

**WHO  
MAKES THE  
NEWS?**



**Pacific**

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**Global Media Monitoring  
Project 2010  
Regional Report**



# Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an interregional 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.

In the Pacific Island region, a number of groups were participating for the first time, so a training session was organised to prepare the teams of monitors:

*"Vois did our training on Friday the 6th and because it's very new for us including the coordinator, we are taking it one piece at a time. Everybody is very excited but at the same time know that it's not going to be an easy task. Vois bought its tape recorders already and other logistics are already in place for tomorrow. We are including some mature women for this one and they are excited about it and are already hoping, from their stories, that although it looks tough, we might get good results from this one. So they are coming in tomorrow but the first big morning bulletins from the radio stations will be recorded in the volunteers homes before coming in for the mid morning bulletins and the rest of the day. As for the newspaper, we are collecting them in the morning. I'll let you know of the rest when it starts tomorrow as the day unfolds so will keep in touch...We do have a great and fun team to work with in Vois including only one male though its not that gender balanced....Anyway, we'll keep in touch."* Lisa Horiwapu, Vois Blong Mere Solomons (Honiara)

*Kate McMillan together with Margie Comrie coordinated New Zealand's participation in the GMMP in 2010: "We are looking forward to the monitoring tomorrow. We have a total of 9 people to do the monitoring here, all staff and students from either Victoria University of Wellington, Massey University or Otago University. We are monitoring the internet news for the first time in 2009, and will begin the day by taking snapshots of the news stories on the six different internet news sites we are monitoring so as to capture the news at a particular time, and avoid a situation where we keep losing one story and getting new ones as the sites update throughout the day. We are also going to be monitoring six newspapers, seven radio broadcasts, (including one in the indigenous language, Maori), and four television news broadcasts, again including one in Maori. We anticipate the coding of this many news stories will take us quite a bit of time over the next few weeks! To date we have had three training/'practice run' coding sessions."*

- After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life, as Joys Eggins from Papua New Guinea shared with the Pacific GMMP network:

*"We recorded most of our electronic media news successfully with one (radio) pending due to technical difficulties. We are purchasing that. Print media news was successfully collected and coded. Database entering is now working well for us. Our hard copy entries are also being diligently kept. My monitors and I felt truly united knowing that other countries were doing the exact same thing as we were on November 10. Gender representation in the PNG media has predominantly been elite, male dominated with pockets of elite women making the news due to their status/position within the organisations and country. National development stories on issues such as mining (gold, oil, gas), logging, fisheries and agriculture have been dominated by male 'spokesmen' who appear aggressive toward government decisions - there are literally no women in the picture and no apparent consultations with the women folk. Women are being seen (seldom) in community level development issues. Recently, women in (small) business were being recognised by corporate organisations for their contributions to this sector (business and community development). On coding day, parliament was in session and given our women representation in parliament being 1%, there was that much chance of seeing debate on the floor coming from a woman or being for women and related issues. These are snippets of our results for monitoring day. For me, it was enlightening, yet disturbing to see our leading media organisations - who reach the masses - to not include the other half of the population."*

*“Morning tea was served for the participants as they slowly began to arrive. A bit of excitement in the air as the day had finally arrived!...Tonga does not have a lot of news reports but as it was decided we would code as a group, we waited for the (broadcast) reports before we began monitoring.”* (Betty H Blake, Tonga)

- 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 regional 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.

## Regional context

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 diversity of the Pacific Media was well covered for GMMP 2009. Countries included Tonga which includes one National (government owned) Radio station as well as one private station, a national TV station and weekly newspapers to New Zealand which has no national newspaper but a number of regionally based newspapers, a highly regulated radio sector with one only public service broadcaster (Radio New Zealand) and 4 public broadcast TV stations and 2 commercial TV stations. New Zealand also has several online news publications, linked to media organisations as well as stuff.co.nz which only publishes online.

Papua New Guinea (PNG) enjoys a robust mainstream media are largely foreign owned and ownership is not regulated so, in theory any person can start a company that is aimed at dissemination of information as described by Mellam and Alci (2003). Subsequently, pockets of community media have emerged in the last decade but these are largely faith-based. Papua New Guinea has two television stations, two major radio networks and 3 major daily newspapers.

