ “ “ “

This under-representation of females in news has been seen in every GMMP since 1995. However, this gender disparity has steadily been reducing in Caribbean news: in 2020 over one quarter (27%) of persons in news on TV, radio and print were female, while nearly one third (31%) of persons in Online news were female.



- **Women and Men appearing in Main News Topics**



- **Female Presence according to Topic of News** (across all media):

In stories on:		FEMALES		
Politics, Government, Economy –		between 21% - 24% of persons in news stories (variations according to media)		
Crime and Violence	-	“	26% - 32%	“
Health, Science, technology	-	“	28% - 38%	“
Social, Education, Legal, etc.	-	“	38% - 42%	“
Celebrity, Sports, Arts, Media,	-	“	20% - 23%	“

(In the *very few* stories on Gender & related issues, Females make up the majority)

- **Females in local, national, regional, international news**

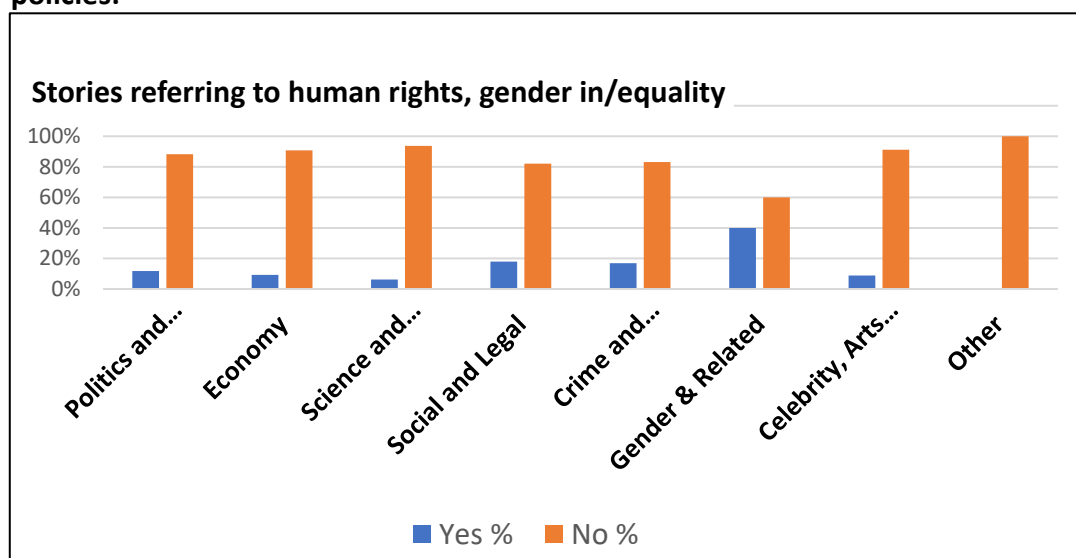
Local news	38% Female
National	26% “
Regional	22% “
International	16% ”

- **On average, only 7% of new stories have a woman/women as a central focus:**

The presence of a woman/women as a central focus varied according to news topic: 18% of stories on crime and violence have women as a central focus compared to only **2%** of stories on the **economy**. This higher visibility of women in stories on crime and violence may contribute to a stereotype about women.

- **Stories that challenge gender stereotypes:** On average, only **2%** of stories challenge gender stereotypes, a lower proportion than in GMMP studies in previous years.

- **12% of stories refer to human rights, gender equality/inequality and related laws and policies:**



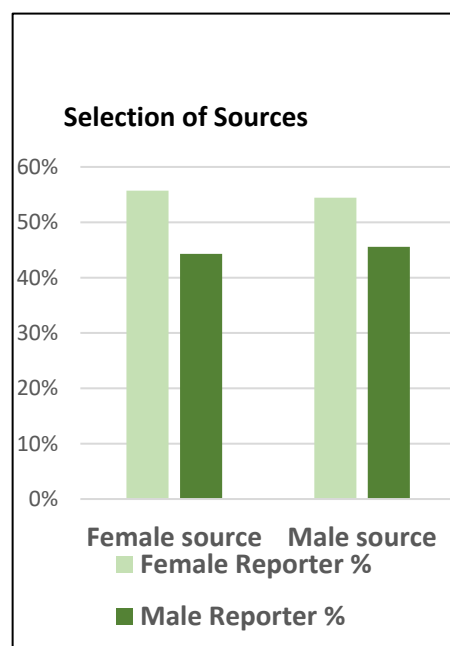
- **Presence of Females and Males in stories on human rights, gender inequality/equality :**
There is a *higher proportion of females (41%)* in these stories in the total sample.

The proportion of **reporters** who refer to human rights, gender equality/inequality is low, at 8% for male reporters and 7% for female reporters.

