

GMMP+30

REGIONAL REPORT:

CARIBBEAN



GMMP+30

Global Media Monitoring Project

2025

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Data for GMMP 2025 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists' associations, alternative media networks and faith groups.
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WMW jamaica
CREATING EQUAL SPACES

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UN WOMEN

FOR ALL WOMEN AND GIRLS

Acknowledgements

The Caribbean Region GMMP Report has been prepared by **WMW-Jamaica**, a women's rights organization in Jamaica. WMW-Jamaica co-coordinates the GMMP at the regional level in coillaboration with Puerto Rico.

We wish to acknowledge the commitment of the volunteer GMMP teams throughout the Caribbean who took on the challenge of conducting the GMMP in 2025, despite minimal resources to do the work. These teams were coordinated mostly by small women's or civil society organizations as well as academic institutions:

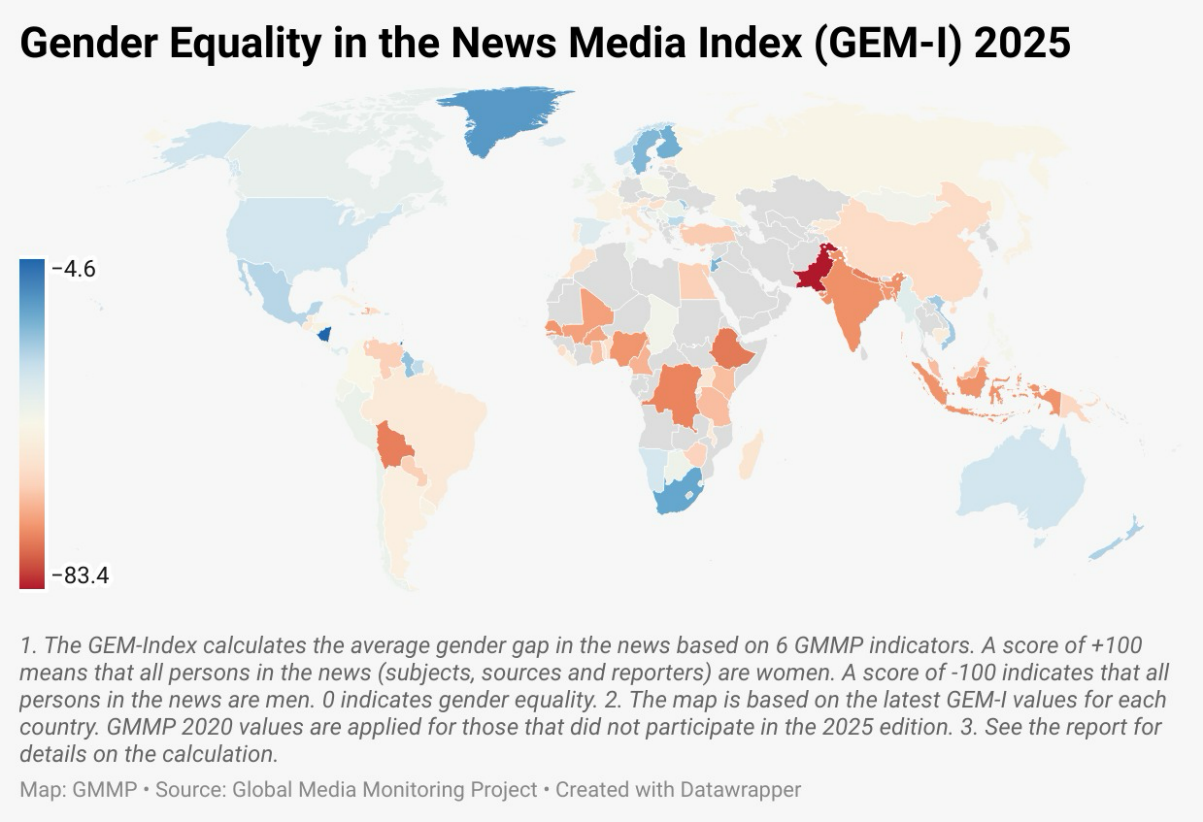
- Antigua: Women against Rape
- Bahamas: Equality Bahamas
- Belize: Progressive Organization for Women in Action
- Cuba: volunteers with no organizational affilitation
- Dominica: National Women's Council
- Dominican Republic: Espacio de Comunicación Insular (ESPACINSULAR)
- Grenada: Grenada National Organisation of Women
- Guyana: Women Journalists and Artists in Direct Support
- Haiti: Rezo Fanm Radyo Kominote Ayisyen (REFRAKA) (Women's Community Radio Network of Haiti); LANBI-Educatif;Communication Department-State University of Haiti
- Jamaica: WMW-Jamaica
- Puerto Rico: Facultad de Comunicación e Información de Universidad de Puerto Rico, Recinto Río Piedras.
- Suriname: Caribbean Association for Feminist Research and Action (CAFRA)
- Trinidad & Tobago: Network of NGOs for the Advancement of Women

The preparation of the Caribbean Report was interrupted by Hurricane Melissa which devastated Jamaica in late October 2025. WMW-Jamaica is relieved, therefore, and grateful to be able to contribute this Regional Report for GMMP 2025.

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INDEX GEM-I



1. The GEM-Index calculates the average gender gap in the news based on 6 GMMP indicators. A score of +100 means that all persons in the news (subjects, sources and reporters) are women. A score of -100 indicates that all persons in the news are men. 0 indicates gender equality. 2. The map is based on the latest GEM-I values for each country. GMMP 2020 values are applied for those that did not participate in the 2025 edition. 3. See the report for details on the calculation.

Map: GMMP • Source: Global Media Monitoring Project • Created with Datawrapper

PREFACE

Global Context

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

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

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

The global news media landscape has changed profoundly, yet women's place within it has not. The GMMP reveals that, in many ways, the status quo of underrepresentation and misrepresentation in content has persisted.

The 7th Global Media Monitoring Project (GMMP) 2025. The highlights.

The global findings for GMMP 2025 are based on **29,935 news articles** containing 58,321 people and 26,560 news personnel in **94 countries** on May 6, 2025.

1. **Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of "hard news" in legacy media persisted across time, it has also crossed over into digital outlets.**

   Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it reinforces and amplifies a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the "hard news" bias, second, to intentionally integrate issues of greater concern to women, and

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

third, to enable women's visibility and voice in traditionally male-dominated spaces.

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

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

The probability of minority women being featured in the news is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

3. **Globally, women's visibility in political and economic news has increased significantly over the past three decades.**

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved.

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

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

5. **Global patterns of gender-biased portrayal endure despite change in women's roles in the real world.**

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with "other crime" and "domestic violence" (by intimate partners and family members) becoming the top victim categories.

Women are portrayed as survivors of domestic violence in equal proportion to surviviors of accident/disaster.

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

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men, with qualitative analysis continuing to show patterns of sexualized portrayal.

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

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence

of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

7. Globally, women's share as reporters has risen then stagnated since 1995.

Globally, the proportion of women as reporters in legacy media rose from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining two points in the past five years. The findings suggest most news systems are willing to absorb a certain proportion of females in the role of reporter, but not to cede to full numerical equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest, yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. Tracking of sports news reveals a very low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen long-term growth.

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

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, female reporters feature more female sources than their male colleagues (5–6-point gender gap). This gender gap is 9 points in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news.

9. Globally, gender-based violence (GBV) is a blind spot in the news. When GBV makes the news, however, the gender lens is sharper than in other news topics.

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

Stories on GBV by female journalists are more likely to raise gender (in)equality issues than those by men. There is enormous room for improvement if news media are to contribute to a societal understanding of GBV as criminal, and a violation of fundamental human rights.

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

The global proportion of news stories that clearly challenge gender stereotypes has remained low at 3%-4%. This indicates a consistent journalistic failure to disrupt stereotypical narratives. Regional findings vary greatly: North American news challenged gender stereotypes in 19% of stories, whereas only 1% of Middle Eastern news did so.

Gender stereotypes are most prevalent in stories about politics and the economy, where men are the majority power holders. Challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo - i.e. news on celebrity/arts/media, and social/legal. GBV stories challenge gender stereotypes more than other news, however these stories are too few to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has hovered between 7% and 11%. A human rights lens is absent in most stories.

The probability of women being the central protagonists in a news story is higher in digital news at 15%, compared to 10% in traditional news.

The sex of the reporter matters slightly for the integration of a gender lens: 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. In GBV stories female reporters are more than 10 points more likely to call attention to gender inequality.

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

Globally, the near standstill pace of change in relation to gender equality in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem. The impact of digitalization on the news industry and gender relations online as a whole will make the task of securing women's rights in and through digital news more complex.

Regional Context

The Caribbean includes a geographically and culturally diverse group of countries, some being island nations while others are on the Caribbean coast of mainland Central and South America. The twelve countries participating in GMMP 2025 included four languages areas - Spanish, Haitian Kweyol, English and Dutch. These countries vary considerably in population, from less than a hundred thousand (Commonwealth of Dominica) to almost 11 million (Dominican Republic).

Gender Equality in the Caribbean:

Many Caribbean nations have a legal framework that protects gender equality, and most are signatories to the Convention on the Elimination of all forms of Discrimination against Women (CEDAW). In most countries, women's access to secondary education and to participation in the labour force is high, although economic inequality exists with persistent gender wage gaps. Despite educational gains, women face higher unemployment and are often concentrated in lower-paying jobs. Additionally, women undertake most of the unpaid care work.

Deep-rooted cultural norms and practices perpetuate gender inequality, despite legal reforms, and women remain underrepresented in political leadership. Across the region the average rate of gender-based violence is signifanctly higher than the global average.

The United Nations Gender Equality/Inequality Indices for Caribbean nations vary considerably: global gender equality rankings vary from a fairly high ranking of 63 (Antigua & Barbuda) to a lower ranking of 165 (Haiti).