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<sup>1</sup> *Global Media Monitoring Project, Women’s participation in the news.* Regional 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

The relationship between the media and respective governments vary and in a number of Pacific Island countries, the government continues to have a large stake (ownership) in Public Broadcasting.

Media Freedom and media regulations vary even in the Pacific Island region. For example, while Freedom of Expression is enshrined in the PNG Constitution (Section 46) in Fiji since April 2009, state instituted media censorship through a Public Emergency Decree put in place following the purported abrogation of the 1997 Constitution has resulted in greater control of news media and the recent promulgation of a Media Decree, is regarded as a further limitation of news media content, including limitations on the range of viewpoints presented through the news media.

GMMP is about more than just collecting data. It provides both the quantitative and qualitative basis for our collective advocacy on enhancing the implementation of gender equality commitments in our region – whether it is about health, education, peace and security. The GMMP is also about addressing the role of women in newsrooms and to identify the types of media-based collaborations to inform and advance our women’s human rights goals and commitments so that they can be better understood by journalists and other media producers.

*According to the Fiji GMMP National Coordinator: 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.*
- (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.*

It should be noted that in most Pacific Island countries, radio is the most wide reaching medium, and there is a small but growing community radio movement across the region. The Pacific is also a region where inter-personal communication is just as relevant as the reality of dual governance structures in Pacific Island societies.

For femLINKPACIFIC, the opportunity to once again be part of one the longest women’s media campaigns and to work to extend the participation of Pacific women in the process has been one of the key motivations to work with WACC with the GMMP since 2003 as the Pacific Regional Coordinator particularly to make the linkages with femLINKPACIFIC’s regional women’s media network on UNSCR1325. Media and ICTs, we believe, can enable women to be heard, to participate in the process of conflict resolution, transformation and prevention of the resurgence of violence.

Putting Section J – “Women in the Media” from the United Nations Fourth World Conference on Women in Beijing in 1995 into the context of women in a Pacific region requires us to take into account a diverse media environment. This ranges from the hub of major global news and media corporations in Australia to a mobile women’s radio station in Fiji, as well as several women’s media networks including femLINKPACIFIC’S own regional women’s media network on UNSCR1325.

For too long, however, the context of Section J in the Beijing Platform for Action has been limited to the engagement of women in the media especially to enhance women’s advancement in media organisations, which is important but requires a greater understanding of the need to integrate Section J into the broader women’s human rights and gender equality agenda.

Women’s media, information and communication is about more than just having women heard, just as media advocacy is about more than just increasing the number of women in a newsroom. More and more it is also about ensuring that information is delivered to women and young women in their communities in the form in which and at the time of which it will make the best impact. Additionally, the GMMP process being an important process to provide global and regional data order to play a key role for in our society and development – to enhance our participation in all aspects of Peacebuilding, we need to be informed about what is going on around us and also have a means to speak about what is happening. This requires support for our own information-communication networks.

Additionally the GMMP process has been an important basis for our organisation's advocacy for more systematic use of media monitoring because it is a practical framework and one that can also be adapted for specific issues and campaigns. Whether it is monitoring the news-media as part of a study on gendered early warning indicators, or whether it is about mapping the coverage of women's participation in local level government the GMMP methodology has many uses. In our "1325" network's own work it has been applied to mapping whether or not women are featured in coverage relating to peace and security issues.

## Executive Summary

Based on the media monitoring data available from Australia, New Zealand, Fiji, Papua New Guinea, Solomon Islands and Tonga, it is clear that when women are not present in formal structures of decision making and power, including within the public service, there is a link to the unequal presence of women in the news. In the Pacific/Oceania region, less than 30 % of the subjects of the news are women (28% in newspapers, and 22% for radio and television news). This was comparable to the percentages of female announcers or reporters producing the news on the day (28% of stories in newspapers and 22% for radio and television featured female news staff).

