

**WHO  
MAKES THE  
NEWS?**



## **Caribbean Region**

---

# **Global Media Monitoring Project 2010 Regional 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 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.



Noncommercial. 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 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 challenge them. News stories on gender (in)equality were almost non-existent.

### Regional context

- The Caribbean Region includes a geographically and culturally diverse group of territories, some being island territories while others are on the Caribbean coast of mainland Central and South America. The Several language areas are represented in the region. Eleven (11) Caribbean territories took part in GMMP 2009-10.
- There has been an increasing awareness in the Caribbean of the powerful role that the media plays as a socializing agent, but the specific role of the news media is rarely examined – and rarely is this done from a gender perspective. Yet, the issue of who appears and what appears in the news and how people and events are portrayed matters a great deal. Who is left out and what is not covered are equally important.
- The reality is that sexism, gender biases and insensitive coverage of violence are pervasive in Caribbean news media, despite advocacy efforts to address this issue. Tabloid newspapers are popular with young persons but tend to be sensational and full of gender stereotypes. With the advent of new

---

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

<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

forms of digital media, there has been much greater access to cell phones, internet, cable TV, etc. and this has been accompanied often by sexist representations and many forms of violent media content.

- Results from monitoring the news (eg GMMP 1995, 2000 and 2005) showed that women are under-represented in the news and that gender stereotypes abound, affecting both women and men. Three out of four persons who appeared in the news were men. Women's voices were heard far less than men's in the topics that dominate the news agenda such as politics and government, economics and business giving a distorted impression of women's real-life participation in these areas. Imbalanced representations of women and men in the media perpetuate stereotypes that form the basis of gender-based discrimination in everyday situations.

Concern has been expressed across the region about some of these issues by stakeholders within and outside the news media industry. In response, there have been a diversity of local and regional initiatives, from advocacy to research and training, which aim to highlight important linkages between **media, gender, human rights and development**. For example:

- The Caribbean Institute for Media and Communications (CARIMAC) of the University of the West Indies has been offering the course 'Media, Gender and Development', since 1996 to the present time.
- *Medialternatif* in Haiti is founded on the premise that our right to communication is a fundamental human right and therefore the organizations works to ensure equal access for all (including minority and vulnerable groups) to participate in the media
- The Caribbean Association for Feminist Research and Action (CAFRA), which spans all the language areas of the region, has included advocacy and training around media and gender issues.
- In Jamaica, Women's Media Watch has advocated for gender-aware journalism for over twenty years, spearheading strengthening gender-aware media literacy, particularly among youth and women.
- In Puerto Rico, there is some synergy of media activism and gender activism, and this country's participation in GMMP in 2000 and 2005 revealed slightly better representation of gender equity issues in national media relative to the results of the Caribbean and overall global results.
- UNIFEM, UNESCO, UNFPA and UNICEF have supported Caribbean Region initiatives to promote gender-aware media policies and practices, through training for journalists, media skills building for youth, and awarding excellence in journalism
- Researchers across the region have explored issues in news media such as the problematic coverage of crime and violence, including gender-based violence and the differences in the kinds of coverage that female and male politicians receive.
- Recently in December 2009 the Association of Caribbean Media Workers included a gender-perspective on the coverage of violence at a regional training seminar for senior journalists.

The involvement of eleven (11) Caribbean territories in the 2009-10 Global Media Monitoring Project illustrates the recognition of the need for research data on the representation and participation of women and men in the news media of the region. A key element of the GMMP methodology is this gender lens.. The issue of gender (in)equality in the media is linked to concerns about gender justice in the Caribbean region as a whole. For example, few media houses have a 'gender policy' - little attention is paid to gender in the formulation of editorial policy and only a few territories have broadcasting standards that include gender.

## EXECUTIVE SUMMARY

### Stories and Topics

Eleven (11) Caribbean nations participated in the Global Media Monitoring Project (GMMP) 2009-10. A total of 840 news stories were monitored in 65 newspapers and newscasts (radio and television). Stories on Crime and Violence dominated the news with the second most frequent topic across all media being Politics and Government followed by Social and Legal issues and the Economy.