Country	Gender *Inequality* Index - 2023	Global Gender *Equality* Rank 2023
Antigua & Barbuda	0.24	63
Trinidad & Tobago	0.26	69
Cuba	0.30	75
Bahamas	0.32	81
Jamaica	0.36	88
Suriname	0.39	97
Dominican Republic	0.42	106
Guyana	0.43	109
Belize	0.43	110
Haiti	0.62	165

The news media in the Caribbean:

Across the region, progress towards gender equality and communication rights has been advanced as well as hindered by the news media. Some examples of advances are the Codes of Practice at some media houses which take account of gender and violence. Similarly the Broadcasting Codes for Children's Programming (e.g. Jamaica and Trinidad & Tobago) seek to include a gender perspective. However, the reality is that in the Caribbean, and across the world, the cultural underpinnings of gender inequality and discrimination against women are often reinforced through the media.

Traditional news media remain an important source of information, ideas and opinion for many Caribbean citizens, however social media and online news sites are increasingly influential and in some places are 'taking over'. In some cases, newspapers have moved online and there is no longer a printed version of the publication. In the evolution of traditional media use, the Dominican Republic stands out. According the 2025 GMMP volunteer group in that country, radio is no longer a significant source of news and was therefore not included in the monitoring exercise.

Who and what appears in the news? How are women and men portrayed? Who is left out? What topics and events are covered - or *not* covered? These are some of the questions that the GMMP news monitoring seeks to answer.

Some Caribbean countries have participated in every GMMP since 1995 and the four main language areas are represented in GMMP - Spanish, Haitian Kweyol, English and Dutch. An interesting mix of civil society, academic and media organizations have led the GMMP initiative in the region, and along the way, well over a one hundred volunteer media monitors have been trained to carry the GMMP project forward.

WMW-Jamaica, a small women's rights organization (formerly Women's Media Watch), has participated in the GMMP since the pioneering study in1995 and has been responsible for preparing the Caribbean Reports for GMMP since 2010.

GMMP Media Monitors across the Caribbean, May 2025


Guyana


Jamaica


Cuba


Suriname


Dominican Republic




Haiti


Puerto Rico

GMMP 2025 Caribbean - Executive Summary

Media Outlets monitored in the Caribbean: Twelve Caribbean countries participated in the 7th Global Media Monitoring Project (GMMP) on May 6, 2025, from four language areas: Spanish, English, Haitian Kweyol, Dutch. Across the region, **121 media outlets** were monitored: print, radio, television and online news sites.

News Stories and Topics: The **121** media outlets provided **1,204 news stories**. The most prevalent category of news was *Social and Legal*, a broad category that includes education, development issues, human rights, legal issues, disasters and accidents, religion, family and childcare. The next most prevalent topic was *Politics and Government.* These were followed by the categories of *Economy, Crime & Violence and Science & Health.* Less prevalent categories of news were *Celebrity/Arts/Media/Sports.* The category of *Gender-based Violence* was bare visible in the region's news.

People in the News:

The 1,204 news stories contained **2,975** people as news sources - i.e. nearly 3,000 women and men, girls and boys. The **overall presence** in traditional news media was **25 percent for women**, and **75 percent** for **men**. In online news, women's presence increased to **32 percent**, nearly 1 in 3, while men's was 68 percent.

This gender disparity was greatest in news on *Politics and Governmen* and on *Crime & Violence*, where women were least visible. However, in online news there was one category of news - *Media/Arts/Celebrity* - where women accounted for the majority of sources.

The most frequent **occupations** for both genders were *politicians or government employees* who accounted for 43% of all news subjects and sources. Four out of five were male.

There was a gender disparity in terms of the **function** of women and men in news stories. Men's function was mostly as spokespersons and experts, whereas women's were more often eye witnesses or providers of personal experience.

On radio, television and in print, women were more than four times more likely to be identified by **family status,** compared to men. Overall women were nearly twice as likely as men to be **depicted as victims**. However, in *online news* these gender disparites were not seen.
Across all media, women and men were equally likely to be **quoted** or to appear in a **photograph.**

Journalists and journalstic practices

There were **1275 news reporters** and **presenters** across all media (print, radio, television, online news). Women accounted for nearly two-thirds (61%) of reporters and presenters on television, but less than half on radio and in print news (42% and 48%).

Across the region the following **journalistic practices** were found:

- a small tendency for **female reporters** to include more **female sources** in their stories
- journalists depicted five percent (one in 20) of people appearing in the news as **victims**, and women were more likely than men to be depicted as victims

- journalists identified women in terms of their **family status** more often than they identified men in this way
- on average only 3 percent of stories **challenged gender stereotypes**
- on average, 8 percent of stories made references to **gender equality/inequality**, human rights or related legislation, and more female than male reporters made these references.
- between 7 and 12 percent of the news had **women as a central focus**, depending on the type of media.

Conclusion

In terms of gender equality, there has been little change in the 2025 findings for the Caribbean since GMMP 2020. In terms of gender balance, there has been a minimal plateau effect in the findings since 2010.

The 2025 finding of a two percentage point reduction in the presence of women in Caribbean news media overall, compared to 2020, is a backward step. On the other hand, in online news women are slightly more visible, and fewer gender disparities in terms of portrayal and treatment.

Overall, the news media in the Caribbean fail to challenge gender stereotypes and are not guided by a gender equality perspective. News stories do not reflect the reality of women's high levels of participation and expertise in the economic, political, educational, scientific, cultural and social areas of life across the Caribbean. In so doing, the news media fail to treat women's contribution to Caribbean societies as newsworthy.

Given that the GMMP provides the data and analyses to measure how the regional and global media landscapes are changing, it is imperative that the GMMP research process be protected and maintained with the resources needed to continue its work - regionally and globally.

A DAY IN THE NEWS IN THE CARIBBEAN

With the Caribbean comprising many countries and several different languages areas, it was to be expected that the news agenda on May 6, 2025 would be quite varied. Below is a sample of the news agendas in countries across the region:

Bahamas

- The news focused on the fires across New Providence and Abaco islands; also on a number of violent incidents.

Jamaica:

- A key item of news was the public controversy over proposed legislation affecting all teachers, the Jamaica Teachers Association and the education system.
- There were stories on corruption, crime and violence, and the announcement by the Prime Minister of a technology-facilitated crime prevention iniative.

Puerto Rico:

- The news centred around announcements made by the Governor of Puerto Rico and other female political figures (*…alrededor de la gobernadora de Puerto Rico y figuras femeninas dentro de la política.)*

Suriname

- News centred on politics, with a strong emphasis on the forthcoming National Assembly (Parliament) elections.

THE CONTEXT - the RESEARCH SAMPLE

In the Caribbean, the following countries took part in GMMP 2025: Antigua & Barbuda, Bahamas, Belize, Cuba, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Puerto Rico, Suriname, Trinidad & Tobago.

The monitoring sample for GMMP 2025 consisted of news stories a total of **121 media outlets** across eleven countries comprising 447 traditional media outlets (print, radio, television), plus 170 online news sites. The list of all media outlets appears in Appendix 2, at the end of this Report.

The rationale for media sampling was based on the following considerations:

- Wide readership, listenership, viewership
- Regular, reputable newscasts
- Diversity of ownership
- Language diversity, where relevant.

The **methodology** utilized for GMMP 2025 was the standard GMMP system of coding and analysis that has been developed, standardized and refined over the years. This methodology is used by all participating countries across the globe. (See **Methodology** in Appendix at end of Report)

The sample included a total of **1204 news stories:** 856 stories in traditional meda, (print, radio, television), plus 348 from online news sites.

There were **1275 news reporters and presenters** across all media (print, radio, television, online news).

The sample included **2975 people** - women and men, girls and boys - who appeared in the news across all media (print, radio, television, online news). These nearly 3000 people are referred to in the Report as 'news subjects and sources'.

- **121 media outlets across the region, comprising:**
- **447 print, TV, radio outlets and**
- **170 online news sites**
- **1,204 news stories**
- **1275 news reporters and presenters**
- **2,975 (nearly 3,000) people in the news**

