

**WHO
MAKES THE
NEWS?**



Republic of Suriname

Global Media Monitoring Project 2010 National Report



Acknowledgements



GMMP 2010 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

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.



Non commercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in now way affected by the above.



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.'¹
- 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.²
- 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 matters in Suriname, because this is a way of searching how our media is meeting the agreements signed by governments on gender and media. On the other side the media monitoring gives us an idea of the progress we meet on gender equality.

Suriname has a gender bureau named Nationaal Bureau Genderbeleid which has the main task to make policy on gender equality. By using the media monitoring results it will be assist our government in providing policies to regard gender equality.

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

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

- 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.
- CAFRA Suriname took part in the Fourth GMMP, because we found it very important that women become more visible in the media since according to the results of 2005 and 2010 the way women are represented in the media is way below equality. This underrepresentation is part of the invisibility of women in politics, governments etc in Suriname. The results of the media monitoring will be a tool of change.

A DAY IN THE NEWS IN SURINAME

- **10 November 2009. Most articles in the media were focused on the upcoming general elections and a miss china Suriname contest.** For the upcoming elections mostly men were interview and asked for their opinion on the political situation. On the miss case mostly women were interviewed, since there was a problem in the organizations between women as part of the organization.

THE CONTEXT

- **Country background:** There are several media provider in Suriname:
Radio stations approximately 33
Television stations approximately 17
Daily newspapers approximately 4

The government owns 1 television station and 2 radio stations. All the others are owned by private agencies.

- **Media monitored:**
Television: STVS
ATV
Radio: Sky
Apintie
ABC
Daily Newspaper:
De Ware Tijd
Dagblad Suriname
Times of Suriname

- **The monitors:**
7 persons took part in the media monitoring. It was our aim to get male involved, but we did not succeed in that. In the subjects that has been selected for the media monitoring around 32 persons were involved.

TOPICS IN THE NEWS

- **Topics in the news:**
These mostly focused on Politics and government since the preparation for the general elections in may 2010 were started. Beside this news a lot was focused on a beauty contest in Suriname where the organisers where dealing with some corruption problems.
- From these topics regarding Politics and Government 12% was reported by female and 88 % by male. From Economy topics 28% was reported by female and 72% by male; Social and Legal 12% by female

and 88% by male; Crime and Violence 24% by female and 76% by male; Crime and Violence 24 % by female and 76% by male; others 50% by female and 50% by male.

THE NEWS

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

Regarding Politics and Government 22% is female and 78% male; Economy 23% female and 77% male; Social and Legal 37% female and 63% male; Crime and violence 20% female and 80% male; Celebrity, Arts and Entertainment 71% female and 29 % male; others 15% female and 85% male.

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

	Print	Radio	Television
Female	17%	40%	33%
Male	83%	60%	64%

Even though it seems like there are more women in the media, the representation by presence thus not underline that. Their role is not visible

- **News Sources:**
31% of the source of information came from women, while 69% came from male. On local issues the female scores 36% , while the male scores 64%; National level 30% female and 70% male; National and other 24% female and 76% male.
- It may be concluded that subjects presented by male are mostly on government, politics, military, business, while women are more presence when it depends on celebrities, action on workers in civil society education and other social items.
- **Who are the newsmakers?** Government officials and academic experts are well represented in the news, but still around 75% is male, while 25% female. If it regards celebrities, school, sport, criminal suspect it is a 50-50 presence
- **Function of female and male news subjects:**
Women thus not play a big role if it depend on their function in the story. Sometimes female experts are only used as a source of information, but the way it was presented by male, others (male) receive the benefit. Male scores 76% if it depends on personal experience.
- **Constructing ‘victims’ in the news:**
Women are more victims of robbery or crime, while males are victims of the misused of their names. Female as male are victims of accidents. In the cases that were monitored is that that the male went to the media with their problem, while women were contacted by the media.
- **Identity and family status in the news:** Suriname has a small population of not more than 500.000 persons. Most of the time those who are interviewed are well-known in the society. Everone knows everyone. Maybe that is one of the reasons why it is not a habit to mention the family status in the news.
- If an identity or family is used than it is because the person is related to someone in politic, government or to criminalise someone.
- **Images in the news:**
67% of the items regarding female has a picture and 37% of the male items has a picture. This thus not mean that the picture represent women. In some cases there is a picture but form a male.

WHO DELIVERS THE NEWS?