### Who appears in the News?

Of the 1678 women and men appearing in the news, men appeared three times as often as women. While this proportion varied across territories, the pattern of female under-representation was consistent (regional average: 25% women, 75% men). Some variations were observed between media and according to the news topic. For example, on radio there were more women than men in stories on domestic politics and on economic issues.

Overall, male government officials predominated as newsmakers, followed by male public servants, police, judiciary and small numbers of businessmen or tradespersons. Mostly male voices were heard in the news as spokespersons (82%) and experts (68%).

Of the women who appeared in the news, most were politicians, followed by women in health and educational occupations. Women were equally likely as men to be quoted directly, but due to the 3:1 ratio of men in the news, women's voices were seldom heard, although women did account for one third of experts. In stories on crime and violence, women were witnesses or gave personal opinions.

More than one in five (22%) news subjects, female or male, was portrayed as a victim of some kind - a victim of crime, violence, accident or illness. In contrast, only one in twenty (5%) was portrayed as a survivor.

Across the region, females were three (3) times more likely than males to be described in terms of family relationships - as spouse, mother, etc - although differences were seen between territories. Overall, male reporters were far more likely than female reporters to depict female sources in terms of family relationships.

### Who delivers the News?

On television, there were more news stories presented by women than men (68% women, 32% men) but on radio there were far more stories presented by men (86%).

In terms of reporters, more stories were covered by male than by female reporters (55% male, 45% female). This difference was mostly due to radio; on the other hand there was near parity in terms of news coverage by female and male reporters on TV and newspapers. Stories on the Economy, Science and Health were as likely to be covered by female as male reporters, while Crime and Violence, Politics and Government were more likely to be covered by male reporters.

There was a very slight tendency for stories with female news sources to be reported by female rather than male reporters.

### Gender Equality in the News

Only about one in ten stories in the news (11%) had women as a central focus, despite the fact that women make up just over half the population of the Caribbean. There was a slight tendency for stories with women as a central focus to be covered by female reporters (54%) rather than male reporters (46%).

Rarely did stories bring any perspective on gender equality/inequality to any issues, indeed the majority failed to do so. And, in terms of challenging or reinforcing gender stereotypes, very few (6%) stories were found to definitely challenge such stereotypes. While 9% of stories on Social and Legal issues did so, only 2% of stories on Politics and Government, 3% on Economy challenged gender stereotypes. Of these few stories more were by male reporters rather than female reporters. Meanwhile more stories that were gender-balanced, were by female reporters (55%) compared to male reporters (39%).

## Future Action

In order to move towards more gender-balance and gender-aware journalism, several initiatives can be proposed. These include gender training for professionals in the news media, as well as for civil society including youth and students. Editorial policies, broadcasting standards, codes of practice for media houses all should be gender-responsive. Media activists and gender activists need to create sufficient synergies in their areas of work to have a lasting impact. Strategies must be found to make effective use of GMMP results which can help in the work on democratizing media and the work on gender equality.

## A DAY IN THE NEWS IN THE CARIBBEAN

- **10 November 2009.**

Generally in the news on November 10, 2009, there was a high concentration on crime. Stories on domestic politics in several instances focused on political corruption, as well as corruption in other areas of national life – corruption in business, and in beauty contests. Overall, men were more visible in the news than women. A media trend that emerged in several territories was that young males became subjects of the news as perpetrators or victims of violence, while women became ‘newsworthy’ as witnesses to the crime. An example appears below, from *The Gleaner* newspaper in Jamaica.