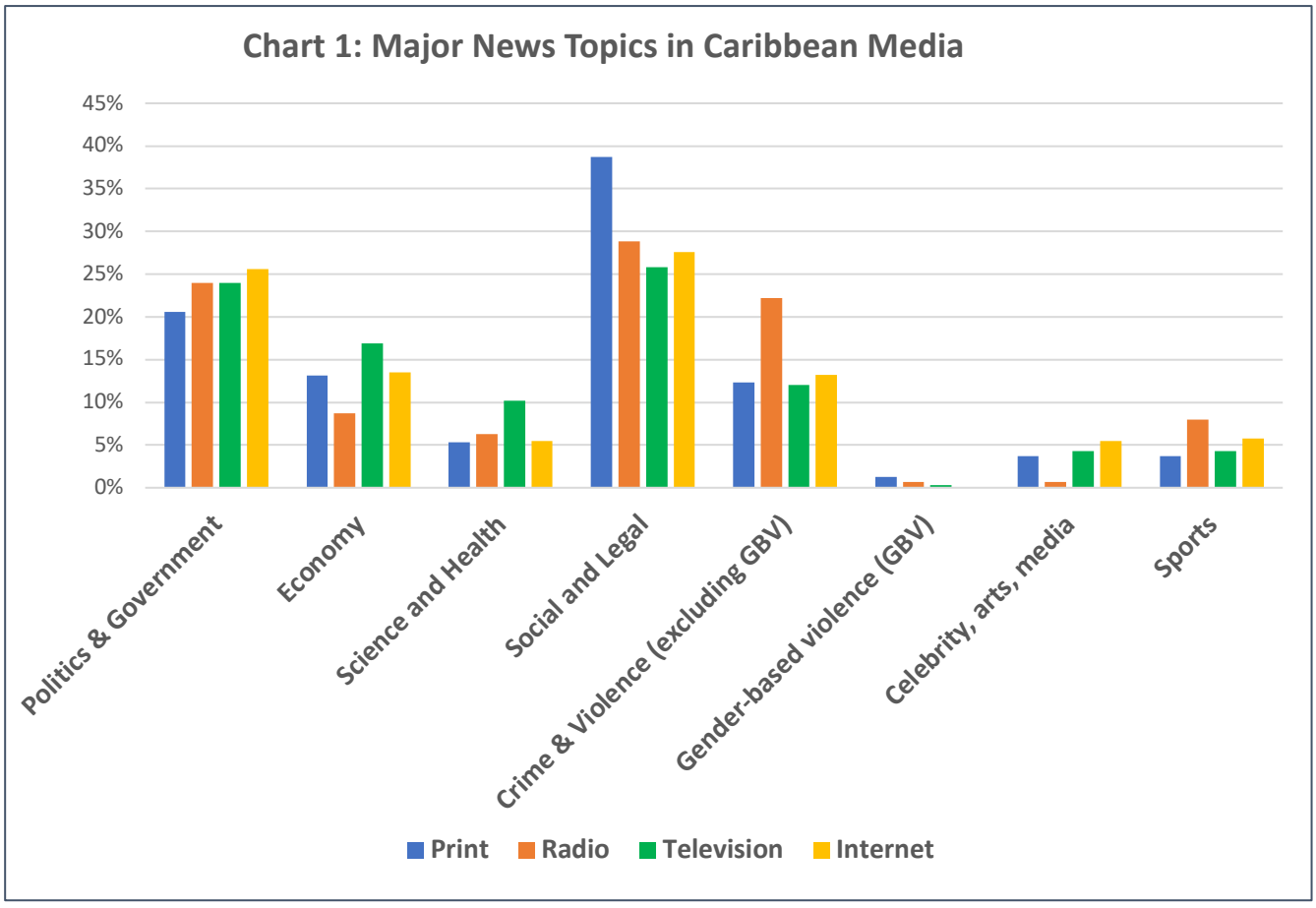
FINDINGS - GMMP 2025 Caribbean Region

A. TOPICS IN CARIBBEAN NEWS

The GMMP categorizes all news under eight major topics, each of which covers sub-topics:

- ***Politics and Government*** including domestic, regional and international politics.
- ***Economy*** including finance, business, labour/employment, poverty, housing, transport.
- ***Social and Legal*** - a broad category that includes education, development issues, human rights, legal issues, disasters and accidents, religion, family matters, childcare.
- ***Science, Health and Technology*** including climate change, environment, tourism.
- ***Crime and Violence*** including corruption, war, state-based violence, child abuse.
- ***Gender-based Violence*** including domestic abuse, child sexual violence, sexual harassment, intimate partner violence (affecting females and/or males).
- ***Celebritiy, arts, media*** including entertainment, leisure, all art forms.
- ***Sports*** including both team sports and individual sports.

Chart 1 shows the major topics in the **1204 news stories** in Caribbean newspapers, radio, television and online news for GMMP 2025.

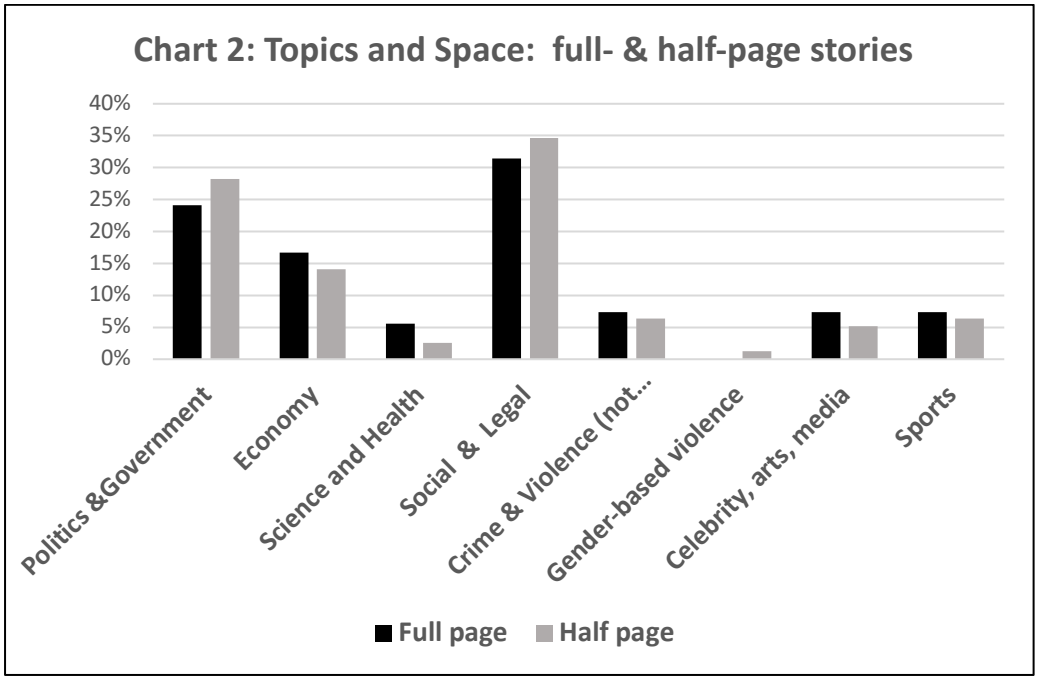


WHAT NEWS PREDOMINATES IN THE CARIBBEAN?

- The major news topic of *Social and Legal* dominated all news media in all four language areas of the Caribbean (English, Spanish, Haitian Kweyol, Dutch), making up 30 percent of all news.
- The next major topc was *Politics and Government* - which was the dominant news topic in the global results for GMMP 2025.
- There were only slightly more stories on the *Economy,* compared to stories on *Crime and Violence.*
- *Crime and Violence* was noticeably more present on radio, than in other news media.
- *Gender-based violence* (GBV) seemed to be markedly under-reported with only six (6) such stories in the entire sample of 1204 stories. This would appear to be in stark contrast to the high levels of GBV cited in available data for the region. This Caribbean finding is similar to the global data which showed less than 2 percent of news stories were on the topic of GBV.

Which topics were accorded the most space in newspapers?

Chart 2 (below) shows the that topics that were accorded a full-page or a half-page in the print media.



Five Caribbean countries - Belize, Guyana, Jamaica, Suriname and Trinidad & Tobago - were in pre- or post-election mode at the time of the GMMP media monitoring in May 2025. Social and Legal topics followed by Politics and Government were topics that dominated the print media in these countries, and were accorded full-page or half-page coverage. Under Social/Legal and Politics/Government, themes related to dissatisfaction with levels of extreme poverty, inadequacy of affordable housing, community and gang violence were all present in political statements. This was in contrast to the minimal visibility of Gender-based Violence in the region's news, despite the very high levels of GBV recorded in the region.

In summary:

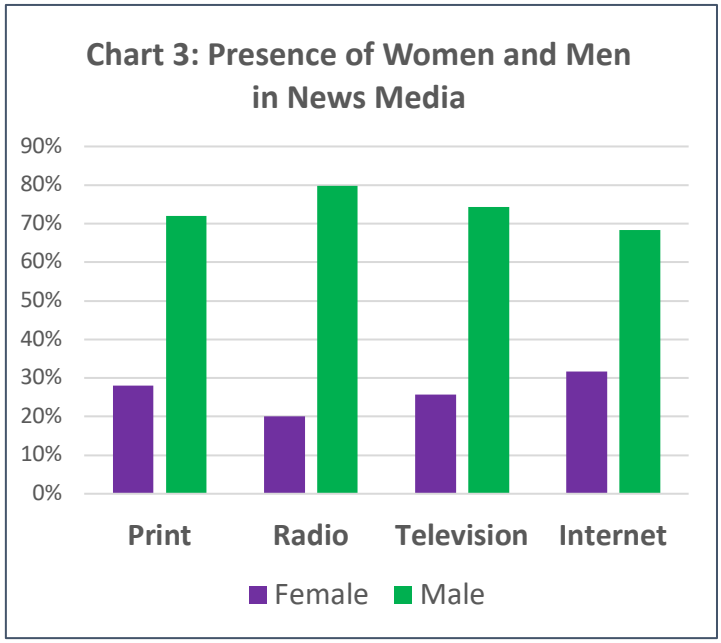
- Full-page and half-page stories were mostly in the two broad categories of *Politics and Government* and *Social & Legal*.
- Stories on the *Economy* made up on average 15 percent of full-page and half-page stories.
- Other topics, on average, each made up just 6 percent of full- or half-page stories.
- *Gender-based violence* accounted for ony one percent of half-page stories.
- Meanwhile, shorter stories that were accorded a quarter-page or less, are also mostly on *Social & Legal stories.*
- *Crime & Violen*ce made up a quarter of these shorter stories.

B. PEOPLE IN CARIBBEAN NEWS: SUBJECTS AND SOURCES

In the GMMP, the women and men who appear in the news are referred to as 'news subject' or 'source'. The GMMP 2025 included a total of **2975 news subjects and sources**.

Overall Presence of Women and Men in Caribbean News

The overall presence of **women was 25 percent** in traditional Caribbean news - radio, print and television - while that of **men was 75 percent.** (see Chart 3).



The gender disparity was greatest on radio where men accounted for 80 percent, or 4 out of 5 persons in the news, and women accounted for only 1 in five.

In online news, **women's presence increased to 32 percent,** nearly 1 in 3, while **men's presence was 68 percent**

This *under-representation* of women in the news media has been a consistent finding in all previous GMMP studies since 1995, and has continued into 2025. This under-representation persists at the global, regional and national levels.