The key topics in Pacific/Oceania News in the 2010 GMMP were Crime and Violence (22% of Print stories, 24% of Radio, and 21% of Television news items), Celebrity, Arts & Media (29% of Television, 20% of Radio and 11% of Newspaper news items) and Social and Legal Issues (25% of Print, 16% of Radio and 10% of Television news stories). Politics and Government issues (19% each in Print and Radio and 11% of Television) also featured prominently in the news.

Overall the categories of news where women featured the highest or as the central focus of topics includes 29% in television news relating to celebrity, arts and media, 24% of radio news dedicated to crime and violence and 25% of newspaper reports addressing social and legal issues. The highest percentage of topics featuring women included women as 63% of the victims of domestic violence featured in the news, 79% as victims of non domestic and sexual violence/abuse, 51% of victims of discrimination based on gender, race and ethnicity, and finally women were 59% of those news subjects who were portrayed as "other" types of victims.

Compared to men, women were portrayed most prominently as victims of domestic violence or spousal abuse, with 63% of the subjects presented as such victims being women. Of those presented as victims of non domestic sexual violence or abuse, 79% were women. Of the victims of discrimination based on gender, race and ethnicity, 51% were women. Of the subjects labelled as victims with no more specific reference to their victimhood, 59% were women.

According to Dr. Angela Romano, the GMMP National Coordinator in Australia: *"The news was male dominated, both in terms of sources and reporters. Most noteworthy was the dearth of women in sports news. Australians are big sports enthusiasts, and the media provides them with a solid diet of local and global sports news. Women were almost completely absent as reporters and subjects of this news. The situation becomes more balanced when there are major international events such as the Olympics or major tennis tournaments such as the Wimbledon Championships, US Open or Australian Open. However, outside of these windows, where men's and women's events run alongside each other, it is rare to see female sportspeople, women's sports or female sports reporters. There is no one story that particularly points to this absence. Stories about men's sports (cricket, rugby league, rugby union, soccer and the all-male Australian Masters golf tournament) were reasonable as individual sports stories. The cumulative focus on men's sports meant that women were minority figures."*

## A DAY IN THE NEWS IN THE PACIFIC

- **10 November 2009.**

Based on the media monitoring data available from Australia, New Zealand, Fiji, Papua New Guinea, Solomon Islands and Tonga, it is clear that when women are not present in formal structures of decision making and power, including within the public service, there is a link to the unequal presence of women in the news.

This was strikingly obvious that while Papua New Guinea media focused on parliamentary proceedings, the lack of women's representation in parliament (there is only one) meant that the parliamentary debate is always dominated by the male MPs. The Wantok Newspaper featured stories relating to women, health and development and agriculture which is consistent with its editorial style.

In Tonga, the news focused on the Princess Ashika Inquiry as well as the Constitutional Reform Report.

In New Zealand, the news of the day also focused on parliament, but this time it highlighted the use of travel privileges for spouses and partners, by MPs.

In the Pacific/Oceania region, less than 30 % of the subjects of the news are women (28% in newspapers, and 22% for radio and television news). This was comparable to the percentages of female announcers or reporters producing the news on the day (28% of stories in newspapers and 22% for radio and television featured female news staff). These percentages suggest a link between women producing the news and "women making the news" that could be explored in more detail in future studies.

## THE CONTEXT

The diversity of the Pacific Media was well covered for GMMP 2009. Countries included Tonga which includes one National (government owned) Radio station as well as one private station, a national TV station and weekly newspapers to New Zealand which has no national newspaper but a number of regionally based newspapers, a highly regulated radio sector with one only public service broadcaster (Radio New Zealand) and 4 public broadcast TV stations and 2 commercial TV stations. New Zealand also has several online news publications, linked to media organisations as well as stuff.co.nz which only publishes online.