### *Kitson Town residents burn cop vehicle*

*THE KITSON Town community in St Catherine is tense following the fatal shooting of a resident from the area on Sunday. Dead is Teroy Bonner, a 22-year-old labourer of Kitson Town, St Catherine.*

*Police reports are that about 8 p.m., police personnel from the Guanoboa Vale Police Station were on patrol. When they went into Jackie Lane in the community, they reported being fired upon. During that exchange, Bonner was hit. The police said another person escaped and is being sought.*

*As the news spread that Bonner was dead, irate residents who blamed the police, set a police Grand Vitara on fire.*

*"A execute dem execute him. Dem put him pon him knee and shot him, as him never have on any shirt," a resident, Marvette Nembhard, said. "The only problem is that him walk up and down the street."*

*"We all play a part in growing him as his parents are not around. It is a lucky thing more persons were not around or perhaps more would die," Jacqueline, the deceased's aunt, said.*

*Meanwhile, the Bureau of Special Investigations is conducting a probe into the incident.*

## THE CONTEXT

- **Regional background:**

Eleven (11) territories in the Caribbean participated in the GMMP 2009-10. These were:

- Belize
- Dominican Republic
- Grenada
- Guyana
- Haiti
- Jamaica
- Puerto Rico
- St. Lucia
- St. Vincent & the Grenadines
- Suriname
- Trinidad and Tobago

These territories include a rich diversity of ethnicities, languages, socio-political cultures – including a varied tapestry of media, communications and news media. The print and electronic media are largely

privately owned, while in many countries the government often operates at least a radio and television station

The proliferation of media, especially of local or national radio stations and cable television stations does not always increase diversity - sometimes several media houses may be owned by a few large corporations. For example, within the last decade, the Dominican Republic has seen a concentration in media ownership, with several corporations controlling the major radio, print and television outlets. In Puerto Rico, three television stations are owned by U.S. based corporations.

The news media across the region offer a mixture of national and overseas programming; The production of local TV content has in some cases been facilitated by relatively inexpensive digital technology. In smaller territories print publications may appear weekly not daily while in other territories there may be several daily publications.

Some Caribbean territories face specific challenges. In Haiti the high illiteracy rate and scarce supply of electrical power are major obstacles to improving citizens' access to, and participation in the media. Nevertheless, the country has a strong radio culture, with many rural communities utilizing radio as an instrument for social development. A critical issue in Haiti is the degree to which alternative media, particularly radio, replicate or overcome gender inequality practices in mainstream media.

Standards of practice in the news media vary across the region. Not every territory has an active media or journalists' association – although regional associations of news media workers also exist, usually according to language areas. In both Jamaica and Trinidad and Tobago, for example, the Broadcasting Commissions have paid special attention to including a clear gender guidelines for broadcasting standards.

Within the media industry women and men can be found at all levels although male professionals still dominate the higher levels of decision making. There are women in the position of Editor in Chief and station managers – however heads of news are primarily men.

- **Media monitored:**

The chart below lists the media houses that were selected for monitoring as part of the GMMP project. Each media house was selected by the national team on the basis of its performance and popularity as a key provider of news to the population in that territory.

- Each territory was placed for the purposes of this global research project in a 'Band' depending on media density and population. This allowed for 'weighting' to occur, which would permit national data to be compared with any other country in the world, as well as with regional or global data. Given the population 'band' in which Caribbean territories fell, they were guided to monitor between one (1) and four (4) of each media – newspaper, radio and television.

Country	MEDIA		
	Newspaper	Radio	Television
<b>Belize</b>	<ul style="list-style-type: none"> <li>• The Reporter</li> <li>• Amandala Newspaper</li> </ul>	<ul style="list-style-type: none"> <li>• KREM Radio</li> <li>• LOVE FM</li> </ul>	<ul style="list-style-type: none"> <li>• Great Belize Productions (Ch. 5)</li> <li>• Tropical Vision, Ch. 7</li> </ul>
<b>Dominican Republic</b>	<ul style="list-style-type: none"> <li>• Listín Diario</li> <li>• El Caribe</li> <li>• El Nacional</li> </ul>	<ul style="list-style-type: none"> <li>• Radio Popular 950 AM</li> <li>• Radio Comercial 1010 AM</li> </ul>	<ul style="list-style-type: none"> <li>• CDN Channel 37</li> <li>• SIN Channel 7</li> </ul>
<b>Grenada</b>	<ul style="list-style-type: none"> <li>• Spice Isle Review</li> </ul>	<ul style="list-style-type: none"> <li>• GBN News</li> </ul>	<ul style="list-style-type: none"> <li>• MTV Newsnight</li> <li>• Grenada Cable Community Ch. 6</li> </ul>
<b>Guyana</b>	<ul style="list-style-type: none"> <li>• Kaieteur News</li> <li>• Chronicle</li> </ul>	<ul style="list-style-type: none"> <li>• 560Khz News.</li> </ul>	<ul style="list-style-type: none"> <li>• Channel 9 News</li> </ul>

