

**WHO  
MAKES THE  
NEWS?**



**FIJI**

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**Global Media Monitoring  
Project 2010  
National Report**



# Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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### Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. 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 research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

### National context

Media Monitoring is an important aspect in Fiji because it requires the regular monitoring of all types of the media; includes monitoring all the components of the media from advertising to news items to ensure that media ethics are adhered to and the media is not used as a mechanism to promote dangerous stereotypes and convey messages which are an affront to the values of Fiji society.

Under Fiji new Media Decree 2010, Section 17, Part 6 which is on Discrimination has 2 clauses that makes reference to gender issues:

- (a) *Media organisations shall avoid discriminatory or denigrating references to people's gender, ethnicity, colour, religion, sexual orientation or preference, physical or mental disability or illness, or age.*

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

<sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project.* 2000

- (b) Media organisations shall not refer to a person's gender, ethnicity, colour, religion, sexual orientation, or physical or mental illness in a prejudicial or pejorative context except where it is strictly relevant to the matter reported or adds significantly to readers', viewers' or listeners' understanding of that matter.

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

The purpose of the exercise is to study the representation of men and women in the news. It allows media users especially women the ability to use a tool with which to scrutinize our media in a systematic way.

Fiji has participated in this global event since its inception in 1995, an initiative of World Association of Christian Communicators (WACC) based in Toronto, Canada.

Since 2005, the two officiating this global event has been Ms Sharon Bhagwan Rolls of femlinkpacific being the Regional Coordinator and Mrs Violet Savu of Fiji Media Watch has been the National Coordinator.

The GMMP project had individuals from various backgrounds participating. There were teachers, journalism students, media watch advocates, government officials from the information ministry.

## Executive Summary

- **In news:**
  - the male population seem to dominate the three mediums in terms of news subjects.
  - the male population dominated or was represented in more than half of the story topics.
  - there was high representation of males than females.
  - there were more male representations than females on the position or occupation of females and male news subjects.
  - male representation dominated over females as victims and survivors.
  -
- **In News Delivery**
  - Males dominated in the news stories presentation in our country.
  - Males dominated in all areas of local, national, foreign and international stories delivery.
  - Males dominate in both the areas of radio and television as news announcers.
  - Males dominated in all areas of local, national, foreign and international stories, as announcers.
- **Gender & News**
  - Female reporters dominated in this areas where women as the central focus of their stories.
- **Stories where stereotypes are challenged range from highest to lowest percentage:**
  1. Crime & Violence
  2. Science & Health
  3. Celebrity, Arts & Media, Sports
  4. Social & Legal
  5. Economy

- **Media monitored:**

1. Print – Fiji Times Ltd; Fiji Sun
2. Radio – Radio Fiji Gold & Legend FM News
3. TV – Fiji TV One

**Reasons:**

- These are the main stream media industries available in Fiji;
- TV One is the only national TV station in Fiji.

- **The monitors:**

- 22 monitors
- 5 news stories were monitored.

## TOPICS IN THE NEWS

- **Topics in the news:**

- ✓ Radio recorded the highest on Economy issues with 40%, followed by print media on social and legal issue with 27% and television on celebrity, arts, media and sports with 26%.
- ✓ Radio recorded 7% on science and health issues, followed by print media on politics and Government issues with 4%, and nothing recorded on radio for celebrity, arts, media and sports issues.
- ✓ Female reporters recorded the highest percentage with 61%, under the celebrity, arts, media and sports topics followed by science and health topics with 49% and Economy with 44%.
- ✓ Male reporters recorded the highest percentage with 80% for politics and Government topics, followed by crime and violence stories with 65% and social and legal topics with 62%.

## THE NEWS

- **Overall presence of women and men in the news in Fiji as news subjects, reporters and presenters:**

- ✓ Women representation recorded the highest with 35% under celebrity, arts, media and sports topics.
- ✓ Women representation recorded the lowest with 0% under Politics and Government topics.

- **Presence of female and male news subjects by medium – radio, TV and newspapers:**

- ✓ 23% of female was represented as news subjects for print medium, 23% for radio and 27% for television.
- ✓ 77% of male was represented as news subjects for print and radio medium, while 73% for television.