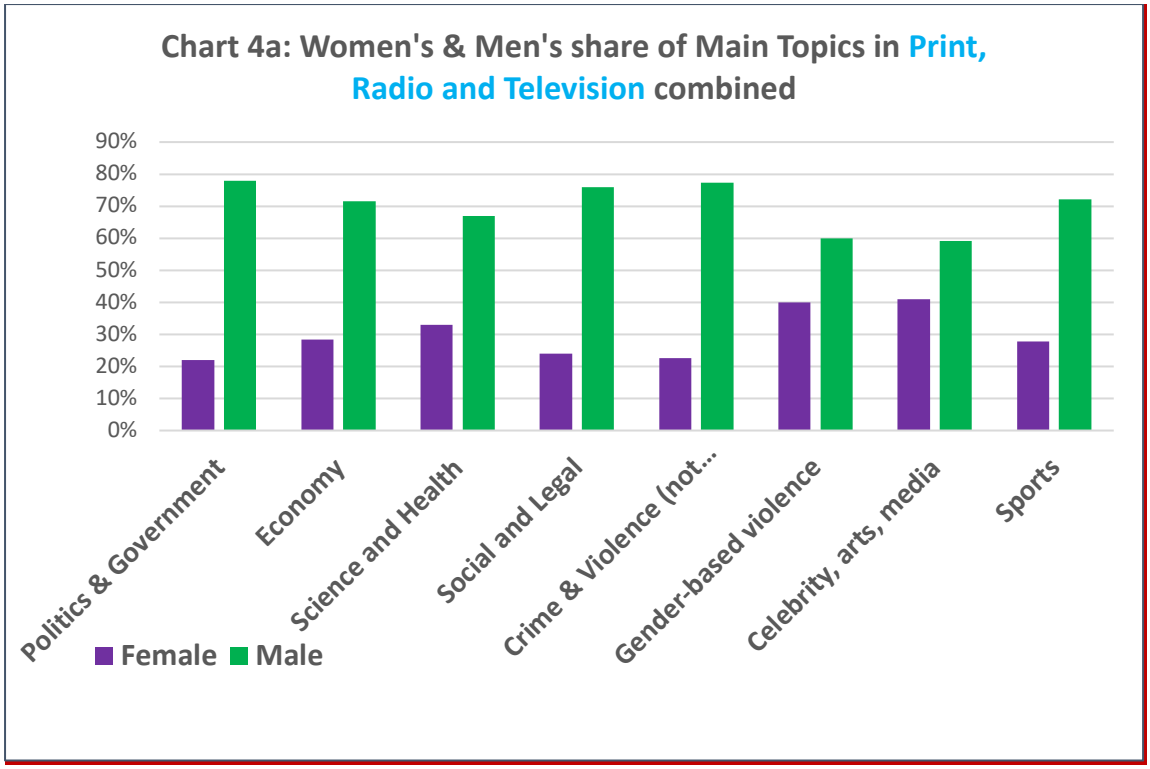
Ten years ago, in GMMP 2015, women's presence in Caribbean traditional news rose to a high of 28 percent. This was a significant increase from the low of 17 percent reported in 1995, in the inaugural GMMP study. It took twenty (20) years for women's presence to increase to 28 percent. However, in the recent 2025 GMMP study, women's presence fell back to 25 percent, just one quarter of people in the news.

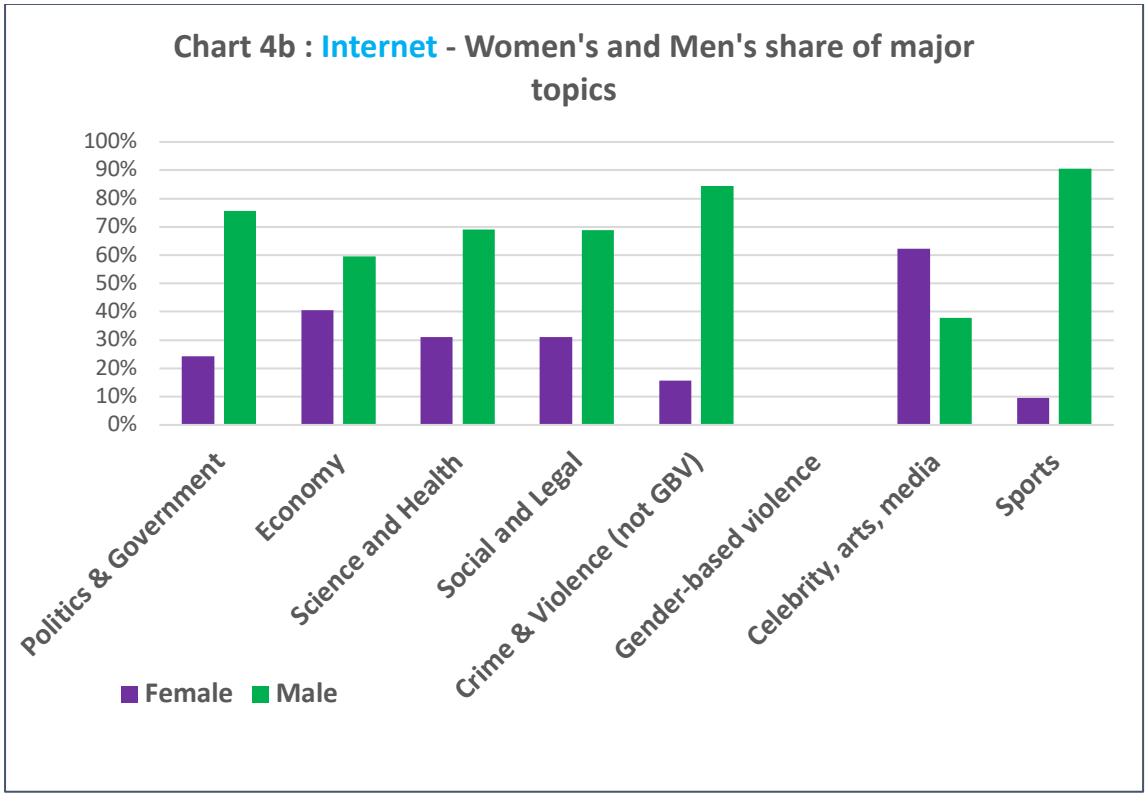
In online news in 2025, women's presence was higher at 32 percent, i.e. nearly one in three news subjects. This finding is consistent with the 2020 figure of 31 percent.

When compared with the global findings for 2025, it can be noted that globally women's presence was 26 percent, and men's was 74 percent. Thus in the Caribbean, women's numerical presence was one percentage point *below* the global average. This is in contrast to the tendency over the past 25 years for women's presence in Caribbean news to be one or two perentage points higher than the global average.

Presence of Women and Men in Major News Topics

This numerical *under-representation of women* was seen across all major topics in the total sample of over 1800 news stories (see Charts 4a & 4b).





The gender disparity was most marked in stories on *Politics and Government*. Given that men dominated all broad news categories, it becomes important to note which sub-topics did in fact include women (see **Chart 5** below) .

- Women appeared mostly in *Social and Legal* news, and made up over one third of people in stories on human rights and development issues.

- In *Politics and Government*, although women's overall presence was low, women appeared where the focus was on a woman politician(s) or electoral candidate(s), and/or on global trade and finance.

- In the category of *Economy* women tended to be in stories on poverty, social welfare, housing and to a lesser extent in news on economic processes. Notably, in *Online news* on this topic women were more visible, accounting for 40 percent of subjects and sources.

- Women made up over a third of subjects and sources in *Science, Health & Technology*, and 41 percent in *Environment and Tourism*.

- *Crime and Violence*: women were over a third of people in two sub-topics - non violent crime and sexual violence.

- Women made up more than half the people in the overall category of *Arts/Media*

- Stories on *Gender-based Violence (GBV)* were minimal*: only 15* such stories in the entire sample and women accounted for nearly half of the subjects and sources.