Country	MEDIA		
	Newspaper	Radio	Television
<b>Haiti</b>	<ul style="list-style-type: none"> <li>• Haiti en Marche</li> </ul>	<ul style="list-style-type: none"> <li>• Radio Metropole</li> <li>• Radio Caraibes Haiti</li> </ul>	<ul style="list-style-type: none"> <li>• Télévision Nationale d'Haiti (TNH)</li> </ul>
<b>Jamaica</b>	<ul style="list-style-type: none"> <li>• Daily Gleaner</li> <li>• Jamaica Observer</li> <li>• The Star</li> </ul>	<ul style="list-style-type: none"> <li>• RJR Radio</li> <li>• Irie Radio FM</li> <li>• Power 106 FM</li> </ul>	<ul style="list-style-type: none"> <li>• Television Jamaica (TVJ)</li> <li>• CVM TV</li> </ul>
<b>Puerto Rico</b>	<ul style="list-style-type: none"> <li>• El Nuevo Día</li> <li>• El Vocero</li> <li>• Primera Hora</li> <li>• Puerto Rico Daily Sun</li> </ul>	<ul style="list-style-type: none"> <li>• WKAQ Univisión 580 AM</li> <li>• WUNO Notiuno 630 AM</li> <li>• WIAC 740 AM Boricua</li> <li>• WKSN 1320 AM Radio Isla</li> </ul>	<ul style="list-style-type: none"> <li>• WIPR Channel 6</li> <li>• WAKQ – Telemundo Channel 4</li> <li>• WLII Univisión (Channel 11)</li> <li>• WAPA (Channel 2 )</li> </ul>
<b>St. Lucia</b>	<ul style="list-style-type: none"> <li>• The Voice</li> </ul>	<ul style="list-style-type: none"> <li>• Radio Caribbean International</li> <li>• Radio St. Lucia</li> </ul>	<ul style="list-style-type: none"> <li>• Helen TV Channel 4</li> </ul>
<b>St. Vincent</b>	<ul style="list-style-type: none"> <li>• The News</li> </ul>	<ul style="list-style-type: none"> <li>• National Broadcasting Corporation (NBC)</li> </ul>	<ul style="list-style-type: none"> <li>• SVG Broadcasting Corp. (Ch.9 News)</li> </ul>
<b>Suriname</b>	<ul style="list-style-type: none"> <li>• De Ware Tijd,</li> <li>• Times of Suriname</li> <li>• Dagblad Suriname</li> </ul>	<ul style="list-style-type: none"> <li>• Sky</li> <li>• Apintie</li> <li>• ABC</li> </ul>	<ul style="list-style-type: none"> <li>• STVS Journaal</li> <li>• STV Nieuws, (Binnelands Nieuws, Suriname Vandaag)</li> </ul>
<b>Trinidad &amp; Tobago</b>	<ul style="list-style-type: none"> <li>• Trinidad &amp; Tobago Express</li> <li>• Trinidad &amp; Tobago Guardian</li> <li>• Trinidad &amp; Tobago Newsday</li> </ul>	<ul style="list-style-type: none"> <li>• Radio 95.1 FM</li> <li>• Radio 97.1 FM</li> <li>• Radio 95.5 FM</li> </ul>	

**Internet News:** Two Caribbean territories also monitored Internet News. The monitoring of Internet news was introduced for the first time in GMMP 2009-10. This regional report does not however include data from the Internet monitoring; this is reflected only in the Global Report.

## TOPICS IN THE NEWS

- **Topics in the news:**

There were 840 news stories appearing in 65 radio, television and print news media. These stories were categorized under the following broad topics:

- Politics and Government
- Economy
- Social and Legal
- Crime and Violence
- Science and Health
- Celebrity, Arts, Media
- The Girl-child

Each main topic included a comprehensive range of sub-topics which ensured that all of the stories could be fitted under the broad 'umbrella' topics.