- **News Sources:**

- ✓ Women represented 22% as information sources for local stories in the newspapers in 1995, 23% in 2000, while the male population represented 84% in 2010.
- ✓ Women represented 14% as information sources for national issues in 1995, 17% in 2000, while the male population represented 67% in 2010.
- ✓ There was no representation made by women for 1995 and 2000 on national and other news subjects, while 86% represented male as sources of information on national affairs news.
- ✓ Women represented 17% as information sources for international affairs in 1995, 15% in 2000, while 70% represented male.
- ✓ Male representation as information sources for local, national and international affairs was dominant, when compared to female representation.

- **Who are the newsmakers?**

There were more male representations than females on the position or occupation of females and male news subjects.

The following had 100% male domination; :

- ✓ Royalty, ruling monarch, deposed monarch, any member of royal family ...
- ✓ Police, military, para-military group, militia, prison officer, security officer, fire officer ...
- ✓ Office or service worker, non-management worker in office, store, restaurant, catering ...
- ✓ Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...
- ✓ Agriculture, mining, fishing, forestry worker ...
- ✓ Religious figure, priest, monk, rabbi, mullah, nun ...
- ✓ Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations ...
- ✓ Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5
- ✓ Retired person, pensioner..
- ✓ Criminal, suspect. Code this only if no other occupation is given, e.g. a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.
- ✓ Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.
- ✓ Government official, politician, president, government minister, political leader, political party staff, spokesperson ...

- **Function of female and male news subjects:**

News subject's Function in news story, by sex

Function in News Story

- ✓ Subject: the story is about this person, or about something the person has done, said etc. Males representation dominated with 76%, while female made up 23% in 2005 and 24% in 2010. An increase of 1% within a period of 5 years.
- ✓ Spokesperson: the person represents, or speaks on behalf of another person, a group or an organization. Males representation dominated with 82%, while female made up 14% in 2005 and 18% in 2010.
- ✓ Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise. Males representation dominated with 76%, while females made up 17% in 2005 and 24% in 2010.

- ✓ Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group. Males representation dominated with 60%, while 31% was represented by females in 2005 and 40% in 2010.
  - ✓ Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event). Males dominated with 100%, while none was represented by females.
  - ✓ Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people. Females dominated with 100% in 2010, while there was no record for the male population.
- There was high representation of males than females.

- **Constructing 'victims' in the news:**

**News Subjects who are portrayed as victims, by sex**

- ✓ Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...
- ✓ Males represented 87% as victims and survivors, while females with 13%.
- ✓ Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...
- ✓ Female representation as victims and survivors of domestic violence was rated the highest with 100%, while no record was taken on males.
- ✓ Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...
- ✓ There was no representation by males and females.
- ✓ Victim of war, terrorism, vigilantism, state-based violence ...
- ✓ Male representation as victims and survivors of crime and robbery was rated the highest with 100%, while there was none from females.
- ✓ Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...
- ✓ Male representation as victims and survivors of violence based on religious, traditional and cultural issues was rated the highest with 100%, while there was none from females.
- ✓ Other victim: describe in 'Comments' section of coding sheet ...
- ✓ Male representation as victims and survivors of war and terrorism was rated the highest with 83% and females with 17%.
- ✓ There was no representation by males and females.
- ✓ 54% represented male domination while 46% represented females.

**Comments**

Male representation dominated over females as victims and survivors.

- **Identity and family status in the news:**

- ✓ 78% of females were not identified by family status, by sex in 2010, while 22% were identified.
- ✓ 94% of males were not identified by family status, by sex in 2010, while 5% were identified.
- ✓ For female reporters, 63% of females are reported as news subjects, while 38% are not reported.
- ✓ On the other hand, only 10% of males are reported as news subjects, while 90% are not reported.
- ✓ For male reporters, there was no percentage of women reported as news subjects, while
- ✓ males made up 17% of those reported as news subjects and 83% not reported.

- **Images in the news:**

- ✓ 45% of female news subject appeared in the newspaper photographs, while 55% did not.
- ✓ 5% of male news subject appeared in the newspaper photographs, while 95% did not.
- ✓ Females dominated in this area.

## WHO DELIVERS THE NEWS?

- **Overall Presenters.**

- ✓ 66% of news stories were presented by males, while 34% by females.
- ✓ Males dominated in the news stories presentation in our country.