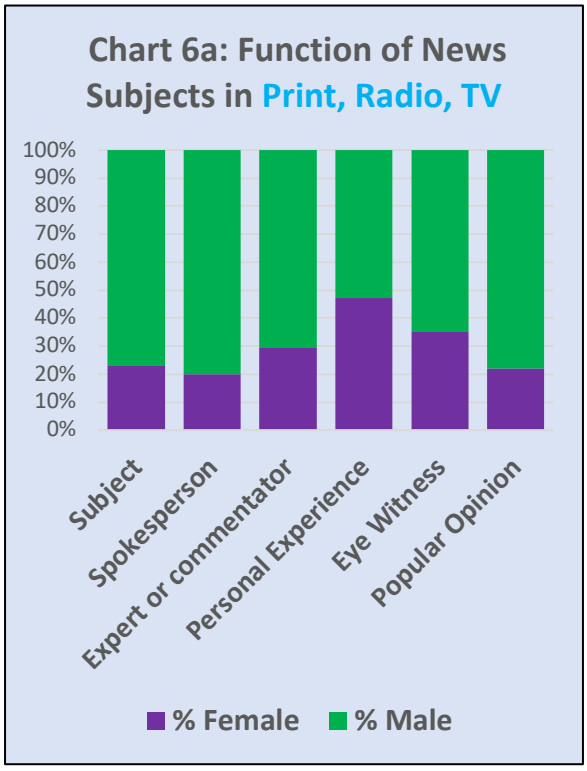
Chart 5

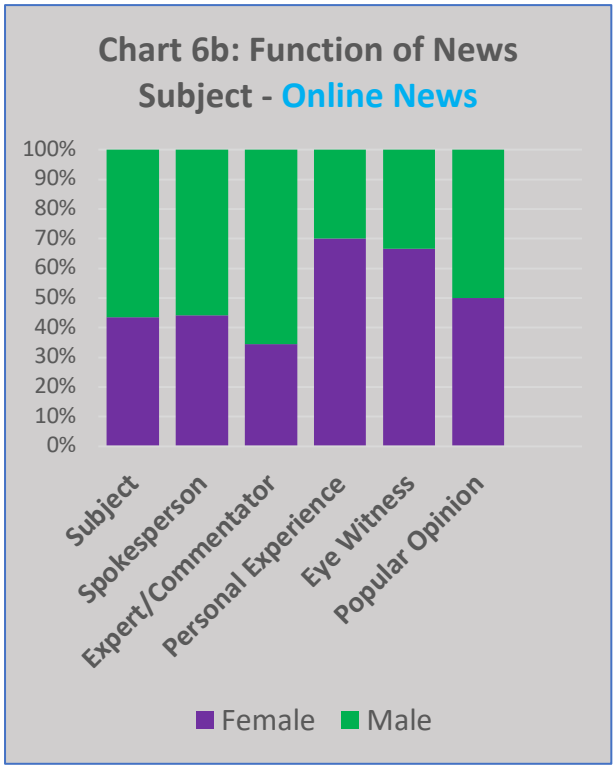
Major Topic	Key sub-topics where women are 20% or more	%
Politics & Govt	Women politicians & electoral candidates...	55%
	Domestic politics/government, elections	22%
	Global trade & finance, WTO. IMF, World Bank etc	36%
	Other politics/govt.	22%
Economy	Economic policies, strategies	21%
	Poverty, housing, social welfare, etc.	48%
	Transport, traffic, roads...	22%
Science & Health	Science, technology, research, discoveries ...	37%
	Medicine, health, hygiene, safety	25%
	Environment, tourism	41%
Social & Legal	Human Rights, women's rights	36%
	Education, childcare, literacy	32%
	Legal system, legislation, family law	34%
	Disaster, accident	21%
	Religion, culture, tradition	21%
	Other stories on social/legal	26%
Crime & Violence	Non-violent crime, theft, drugs, corruption	34%
	Violent crime, murder, abduction, assault (not GBV)	23%
	Sexual harassment against women, rape, sexual assault	36%
	Other crime/violence	20%
Arts & Sports	Arts, entertainment	34%
	Team sports	27%
	Individual sports	33%

Fuunction of Women and Men in News Stories

Charts 6a, 6b show the proportion of women and men appearing in a variety of functions (or roles) in news stories, as Subject, or Expert/Commentator, Spokesperson, provider of Popular Opinion, Personal Experience or as an Eye Witness.

Men dominated as Spokespersons and Experts, and they were primarily male politicians or government spokespersons. Women's function was more often as eye witness or provider of personal experience. This pattern has been seen in previous GMMP studies, and is similar to the global findings for 2025. However, it is to be noted that the gender disparities were more evident in print, radio and TV compared to *online news* (Chart 6b).





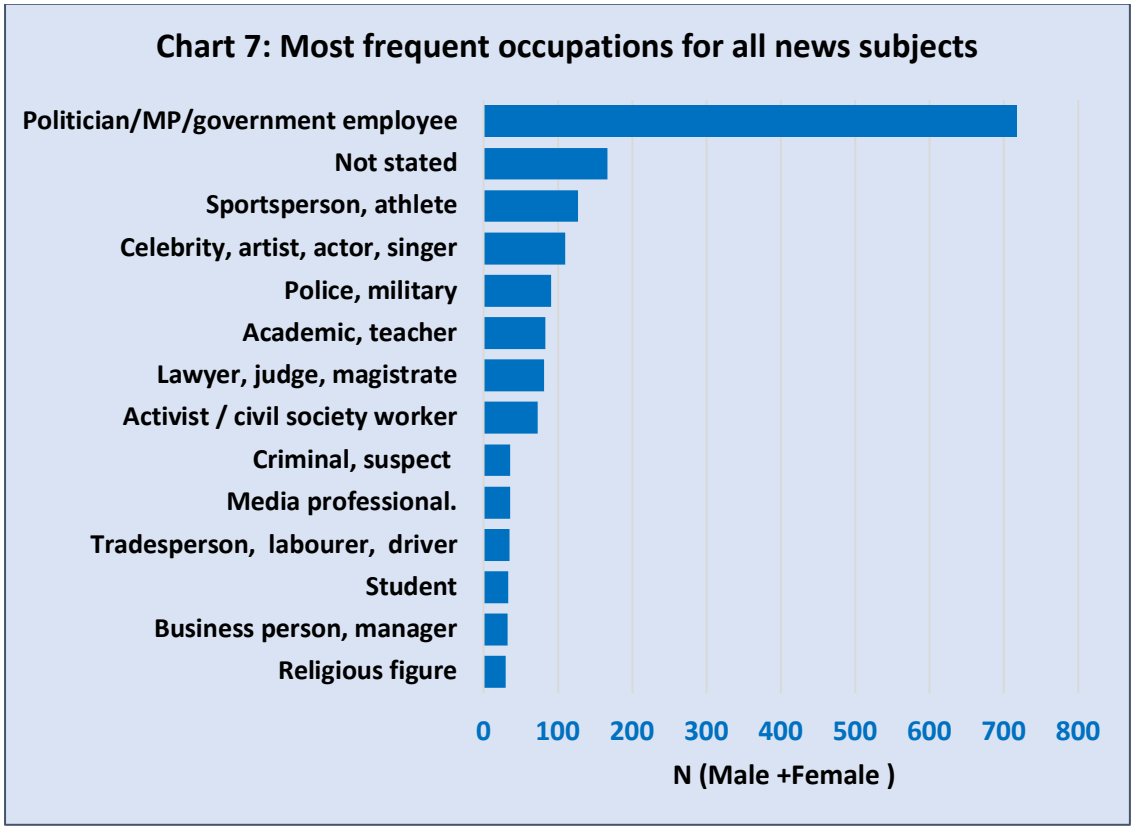
In **online news**, where women are more visible and accounted for nearly one third of news subjects (32%) overall, they made up more than half of persons whose function was 'eye witness' and 'provider of personal experience'.

Only three persons in the entire sample were identified as gender diverse, and they each had a different function in the story.

Occupations of News Subjects and Sources

The twelve (12) most frequent occupations of persons in the news are shown in Chart 7. Politicians, parliamentarians and government employees overwhelmingly dominated the news: together, they accounted for 43 percent of all people in the news. The majority were men, with less than one in five, a woman. This finding reflects the tendency of journalists to rely on politicians and government spokespersons as the subjects and sources for their news stories.

It is of note that ***no*** *occupation* was given for many news subjects, more than the number of persons in any single occupational group. Nearly 4 out of 10 of those with no occupation given, are female.



Women's most frequent occupations were:

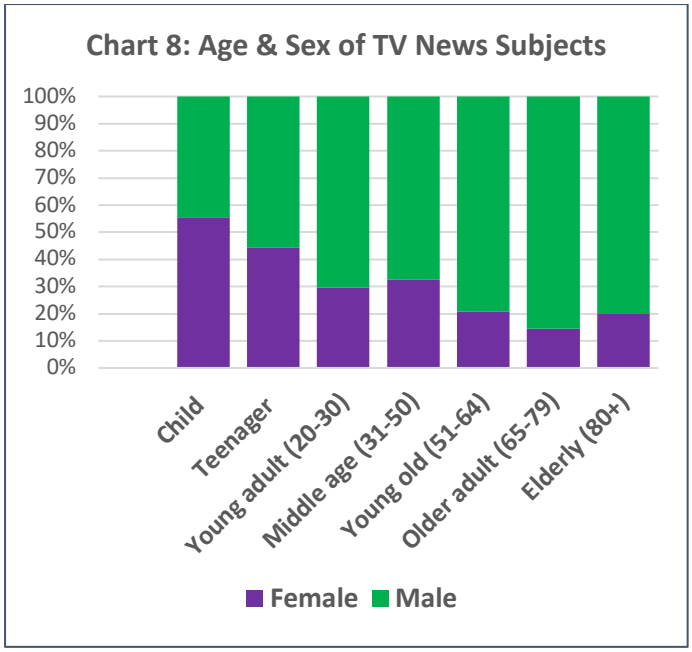
- politician or government spokesperson
- educator
- civil society worker
- sportsperson
- artiste or media professional

Other Occupations:
Less than 1 in 100 persons (0.9%) was identified as a farmer, fisher (or related occupation), and a very small minority of these were women. This is despite the contribution of these occupations to the economies of the Caribbean. Even fewer persons (0.7%) appearing in the news were health workers, most of whom were women.

Age and Sex of News Subjects

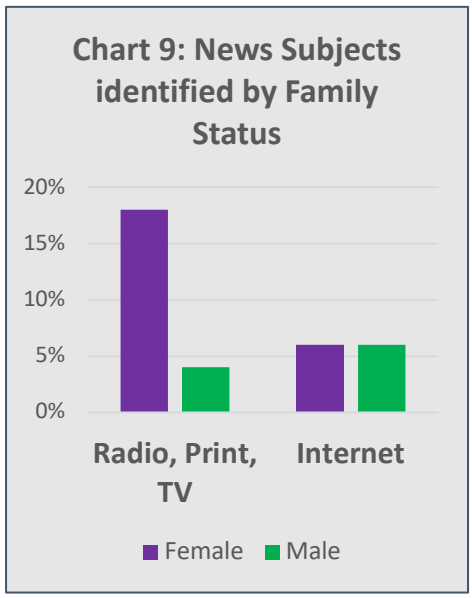
On Television, it was possible to assess the age of news subjects. However, for the majority of news subjects on radio, in print and online news, the age was not known.

Chart 8 shows the *proportion* of females and males who make up each age group among news subjects and sources on television. Note that these proportions do not reflect the actual number of people in each age group. The declining proportion of females as age increases has been a consistent finding in GMMP studies.



News Subjects and Family Status

Being identified by 'family status' means that reporters described subjects and sources in terms of their family role or family links. Thus women might be identified as wife, mother, daughter, aunt, grandmother, while men might be described as husband, father, son, uncle, etc.



On radio, television and in print, **nearly 1 in 5 females were identified by family status**. Females were 4.5 times more likely to be depicted in this way, compared to males: 18 percent of females, and 4 percent of males. (See Chart 9)

Similar gender disparities have been found in earlier GMMP studies. For example, in 2015 even more females - one in three - were identified by family status.

However a very different finding emerged in *online news* in 2025, where there was no gender disparity: 6 percent of females and a smilar 6 percent of males were identified by their family status.