- **Overall Presenters.**
25% of the presenters are female and 75% male.
- **Age of presenters and reporters:** Ages are not mentioned, but for television, because everyone knows everyone you can guess. For the announcers 50% is between 19-34; 60% between 35-49; 86% between 50-64. For the reporters 50% is between 35-49.
- **Announcers:** Overall presence of women announcers on radio and TV is 8% on radio and 60% on television and for male it is 92% on radio and 40% on television.
- The presence of female announcers on radio and TV across stories is 8% on radio and 60% on television.
- 75% of local news is presented by female; 13% of national news and 50% of national news and other.
- Of the major topics on television and radio 17% of the topic on Politics and Government was presented by female and 83% by male; On Economy 67% by female and 33% by male; Social and Legal 33% by female and 33% by male; Crime and Violence 33% by female and 67% by male; Celebrity, arts and entertainment 50% female and 50% male.
- **Reporters.**
Presence of news reporters by medium TV, radio and newspaper:

	Female	Male
Print	11%	89%
Television	33%	67%
Radio	10%	90%
- The representation of women in Domestic and international news in Suriname by female is 23% and male reporters 77%.
- From the major story topics on Politics and government 100% was reported by male as well on the topics Economy, Social and Legal and Crime and Violence, while on celebrity 50% was reported by female and 50% by male.
- It is not a fact that there are more female news sources found in stories reported by women in Suriname. The results shows that only 28% of female stories were reported by female and 72% by male. 9% of the male stories were reported by female and 91% by male

GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:**
14 % of the stories where women are central were reported by female and 86% by male.
- The only topics where women are central are: Women electoral candidates, Beauty contest, Changing genderrelations, Legal system and celebrities 43% and arts, entertainment, theatre 20% and other domestic politics 6%.
- **Stories that highlight issues of gender equality or inequality issues:** There were no stories that highlights the issues of gender equality or inequality issues.
- **Challenging or reinforcing stereotypes?**
Some stories on economy are challenging or reinforcing stereotypes. In some opinion only men are able to talk about these issues, while women are for softer issues.

- Also on the results of ‘stories that challenge/support gender stereotypes, by sex of reporter’ we can conclude that there is no policy that stimulate gender equality. Male are looking for strong issues to report and female are left with the softer ones or as news reader.

GENDER AND JOURNALISTIC PRACTICE

- In the stories that were selected for further analysis there was a picture of the starting of housing project. A picture was included with a woman standing with a short skirt accompanied by someone who was accused of sexual harassment. Someone can conclude that: look you see how that woman dressed up? They are causing the problems. The picture does not represent the issue on housing. This is something that happens most of the time and readers can misinterpret it.
- Another story that is an example of subtle stereotyping with an analysis to show how the news item subtly stereotypes women and/or men is about a visit of a male director of a well-known company to a visit to another company where he was led by a female academic. The reaction of the male director was one with little sense of interest and since this was on television you could read it from his expression.

SUMMARY AND CONCLUSIONS

- The findings of 2010 show a little progress from those of 2005. But still we noticed that women are still represented in news as celebrities, ordinary people and other soft items. The presentation of male in issues on Government and Politics, Economy, Social and Legal is still more than 70%. The findings tell us that there still is no policy on gender in the media which also influence the way the news items are represented. No items on gender equality or inequality.

THE NEXT FIVE YEARS

- It is important to incorporate gender in the curriculum of media school and Public Administration institutions. This curriculum could be produced by media workers and gender specialists.
- There should be a department by the government or the University that controls the gender balance in the media, but which also offer training for media bosses, managers and media workers.
- Civil societies can have sessions with media institutions, government institutions; do research on gender and media.
- Young people can play a complete good role in promoting gender in the media. For example youth parliament and youth discussion. Because as a young age it is important to start thinking about the gender balance in the media and its effect on bringing the clear news.
- Our Gender Bureau should have a division on gender and media

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

- | | |
|-----------------------|--|
| 1. Sandra Clenem | National Coordinator GMMP/ CAFRA member |
| 2. Soelien Kartokario | Cafra member |
| 3. Iris Gilliad | Former President of Women Parliament forum/ Cafra member |
| 4. Keshia Tilborg | University Student Suriname |
| 5. Shyreeta Tilborg | University Student Suriname |
| 6. Joalle Samuels | University Student Antwerpen/ Belgium |
| 7. Xiomara Wittemberg | HBO student/ Cafra member |

WACC



WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Tel: +1 416 691 1999
Fax: +1 416 691 1997
Email: info@waccglobal.org
Web: www.waccglobal.org
www.whomakesthenews.org

CAFRA SURINAME
P/a Harry Vosstraat 5
Monizprojekt
Paramaribo
Suriname

Tel: + 597 401653
Fax: + 597 401653
E-mail: cafrasur@hotmail.com/
clenem_sa@yahoo.com