- **Age of presenters and reporters:**

- ✓ Of all announcers between 50 to 64 years old, 85% (n=17) were male.
- ✓ Women tended to dominate most age categories in the case of reporters. For instance, of reporters 35 - 49 years old, 67% were female.

- **Announcers:**

- ✓ For radio, females make up 40% as news announcers, while males make up 60%.
- ✓ For television, females make up 26%, while males make up 74%.
- ✓ Males dominate in both the areas of radio and television as news announcers.
- ✓ For radio, females make up 40% of announcers across all stories.
- ✓ For television, females make up 26% of announcers across all stories.
- ✓ For local stories, females make up 29%, national stories 37%, national and other 45% and foreign / international 13%.
- ✓ For local stories, males make up 71%, national stories 63%, national and



other 55% and foreign / international 88%.

**Remark: Males dominated in all areas of local, national, foreign and international stories.**

- ✓ For political and Government major story topics, females make up 11%, economy 25%, science and health 25%, social and legal 8%, crime and violence 0%, celebrity, arts, media and sports 91% and the girl - child story 0%.
- ✓ For political and Government major story topics, males make up 89%, economy 75%, science and health 75%, social and legal 92%, crime and violence 0%, celebrity, arts, media and sports 9% and the girl - child 0%.
- ✓ Female representation as news reporters for print medium recorded 82%, 0% for radio and 64% for television.
- ✓ Male representation for print medium recorded 18% , 0% for radio and 36% for television.
- ✓ Women dominated the print and television mediums, when compared to men.
- ✓ For local news, female reporters recorded 61%, national news 91%, national and other news 60% and foreign and international 100%.
- ✓ For male reporters, local news recorded 39%, national news 9%, national and other news 40% and foreign / international news 0%.
- ✓ For female reporters, political and government, science and health story topics made up 100% , economy topics 75%, social and legal stories 78%, crime and violence story topics 75%, celebrity, arts, media and sports 32%, girl - child story and other with 0%.
- ✓ For male reporters, political and government story topics recorded 0%, together with the girl - child story, science and health and others, economy topics made up 25%, social and legal with 22%, crime and violence 25%, and celebrity, arts, media and sports with 68%.
- ✓ Female reporters dominated in all areas except for celebrity, arts, media and sports where the males dominated.
- ✓ For female news sources, 90% of these stories are reported by female reporters, 67% by male reporters, 100% by unknown reporters and 0% by secondary sources and transgender or trans-sexual.
- ✓ For male news sources, 10% of these stories are reported by female reporters, 33% by male reporters, and 0% by transgender, trans-sexual, unknown reporters and secondary sources.

## **GENDER AND THE NEWS**

- **Sex of reporters in stories with women as a central focus:**
  - ✓ For female reporters, 75% of women are a central focus, while 78% are not.
  - ✓ For male reporters, 25% of women are a central focus, while 22% are not.
  - ✓ Female reporters dominate in this areas where women as the central focus of their stories.

- ❖ Story topics where women are a central focus with a record of 100% are
  - ✓ women electoral candidates (local, regional and national),
  - ✓ beauty contests, models, fashion,
  - ✓ beauty aids, cosmetic surgery,
  - ✓ changing gender relations,
  - ✓ roles and relationships of women and men inside and outside the home and
  - ✓ legal system, judicial system, legislation (apart from family, property & inheritance law).
  
- **Stories that highlight issues of gender equality or inequality issues:**
  - Top 12 stories that highlight gender equality or inequalities issues.
  - The percentages show the representation of those that agree
  - ✓ Other domestic politics/government (local, regional, national) elections, speeches, the political process ... = 66%
  - ✓ Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...= 39%
  - ✓ Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...= 18%
  - ✓ Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...17%
  - ✓ Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)... HIV and AIDS, incidence, policy, treatment, people affected ...13%
  - ✓ Other epidemics, viruses, contagions, Influenza, BSE, SARS ...Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...13%
  - ✓ Sports, events, players, facilities, training, policies, funding ...13%
  - ✓ Violent crime, murder, abduction, kidnapping, assault, drug-related violence ... violence ...12%
  - ✓ Arts, entertainment, leisure, cinema, theatre, books, dance ...11%
  - ✓ Other stories on politics and government (specify the subject in 'Comments' section of coding sheet) 10%
  - ✓ Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)
  - ✓ Science, technology, research, funding, discoveries, developments ...9%
  