Papua New Guinea has two television stations, two major radio networks and 3 major daily newspapers – PNG Post Courier (a subsidiary of New Corporation) and is known for its advocacy style approach to journalism and has been recognised for a series of national advocacy campaigns. The National newspaper began publishing since 1997 and is a subsidiary of a Malaysian logging company – Rimbunan Hijau, known as the Pacific Star Company. Wantok has been publishing since the 1970s and operates in Wewak in the East Sepik Province. It is owned by the mainline churches and is PNG's only Tok Pisin newspaper. EM-TV is the only commercial TV station broadcasting in the country for more than 20 years and has almost national coverage. In late 2000, the national government launched the Kundu 2 service, an arm of the National Broadcasting Corporation (NBC), it has a limited coverage.

PNGFM broadcasts in English (Nau FM) and Tok Pisin (Yumi FM) and targets younger listeners. It operates NAUFM which was monitored to consider the different presentation style for younger listeners. Karal Service is an arm of the NBC and provides more in-depth news coverage. It also has limited coverage.

In Australia, the following news media were monitored:

Newspapers:  
The Age (Melbourne), Herald Sun (Melbourne)  
Sydney Morning Herald (Sydney),  
West Australian (Perth),  
The Courier-Mail (Brisbane),  
Daily Telegraph (Sydney),

Radio:  
2GB (873AM, Sydney),  
3AW (693AM, Melbourne),  
4BC (1116AM, Brisbane),  
6PR (882AM, Perth),  
612 ABC (Brisbane),  
774 ABC (Melbourne),

Television:  
Seven (Brisbane),  
Nine (Brisbane),  
ABC (Brisbane),  
ABC (Melbourne),  
Nine (Melbourne),

Online: ABC Online ([www.abc.net.au](http://www.abc.net.au)),  
Brisbane Times ([www.brisbanetimes.com.au](http://www.brisbanetimes.com.au)),  
News.com.au ([www.news.com.au](http://www.news.com.au)),  
Nine MSN ([www.ninemsn.com.au](http://www.ninemsn.com.au)),  
Sky News ([www.skynews.com.au](http://www.skynews.com.au)),  
Sydney Morning Herald Online ([www.smh.com.au](http://www.smh.com.au)),  
WA Today ([www.watoday.com.au](http://www.watoday.com.au)),  
The Age Online ([www.theage.com.au](http://www.theage.com.au)),

The monitors studied 374 stories in total. This included 269 traditional media stories (i.e., newspaper, radio and television stories) and 105 online stories.

In Fiji the following news media were monitored:

Print – Fiji Times Ltd; Fiji Sun  
Radio – Radio Fiji Gold & Legend FM News  
TV – Fiji Television (Fiji One)

In Tonga, the following news media were monitored:

Television: TV2, 630pm news and TVC 8pm English News  
Radio: Cool 90FM, 11am news, 88.1FM 1pm news, TBC Tonga 1pm news  
Newspaper: As Tonga only has weekly newspapers Kale'a and Taimi Tonga, the publications from the previous week were selected for monitoring.

In Papua New Guinea, the following news media were monitored:

Television: EM-TV, which is the only commercial TV station  
Radio: Karal Service of the National Broadcasting Corporation and NAUFM.  
Newspaper: PNG Post Courier, The National, Wantok

In New Zealand

Newspapers: New Zealand Herald, Dominion Post, The Press, Otago Daily Times, Waikato Times, Manuwatu Standard  
Radio: Radio New Zealand, Now Talk 2B, Radio Live, News Talk 2B Palmerston North, Radio One, Kia Ora FM, Waaka News  
Television: TV One, TV 3, Prime, Maori TV  
Online media: [stuff.co.nz](http://stuff.co.nz), [nzherald.co.nz](http://nzherald.co.nz), [tvnz.co.nz](http://tvnz.co.nz), [radionz.co.nz](http://radionz.co.nz), [newstalk2B.co.nz](http://newstalk2B.co.nz)

## TOPICS IN THE NEWS

The key topics in Pacific/Oceania News in the 2010 GMMP were Crime and Violence (22% of Print stories, 24% of Radio, and 21% of Television news items), Celebrity, Arts & Media (29% of Television, 20% of Radio and 11% of Newspaper news items) and Social and Legal Issues (25% of Print, 16% of Radio and 10% of Television news stories). Politics and Government issues (19% each in Print and Radio and 11% of Television) also featured prominently in the news.