What is the implication of mentioning family status?

By identifying women so much more often than men in terms of their family links, do reporters reinforce the narrative that women must be validated via their family status as a mother, wife, etc., regardless of their occupation?

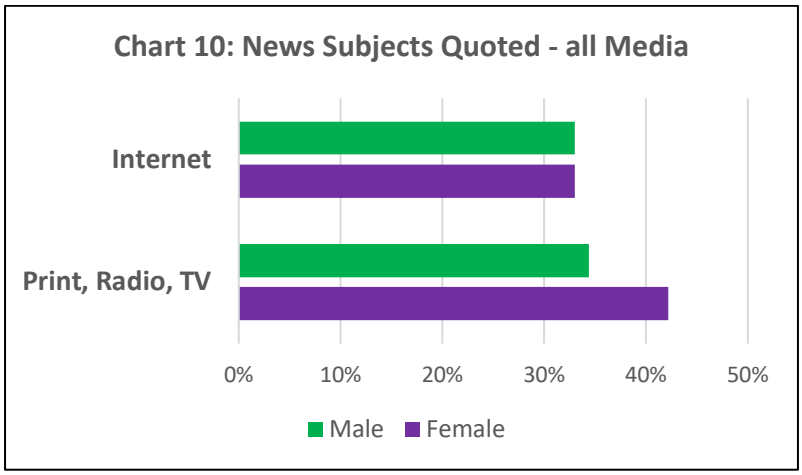
Does the comparative absence of family connections for men in news stories devalue men's role in the family? This may be problematic: it can contribute to a prevailing Caribbean stereotype that depicts men as absent or irresponsible fathers.

Did the sex of the reporter affect how subjects were depicted?

In traditional media - print, radio, TV - the sex of the reporter in fact made a difference: on average, more *male* reporters (17%) identified *women* by family status, compared to female reporters (13%). In contrast, in online news, there was no such gender difference between female and male reporters.

Who was Quoted and Photographed ?

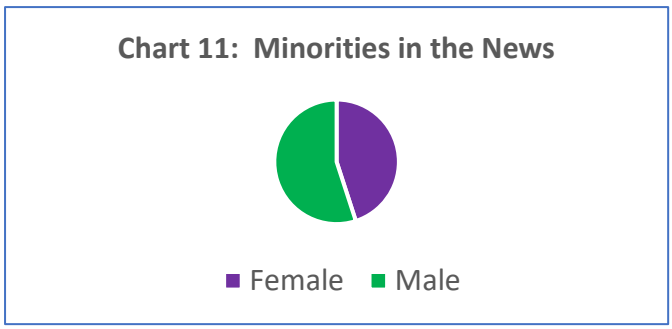
Forty-two percent (42%) of the female cohort, compared to 34 percent of males, were quoted in traditional media - print, radio, television (see Chart 10). This means that although women are under-represented numerically, when women do in fact appear in the news they are *more likely* than men to be quoted. However, in online news this gender disparitiy was not found.



Who appeared in photographs?

Over a third (36%) of the females in traditional news appeared in photos, compared to a quarter of male (25%). Though females are numerically under-represented overall, when they *are* present, they are *more likely* than men to be visible in a photograph.

Identifying News Subects as part of a Minority



A very small number of people in the news were depicted as belonging to an ethnic, religious or other minority: just 2.5 percent of all news subjects and sources.

Just under half of this small group of minorities was female. (See Chart 11)

Depicting Victims and Survivors

Overall in the region's news**,** approximately **one in twenty (5%)** news subjects was depicted by reporters as **a victim.** This victim portrayal in GMMP 2025 decreased by nearly a half when

compared to ten years ago. This is an important finding as the previous high rates of 'victim portrayal in new stories for women, in particular, contributed to a stereotype of women as victims instead of citizens with agency.

In terms of the *type* of victim depicted, there were some differences between women and men:

- Overall women were nearly twice as likely as men to be depicted as victims (7% of women, 4 % of men).
- Women and men were both portrayed as victims of accident, disaster, poverty or non-violent crime.
- Women were twice as likely to be depicted as a victim of domestic or sexual violence, compared to men.
- Men were far more likely to be victims of murder and/or state-based violence, than women.

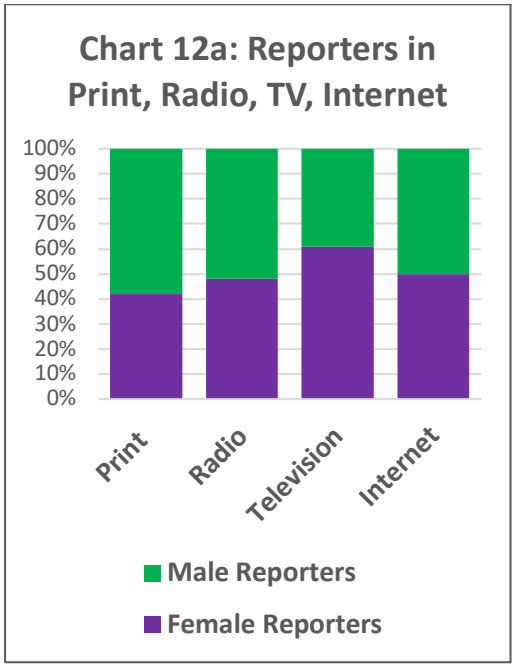
Very few news subjects (2%) were depicted as survivors, and women were more likely than men to be depicted in this way.

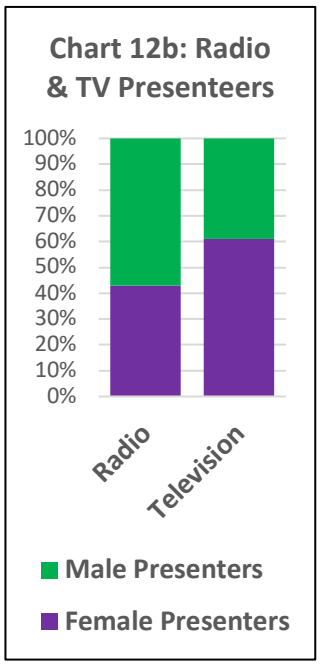
C. JOURNALISTS, REPORTERS and PRESENTERS

A total of **1275 reporters** and **presenters** delivered the news. The content of news is strongly influenced by journalistic and editorial decisions that determine which stories are covered, and how, and which sources are included in the story. The GMMP therefore collected data on who reports, announces and presents the news including the gender composition.

Chart 12a shows the gender breakdown of **reporters** across all media. Women reporters accounted for 42% in print, 48% on radio and 61% on television.

Chart 12b shows the breakdown of **presenters** on radio and television: women accounted for 43% of the presenters on radio and 61% on television.





On radio, men made up over half of the reporters (52%) and presenters (57%), while television showed a greater share (60%) of women. These findings are consistent with gender differences reported in earlier GMMP studies.

AGE OF TELEVISION PRESENTERS

Age was identifiable for most TV presenters and reporters. Of the the age-identifed TV reporters:

- the majority of women and men were in the 31-50 year age group
- approximately one third in the young adult age group (20-30 years)
- less than one in 10 above 50 years of age.

Of the age-identified Presenters:

- two-thirds of the women and half the men were in the 31-50 age group
- the remaining one-third of female and male presenters were spread across other age groups, from 20's to 60's.

REPORTERS AND TOPICS

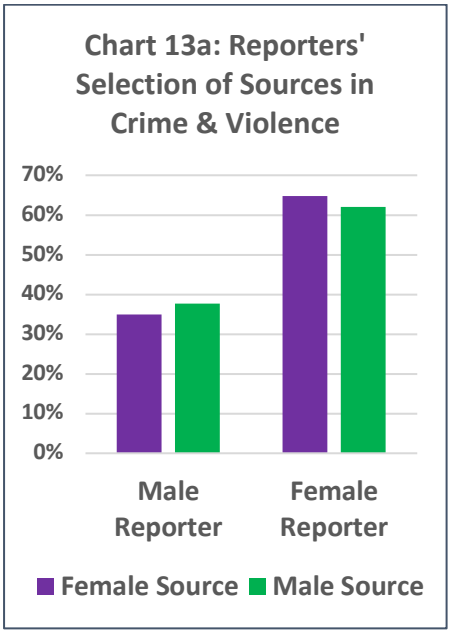
There was little difference in the proportion of female and male reporters covering the different topics in the various types of news media. However it is worth noting that:

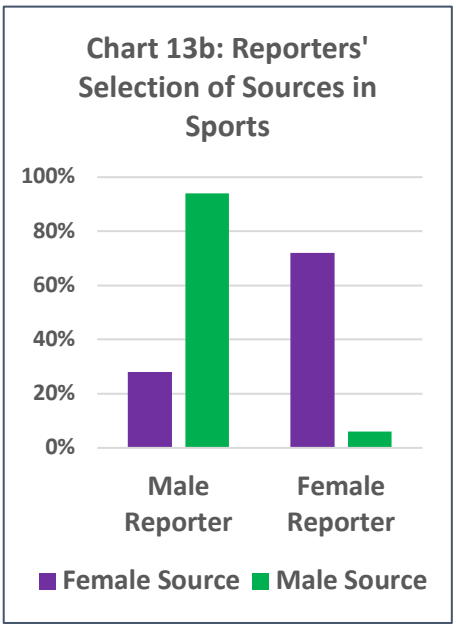
- More female than male reporters covered *economic* issues on both radio and television.
- Slightly more female reporters covered *Science and Health*, and *Celebrity/Arts/Entertainment*
- *Sports* was covered overwhelmingly by male reporters.
- The previous GMMP finding that *Crime & Violence* was mainly covered by male reporters was not repeated in 2025, as both genders covered this topic in 2025.

SELECTION OF SOURCES BY REPORTERS

Does the sex of the reporter make a difference in the selection of female or male sources? Indeed, there was a tendency for female sources to appear more often in stories by female reporters. This gender difference in source selection by reporters was apparent in most major news topics across all media, although the difference was mostly small.