- **Challenging or reinforcing stereotypes?**

**Stories where stereotypes are challenged:**

- ✓ Crime & Violence – 88% disagree
- ✓ Science & Health – 87% disagree
- ✓ Celebrity, Arts & Media, Sports – 78%
- ✓ Social & Legal – 72%
- ✓ Economy – 65%

**Stories that challenge stereotypes: 100% agree (1 – 4); 50% agree (5 – 7)**

- ✓ Religion, culture, tradition, controversies, teachings, celebrations, practices
- ✓ Women's movement, activism, events, demonstrations, gender equality advocacy ...
- ✓ Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...
- ✓ Arts, entertainment, leisure, cinema, theatre, books, dance ...
- ✓ Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...
- ✓ Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..
- ✓ Beauty contests, models, fashion, beauty aids, cosmetic surgery ...

**Stories that reinforce stereotypes: 100%**

- ✓ Peace, negotiations, treaties... (local, regional, national),
  - ✓ Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...
  - ✓ Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...
  - ✓ National defence, military spending, military training, military parades, internal security ...
  - ✓ Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)
  - ✓ Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)
  - ✓ Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...
  - ✓ Other stories on the economy (specify the subject in 'Comments' section of coding sheet)
  - ✓ Science, technology, research, funding, discoveries, developments ...
  - ✓ Other epidemics, viruses, contagions, Influenza, BSE, SARS ...
  - ✓ Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...
  - ✓ Environment, nature, pollution, global warming, ecology, tourism ...
- ❖ Stories where stereotypes are challenged/ supported by gender of rep
- ✓ 91% - female – disagree; 85% - male - disagree
  - ✓ 9% - female - agree;

## THE NEXT FIVE YEARS

- The mainstream media can find ways to encourage women to provide their viewpoints, both from urban and rural communities on a range of issues from economic development to political development.
- Get media educated: this is important for improved media content – not just through in house training but also through more gender sensitive curriculum for schools and for tertiary institutions.
- Media Consumers to be active media users; to share their view points in an educated and informed manner; to use existing forums and channels of communication with media executive and policy makers; to know that they are media stakeholders too.
- Challenge media for quality news coverage and content.
- Lobby for media literacy in the nation
- Advocate media education and media monitoring information and skills among media consumers in Fiji.
- Raise awareness among media consumers in particular women to be active media users; to share their view points in an educated and informed manner; to use existing forums and channels of communication with media executive and policy makers; to know that they are media stakeholders too.
- Teacher Institutions: include media education as a form of creative teaching/learning in the classroom.
- Journalism Studies to include the philosophical approaches of Media Education ie human values and rights.
- Media Awareness & Education to begin from Primary School Learning.
- Media Advocacy for more women representation in news and delivery.

## Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

## Annex 2. List of Monitors

Number	Name	Organisation	Team
1	Alex Akwai	USP - Journalism	Newspaper
2	Mere Tuqiri	MOI	Newspaper
3	Eliki Drugunalevu	USP - Journalism	Newspaper
4	Vatuvei Bose	USP - Journalism	Newspaper
5	Fesu Filipe	FNU - Education	Television
6	Asilika Uluilakeba	FMW	Television
7	Aseri Matunicere	USP - Science	Television
8	Ravai Vafo'ou	USP - Journalism	Television
9	Arvita Kumari	MOI	Radio
10	Litia Tikomailepanoni	USP -	Radio
11	Maria Laqeta	USP -	Radio
12	Taniela Gavid	MOI	Radio
13	Agatha Ferei	FMW	Television
14	Emele Morgan	femlink	Newspaper
15	Kalpana Prasad		Newspaper
16	Priscilla Govind	MOI	Newspaper
17	Keresi Nakarawa	FIT - Journalism	Newspaper
18	Nanise Neimila	FIT - Journalism	Newspaper
19	Savu Tawake	ECREA	Newspaper
20	Raijieli Toga		Radio
21	Unaisi Moce		Television
22	Violet Savu	FMW	Coordinator

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