Overall 36% of stories where women were a central focus were reported by women, compared to 64% of reports by male reporters.

Overall the categories of news where women featured the highest or as the central focus of topics includes 29% in television news relating to celebrity, arts and media, 24% of radio news dedicated to crime and violence and 25% of newspaper reports addressing social and legal issues. The highest percentage of topics featuring women included women as 63% of the victims of domestic violence featured in the news, 79% as victims of non domestic and sexual violence/abuse, 51% of victims of discrimination based on gender, race and ethnicity, and finally women were 59% of those news subjects who were portrayed as “other” types of victims.

Less than 30% of the subjects featured in the news were women, 28% of subjects of print stories were women, 22% of radio news subjects were women, and 22% of Television news.

Where women did feature as news subjects, within different categories of news, the figures varied. Within stories on international news, 34% of subjects were women, while only 26% of subjects in local news were women and women were 29% of the subjects of national news. Of the subjects of national and inter-regional news, only 14% were women.

Only 33% of the subjects of news stories related to women in political power and decision making were actually women. In stories about consumer issues and transport 30% of the subjects were women. On Medical issues (but not HIV-AIDS) women were 37% of the subjects. For Community Development issues 36% of subjects were women; in Education 45%; Family relations 53%; Human rights 33%; and in stories on the Women’s movement and activism, as well as addressing changing gender roles, 100% of the subjects were women. The percent of women as subjects of other story topics were: on social and legal issues (33%), Violent crime (34%), Gender based violence (50%), Child abuse and sexual violence against children (67%), other stories on crimes and violence (52%), celebrity news including birth, deaths and marriages, etc (47%), Arts and entertainment (36%), Media and new media including relating to portrayal of women and men and pornography issues (33%), sports events (50%), news about the girl child (67%), foreign and international politics (29%), Other stories on politics and government (27%), Economic policies and strategies (29%), Religious, cultural and traditional issues (28%), Disasters and accidents (27%) and riots and demonstrations (29%).

In relation to their position or occupation, of the subjects who were identified by occupation: 100% of sex workers were women; where no occupation was specified, 80% of the subjects were women; as homemaker (77%), as office or service industry workers (48%), retiree/pensioner (47%), village or resident in non-formal or informal sector (43%), as a child or young person (47%) celebrity lifestyle including TV or radio (40%), media professionals (35%), activists or worker in NGO/Civil society (31%), and academics or professionals in the education sector (30%). Women were 20% of those subjects mentioned as being in government positions, 29% of those in the public service and 24% of tradespersons.

Of the people in the news who provided eye-witness testimony or commentary, 47% were women. Of those sources who provided personal experience, 39% were women. Women were 37% of sources providing popular opinion but only 24% of spokespersons or as the principal subject of the news story.

Compared to men, women were portrayed most prominently as victims of domestic violence or spousal abuse (women being 63% of the victims in the news) as well as victims of non domestic sexual violence or abuse (79%), as victims of discrimination based on gender, race and ethnicity (51%). 59% of news featured women as victims in stories with no specific reference.

Interestingly, 90% of men and 71% of women featured in the news were not identified by their family status. However, 29% of women were identified by their family status compared to only 10% of men.

Where the family status of news subjects were identified, male reporters tended to identify only 11 % of their male subjects by their family status, while they identified 30% of their female subjects by family status. Female reporters identified 33% of their female subjects by family status compared to 14% of their male subjects. Thus, both male and female reporters tend to identify female subjects by family status more often than male subjects.

Of all the subjects of the news in the Pacific region, 21% of the women were photographed compared to 17% of male subjects. However, it is not clear the way in which the news subject was photographed.

## WHO DELIVERS THE NEWS?

Of the news media professionals in the Pacific, we have breakdowns by sex of the reporters, presenters and announcers of each story coded in the GMMP. Women presented, announced or reported 35% of the stories in radio, television and print the day of the GMMP. Women were responsible for 43% of print stories, 44% of stories heard on Radio and 26% of Television news stories.