However in traditional media, three topics showed significant differences in reporters' source selection: Sports, Crime & Violence, and Gender-based Violence (see Charts 13a and 13b).



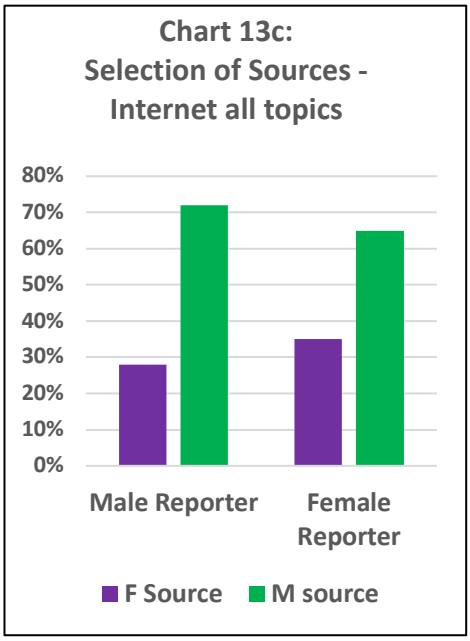


- In stories on *Crime and Violence*, both female *and* male sources were more likely to appear in stories by female reporters (Chart 13a).

- in *Sports*, differences in source selection according to sex was greatest: the majority of female sources were in stories by female reporters whiley nearly all male sources (94%) were in stories by male reporters. (Chart 13b)

- In stories on *Gender-based violence* (GBV) male and female subjects and sources mostly appeared in stories by female reporters. However there were only six GBV-related stories in the entire sample..

- In **online news** overall, 7 percent more female sources appeared in stories by female reporters.



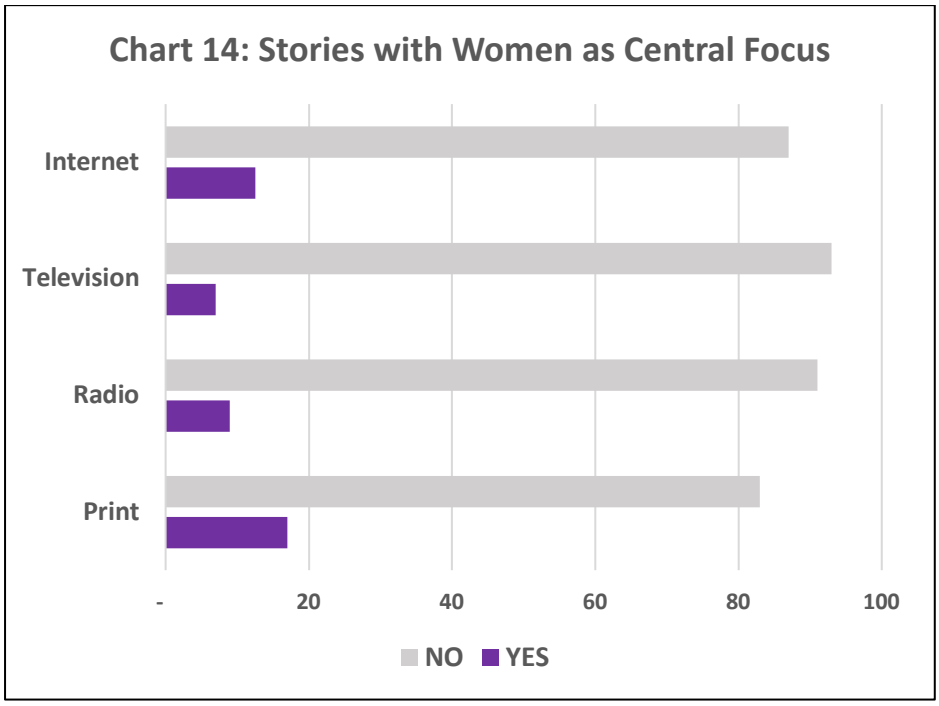
D. JOURNALISTIC PRACTICE

In addition to the quantitative data presented above, the Global Media Monitoring Project applied a gender lens to examine the quality *o*f the news coverage from a gender and human rights perspective.

When are women central to the region's news?

Even though women are numerically fewer, how often do reporters make them the central focus of stories? Across the region such a focus was uncommon, and it varied from a mere 7 to 12 percent, depending on the type of media (see Chart 14):

- 17 percent of stories in print included women as a central focus.
- 12 percent of online news stories had women as a central focus
- 9 percent of stories on radio, and
- 7 perecent of stories on television had women as a central focus.



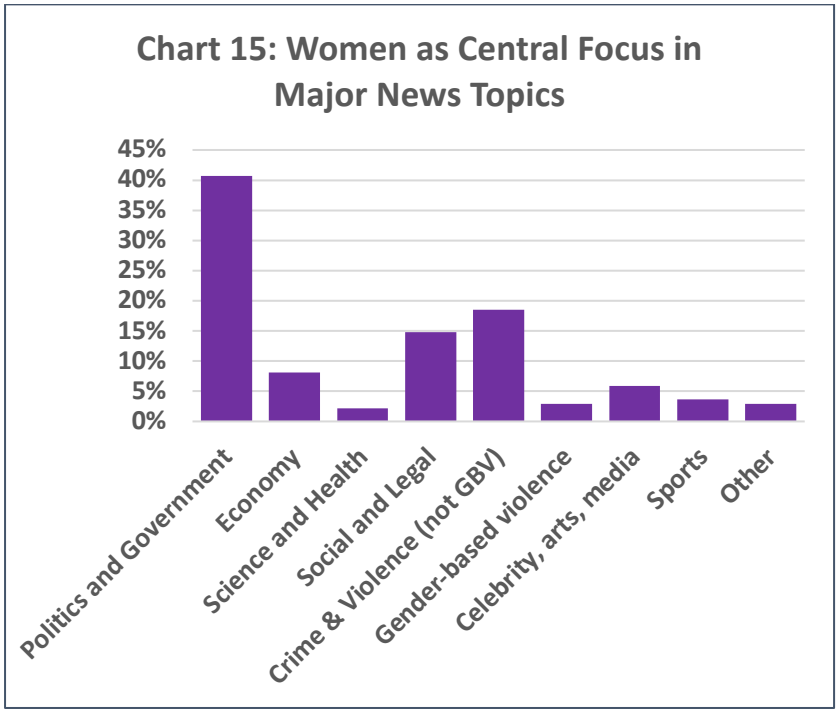
When this finding is compared to previous GMMPs in the Caribbean it is noted that results have varied considerably:

- In 2020 *on average* only 7 percent of stories (all media) included women as a central focus
- in 2015, the *average* reached a high of 15 percent.

The 2025 data shows that stories with women as a central focus fell mainly under the topic of *Politics and Government.* Stories on female politicians in the five countries experiencing pre-and post-election news coverage may have contributed to this.

Important areas such as the *Economy, Science & Health* had very few stories with women as a central focus. This is despite the fact that Caribbean women are active in areas such as business

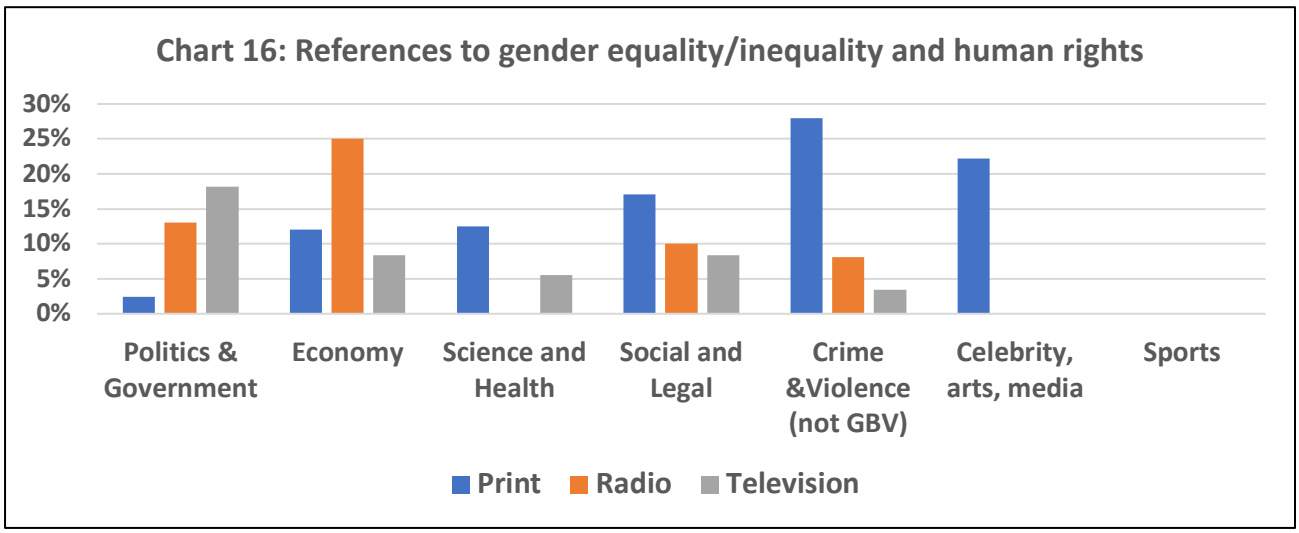
and finance, have high rates of labour force participation, and play a major role in health and medicine.



Which stories refer to gender equality/inequality and human rights?

Across the region, on average, in traditional and online news, **8 percent** of stories made reference to issues of gender equality or inequality, human rights and/or related legislation. This is similar to the *global* finding of 8 percent, for GMMP 2025.

Reference to these issues varied according to the meda genre, from a low average of 5 percent on radio, to a high of 12 percent in print. Reference to gender equality/inequality and/or human rights also varied notably according to overall topic (see Chart 16).



This 2025 average of 8 percent is notably lower than the 12 percent found in 2020.

Do female or male reporters refer to gender equality and human rights?