- **Selection of male and female Sources by female and male Reporters**

Female reporters use more sources overall, compared to male reporters.

Female reporters also use more *female sources* than do male reporters.



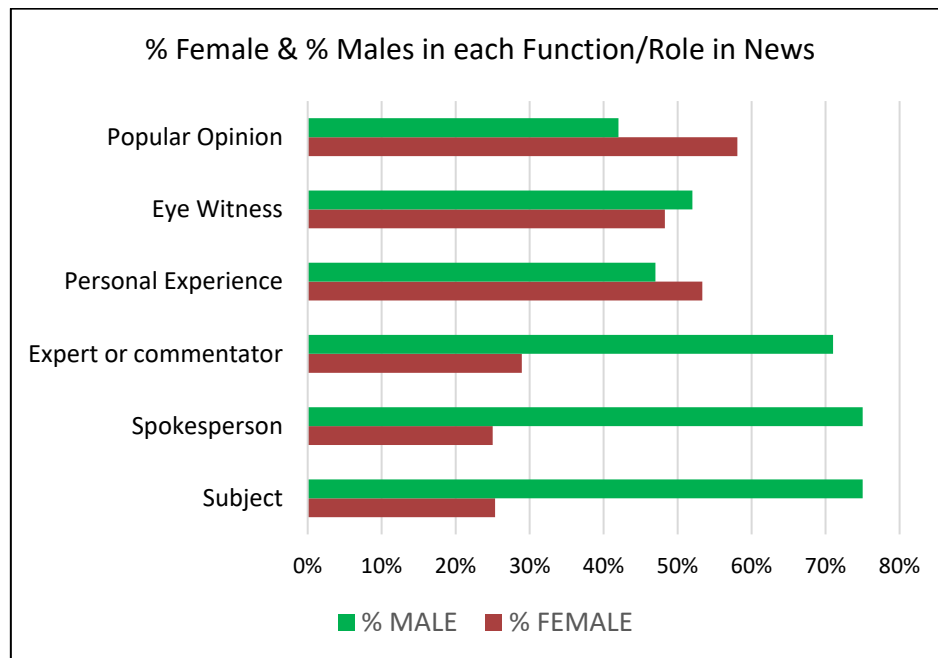
- **Occupations of Females in the News:**

Politicians overwhelmingly fill the news stories; the majority are males, only 17% are female.

20 Most Frequent Occupations	Total M + F	% Female
Politician/ member of parliament, ...	538	17%
Govt employee, public servant, spokesperson, etc.	277	27%
Occupation not stated - - -	113	47%
Lawyer, judge, magistrate, legal advocate, etc.	94	28%
Sportsperson, athlete, player, coach, referee	80	1%
Celebrity, artist, actor, writer, singer, TV personality	72	31%
Business person, exec, manager, stock broker...	68	35%
Activist/worker in civil society org., NGO, trade union	60	32%
Police, military, para-military, militia, fire officer	47	9%
Doctor, dentist, health specialist - -	40	30%
Villager / Resident (no occupation given)	40	63%
Academic, lecturer, teacher	36	33%
Science/ technology professional, engineer, etc.	19	37%
Tradesperson, artisan, labourer, truck driver, etc.	17	29%
Agriculture, mining, fishing, forestry	17	18%
Student, pupil, schoolchild	16	69%
Media professional, journalist, film-maker, etc.	16	18%
Health worker, social worker, childcare worker	14	57%
Criminal, suspect no other occupation given	13	15%
Office or service worker, non-management worker	12	42%

- **Function (Role) of Females and Males in News Stories:**

Males dominate as 'Subject', 'Spokesperson' or 'Expert' whereas females tend to provide 'Personal experience' or represent 'Popular Opinion'.



- **Depicting Victims**

The category of 'victim' referred to people depicted in a variety of circumstances: accidents, natural disasters, crime, sexual violence, domestic violence. Overall, just over 1 in 20 (6%) of all persons appearing in the news were depicted in this way.

Females are more than twice as likely than males to be depicted as victims: 10.3% of all females compared to 4.5% of all males. This imbalance in terms of females appearing as victims, may contribute to a problematic stereotype that hides females' agency. Half of female victims suffered gender based violence, including domestic violence, whereas males tended to be described as victims of non-sexual and non-domestic crime.

- **Identifying people by family status**

Nearly 1 in 8 females are identified by family status compared to only 1 in 20 men. Females are thus 2.5 times more likely than males to be identified by family status. This validates women's family links, but reduces the visibility of men's family links. Slightly more male than female Reporters show this tendency.

- **Females and Males who are quoted**

50% of the females, and 47% of male are quoted. So, despite fewer women appearing in the news overall, when they *do* appear half are quoted.

- **Females and Males and photographed :** One third of females (34%) appear in photos, while less than a third (29%) of men appear in photos.

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