In electronic broadcasting (TV and Radio together), 31% of the stories were produced by female media professionals and 69% by males. Broken down between television and radio, women announced 44% of radio stories compared to only 23% of TV stories. Inversely, 56% of stories on radio were announced by men, while men announced 77% of the stories on Television. In terms of reporters alone, 39% of stories were reported by women, with women reporting 43% of the stories in Print, 42% in Radio and 31% on TV.

In terms of the breakdown of stories by scope, whether local, national or domestic, national/interregional or international, 19% of local stories, 36% of national stories, 34% of national/regional stories and 39% of foreign/international stories were presented by women. 54% of reporters assigned to / who reported local news were female compared to 27% who reported on foreign/international news and 19% national/regional news. 43% of stories on national issues were covered by female reporters

Female broadcast journalists – announcers and presenters on TV and Radio- covered 47% of stories related to the topic Politics and Government, 34% of stories on the Economy, 24% of Science and Health stories, 46% of Social and Legal stories, 31% of Crime and Violence items and 19% of Celebrity, Arts & Media, and Sports. Among reporters alone, of the 5 most prominent topics in the news on the day, the proportion of stories by female reporters were as follows: Science and health (55%), Crime and Violence (54%), Social and Legal (43%), Economy (39%) and Politics and Government (32%)

The GMMP coded each news story by the perceived sex of the reporter, as well as the sex of the news source in order to see if there was any gender-difference in source-selection. 42% of stories covered by female reporters included female news sources compared to 37% by male reporters. The importance of this finding would have to be investigated in further detail from the national results to see if there is a marked tendency for female reporters to choose women as sources of information or not.

## GENDER AND THE NEWS

The construction of gender in the news is a concern of the GMMP. In the Pacific region, only 46 out of 327 stories had women as a central focus. Of these stories, 18 out of 140 stories reported by female reporters had women as a central focus, or 12.8%, compared to 28 out of 159 stories by male reporters with women as a central focus – 14.9%. Thus male reporters are slightly more likely to write stories with women as a central focus. If we cut the data a bit differently, of the stories that did have women as a central focus, only 40% were reported by female news staff, while 60% were reported by male reporters.

Out of all the stories coded in the Pacific region, Less than 10% of stories were dedicated to addressing issues addressing gender equality or addressing inequalities relating to women. These stories were in topic areas such as human rights, women's rights, crime, and gender-based violence.

The GMMP codes stories according to whether or not they challenge gender stereotypes. Overall only 2% of stories challenged stereotypes, while 8% reinforced stereotypes. 90% of stories neither challenged nor reinforced stereotypes. Out of stories in particular categories, 33% of stories on peace negotiations and peace processes challenged stereotypes, 41% of the stories on women's participation in electoral processes challenged stereotypes, 41% of those on economic processes and 44% of those on the rights of women and children challenged stereotypes. 50% of the stories on beauty contests actually challenged stereotypes. Once again, out of all the stories, only 1% of stories by female reporters challenged gender stereotypes, compared to 2% of stories reported by male reporters

## SUMMARY AND CONCLUSIONS

In 2005 only Fiji participated in the GMMP and so it is very difficult to provide a comparison on the findings, however, based on the media monitoring data available from Australia, New Zealand, Fiji, Papua New Guinea, Solomon Islands and Tonga, it is clear that when women are not present in formal structures of decision making and power, including within the public service, there is a link to the unequal presence of women in the news. In the Pacific/Oceania region, less than 30 % of the subjects of the news are women (28% in newspapers, and 22% for radio and television news). This was comparable to the percentages of female announcers or reporters producing the news on the day (28% of stories in newspapers and 22% for radio and television featured female news staff).

Community based media, such as the Wantok weekly newspaper in Papua New Guinea, provide a viable platform for gender issues due to the editorial style adopted by the publishers.

## THE NEXT FIVE YEARS

While Pacific women have collaborated with media executives to develop the Pacific Women in Media Action Plan – Pacific media organizations are yet to fully integrate the plan (and so) Pacific women are challenging the status quo as the Producers of our own print and electronic media. Women also operate community radio stations. We are media correspondents, producers of video documentaries, Information providers, Communicators and Media Activists.