- Although only a small proportion of reporters referred to gender equality/inequality or human rights, nine (9) percent of female reporters compared to 5 percent of males reporters made such references. This is a significant gender difference.

- The sex of the news subject was examined in order to find out if this was a meaningful variable. Indeed, a slightly larger proportion of the female cohort of news subjects appeared in stories that referred to gender equality/inequality or human rights.

Did the news challenge or reinforce gender stereotypes?

- Stories were seen as "challenging gender stereotypes" if they overturned common assumptions about women and men and traditional roles, or included a gender balance of sources, with women having an opportunity to offer their expert or personal opinion and bring fresh perspectives on issues.

- Across the region, on average, only 3 percent challenged gender stereotypes out of the total sample of 1204 stories. This finding is one percentage point above the global average of two percent for 2025. It is also one percentage point above the 2020 Caribbean average of two percent.

- The few stories that did challenge stereotypes, tended to be on social and legal topics or on crime and violence. The remaining 97% of stories either failed to challenge stereotypes or sometimes reinforced them.

CASE STUDIES

Below are examples of stories with gender stereotypes and warranting further analysis.

Source: LOOP News (online)

Bahamas: Jamaican women to be deported after pleading guilty to prostitution charges



NASSAU, Bahamas, May 6, CMC – Two Jamaican women are to be deported after they pleaded guilty and were fined US$500 each on prostitution charges.

The women, Mikaela Selena Jacas, 28, and Toshema Tana Lee Steer, 31, appeared in the Freeport Magistrate's Court after they were arrested on April 30 at separate locations in Freeport by immigration officers

They appeared before Magistrate LaQuay Laing, apologizing to the court for bringing shame to themselves, their country, and The Bahamas, and pleading for leniency.

But Magistrate Laing reminded them their actions were dangerous and unacceptable before handing down the fines. If unpaid, they face six months in prison.

The women were also informed that when the fines are paid or sentences served, they will be turned over to immigration officials for deportation.

Source: The Jamaica Star

Mother-in-law defends 'Itsthickiana'

SIMONE MORGAN-LINDO
STAR Writer

Nicole Edwards, mother of slain 20-year-old Kaleave Thomas, is speaking out in defence of her late son's girlfriend, Shanna-Kay 'Itsthickiana' Hanson.

The social media personality has come under fire online for their relationship due to their age difference. Itsthickiana is about 15 years older than Thomas.

Edwards, who is five years older than Itsthickiana, is calling for an end to the harassment of her daughter-in-law.

"I have no problem with the age gap between them, so people should leave her alone. Mi get to know her good, good and mi see say she is not a bad person," the mother said.

She further told **THE STAR** that she only recently met Hanson in person, but immediately got a good impression of her.

"I was not there all the time because he grew with his dad, and we did not really get along, and she was there for him," Edwards said.

Thomas was gunned down on April 27 in Banbury, Linstead, St Catherine. He and Hanson had been together for nearly a year, with Hanson– a popular social media figure– often sharing snapshots of their love story online.

Some followers, however, expressed discomfort over their relationship, calling the age gap inappropriate.

"I have no problem with Thickianna whatsoever. The first time I spoke with her was on the phone and it was my son who let me talk to her. Me and her did a plan to meet up, even before him drop out. In fact, is last week mi and him and her suppose to meet. People going to always have negative tings to say about other people, but I am not the type to bring down anyone. She step up and play a good role. I am five years older than Thickianna, so I am way older than her," she said.

Nearly a week after Thomas's death, police reportedly shot and killed a man believed to be a suspect in the case. According to police reports, around 6 a.m. last Saturday, cops in Banbury were allegedly confronted by a man carrying a sub-machine gun. The police returned fire, fatally shooting him.

A loaded firearm and 44 additional rounds of ammunition were reportedly recovered from the scene.

Hanson, who also spoke with **THE STAR**, disclosed that she has since fled Banbury for her safety.

"I am homeless, but someone has offered me somewhere to stay. It's not a nice feeling as I am separated from my children and my daughter is doing CXC this year. I am in need of financial assistance to get back on my feet. I have to be keeping a low profile until the investigation is complete," she said.

"The police said I should evacuate the community so you know mi nago get fi be all over the place and busy body like mi suppose to be. Mi can't get to do mi little promotion and hosting like one time. I can't get to do the things that bring the bread," she explained.



Shanna-Kay 'Itsthickiana' Hanson and her late boyfriend, Kaleave Thomas.

CONCLUSION

In terms of gender equality in the news, there has been little change in the Cariibbean findings for 2025, compared to the last GMMP in 2020. With regards to gender balance, there has been a minimal plateau effect in the findings since 2010 for both the Caribbean region and globally. The 2025 finding for the Caribbean of a two percentage point reduction in the presence of women in the news, compared to 2020, is disappointing.

On the other hand, a positive finding is that in online news in the Caribbean, women are slightly more visible with fewer gender disparities in terms of portrayal and treatment.

Overall, the Caribbean media fail to challenge gender stereotypes and are not guided by a gender equality perspective when reporting the news. News stories do not reflect the reality of women's high levels of participation - and significant expertise - in the economic, political, scientific, cultural and social areas of life across the region. In fact, the news media fail to treat women's contribution to Caribbean societies as newsworthy.

Thus, despite the Caribbean gaining high rankings on the World Press Freedom Index, the quality of journalistic coverage and attention to human rights and gender equality, is mostly lacking.

Globally, it can be noted that media landscapes are being affected by some dangerous shifts in the global media and political environments. These shifts are led by an increasing number of conservative or right-wing governments which target journalists (especially but not only females) who are committed to reporting fairly and factually, and without gender bias or discrimination, the situation facing citizens, especially women and girls.

The ongoing work of GMMP, albeit every 5 years, provides the data and analyses to measure how the global media landscape is changing, and the impact of these changes. Given that the news media cannot be relied on to carry out the required gender-sensitive reporting of news, it is imperative that the GMMP research process be protected and maintained with the resources needed to continue its work – globally and regionally.

Report prepared by WMW Jamaica
November 2025

Annex 1. Methodology

Over a full 24-hour cycle, thousands of volunteers across the world, from the Pacific to the Caribbean, monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. GMMP 2025 relied on electronic data capture, with coding sheets submitted to the technical teams either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level in six of the eight regions, reflecting the ongoing shift toward digital news sources.

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

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) The story topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news announcers, presenters and reporters in the story; and, iv) The quality of the story from a gender perspective - gender stereotypes, women's centrality, human rights and gender equality angles. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data. The bands were determined by the overall number of each type of media in each country. For GMMP 2025, many of the media research databases previously relied upon were outdated, prompting us to draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Conclusion

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful works sustains this important tradition of media monitoring.

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Annex 2. Media Monitored in the Caribbean

COUNTRY	PRINT	RADIO	TELEVISION	INTERNET
Antigua & Barbuda	Antigua News is only online	- ZDK - Point Fm	ABS	Antigua News online
Bahamas	The Tribue is online	- 100 JAMZ - 100.3 Fm - Love 97 FM	See online	Eyewitness News Tribune242.com
Belize		- Love FM News & Music Power - KREM XTV Blze	- Greater Belize Media Channel 5 - 7 News Belize	
Cuba	- Juventud Rebelde - Granma	- Noticiero Radio Rebelde - Radio Progreso - Radio Cadena Habana	- Noticiero Cubavisión - Canal Habana	- Invasor, - Cubadebate - Trabajadores - Escambray
Dominica	The SUN The Chronicle	DBS radio	- EmoNews - Dominica News Online (DNO)	
Dominican Republic				
Guyana	- Kaieteur News - Stabroek News	- 104.1 LITE FM - NCN RADIO 98.1 FM	- National Communi-cations Network - NTN National Television Network	- News Source Facebook page - Newsroom FB page
Haiti	Le Nouvelliste Le National	- Radio Kiskeya Jounal 88.5 - Radio Vision Jounal 99.3 - Radio Magik 100.9 - Radio Lumière 97.7 - Radio Ginen-Jounal 92.9 - Radio Caraibes Jounal Premye okazyon 94.5 - Radio 4VEH	Télévision Nationale d'Haïti-Journal du Soir Ch.8 Tele Metropole Metro News Ch. 52	www.lenouvelliste.com www.lenational.org www.vantbefinfo.com www.alterpresse.com www.impulsewebmedias.com
Jamaica	- Daily Gleaner - Daily Observer - The Star	- IRIE Radio - RJR 94.5 Fm - LOVE 101 - Mello 88 FM Nationwide News Network	Television Jamaica (TVJ) CVM TV	Loop News-Jamaica Gleaner Online

Puerto Rico	- El Nuevo Día - El Vocero - Primera Hora	- NotiUno, - WKAQ-AM, - Wapa Radio - Radio Isla	- Telenoticias (Canal 2) - Noticentro (Canal 4) - Notiséis (Canal 6) - Las Noticias (Canal 11)	- NotiCel - Primera Hora - Telenoticias - El Nuevo Día\El Vocero - Metro - Radio Isla - NotiUno - LasNoticias
Suriname	- De Ware Tijd - Times of Suriname	- Radio 10 - Radio Garuda - Starnieuws - Keynews	- TV Trishul - STVS - ATV - ABC Televisie	- Sun.sr - Waterkant.net
Trinidad & Tobago	- Trinidad Guardian -Trinidad Express - Newsday TT	- I95.5 FM - CT105 FM - HOTT 103 FM - MORE 104.7 FM	- TTT - IE TV - TV 6	- WIRED 868 - Loop News TT - AZP News

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WACC
80 Hayden Street
Toronto
ON M4Y 3G2
Canada

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

FB @Global.Media.Monitoring.Project
X @whomakesthenews
Instagram @gmmpglobal

WMW Jamaica
3 South Ave, Swallowfield
Kingston 5, Jamaica
Tel:+1-876- 502 3271
+1 876 678 1500
hello@wmwja.org
www.wmwja.org.