15 years on, since the adoption of the Beijing Platform for Action, there is a need to continue to review and transform media policy and content, but there is also a critical need to continue to invest in the development, production and distribution of our own media.

15 years ago, the adoption of Section J was an important milestone for women in the media – well aware of the reality of the growing commercialization of media content and corporatization of public media spaces.

15 years ago however, Section J was not a Pacific priority when it came to gender equality and women's empowerment and even the incorporation of Media and ICTs as a regional priority in the revised Pacific (Women's) Platform for Action in 2004 does not fully address content and linkages with the other 11 critical areas of concern.

What is therefore needed are practical and policy related strategies which can demonstrate why and how women are missing in national and regional decision making processes as portrayed through the news-media, this requires greater emphasis to be placed on investment in women's own or community media initiatives as well as in the implementation of the Pacific Women in Media Action Plan, adopted in Nadi, Fiji Islands (September 2006) provides a comprehensive series of recommendations developed in consultation with media executives and this requires urgent action by Pacific media organisations, working in collaboration with women's human rights and media networks:

# Pacific Women in Media Action Plan

## Part one: preamble

Participants at the UNESCO/SPC/CBA Pacific Women in the Media Action Plan Symposium, September 21-22, 2006, recognise that inequalities exist between men and women in the Pacific.

We commend current and ongoing efforts to address gender inequalities and further recognise that the media plays a powerful and influential role in shaping people's attitudes and beliefs.

We, the participants at the Pacific Women in Media Action Plan Symposium, endorse the following action plan that promotes gender equality for individual media organisations in the region.

## Part two : Content

We call on media organisations to:

- Value and promote awareness of women's achievements and contributions to society
- Ensure fair, balanced and quality representation in all aspects of the media
- Ensure that equal treatment is given to all sources of information
- Resist rather than reinforce negative stereotyping along the lines of gender, race, religion, ethnicity, language, sexuality, age and class
- Take care not to use material that condones or incites any form of violence
- Make a commitment to promote human rights education and raise public awareness of any human rights violations
- Monitor government and other institutions on their progress towards implementing the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Pacific Platform for Action (PPA) and the Millennium Development Goals (MDGs)
- Seek partnerships and information exchange with women's civil society, including women's media initiatives as appropriate

## Part three - Promotion of gender equality in and by the media

We call on media organisations to:

- Promote gender sensitivity and the use of gender-inclusive language
- Ensure that media policies, including codes of ethics, are consistent with gender equality commitments

- Expose all staff to all aspects of media work, including technical and IT-based production as part of career development
- Prohibit sexual harassment in the work environment, and discipline offenders in a timely manner, ensuring perpetrators are reported for prosecution
- We also call on the Pacific Islands News Association (PINA) to develop a gender equality policy for adoption at the next PINA convention, and assist members in implementation

## **Strategies**

1. Be open to external, independent and formal gender audits of media content while undertaking self-regulatory practices
2. Conduct training in the use of gender inclusive language and content ; develop style manuals
3. Put in place mentoring programmes for staff
4. Where there is no law addressing sexual harassment, work to promote the need for such legislation and monitor enforcement
5. Make a commitment to consistently highlight gender inequality and raise public awareness of human rights
6. Strengthen partnerships, support and information networks as appropriate, in particular between French and English-speaking media organisations, with assistance from UNESCO, SPC and CBA
7. Secure national and regional training opportunities that will enhance media practitioners' knowledge of women's issues and gender equality
8. Increase and improve media content which enables all members of society to contribute to public debate and discussion on 'taboo' issues such as violence, women's vulnerability to HIV/AIDS, etc

## Annex 1. Methodology

Each participating region was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the regional 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 region reflects the density and diversity – audience, ownership, language – of media in each region.

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 regional 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, regional coordinators were trained by the regional coordinator via teleconference. In some countries, regional coordinators provided advance training to volunteer monitoring groups.

In each region 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 regional, interregional 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 Countries

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