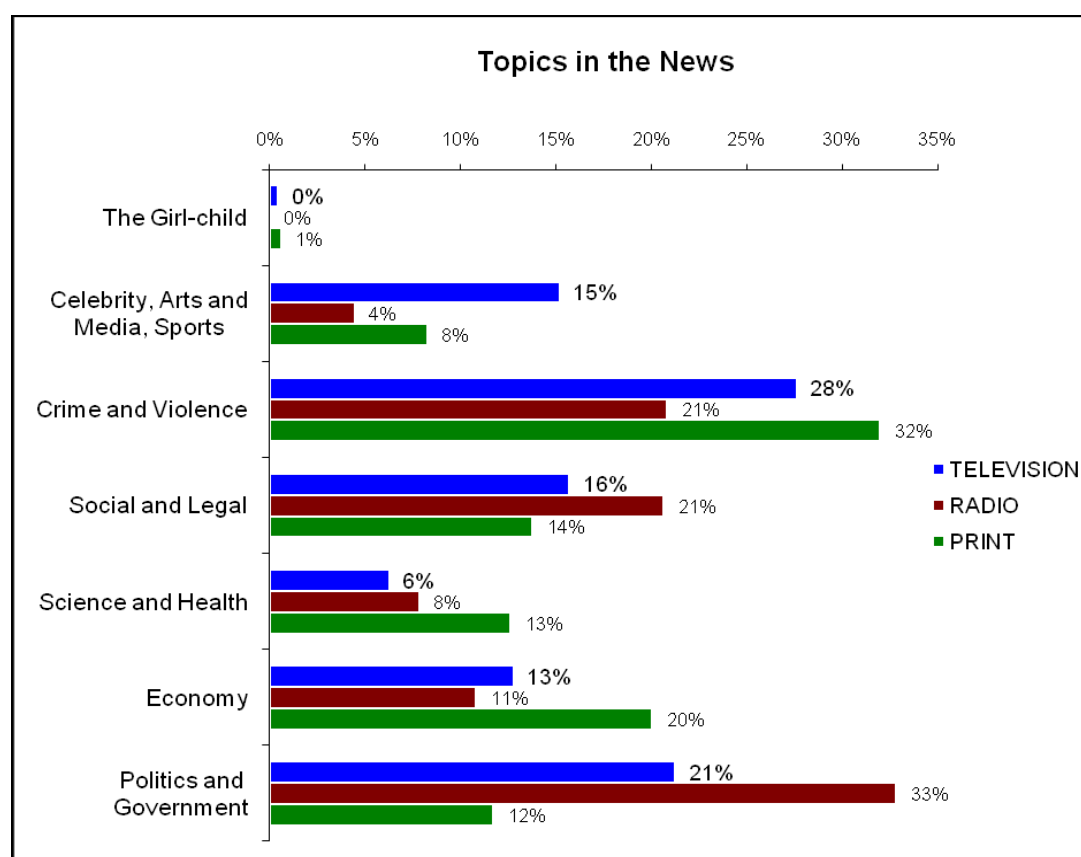
Overall, stories on Crime and Violence dominated the news: a total of 236 stories fell in this category, representing 27% of all news. Sub-topics in this broad topic included violent and non-violent crime (eg. corruption, drug-related crime), accidents and disasters, and a few news items on domestic violence and gender-based violence.

The second most frequent topic across all media was Politics and Government (175 stories or 20% of all news) which included domestic and international affairs, local government and political processes.

This topic was followed by Social and Legal issues (136 stories or 16%) and Economy (135 stories or 16%), with the latter broad topic including stories on business, finance, rural economy, labour issues, consumer issues, poverty and welfare, transport.

There were some differences between print, radio and television news in terms of which topics dominated. In both print and television news, Crime and Violence accounted for nearly one-third of all stories. However, on radio it was Politics and Government that dominated, with one third (33%) of all radio news on this topic, followed by stories on Social and Legal issues, and then Crime and Violence.

**Chart 1: Topics In The News**



- When these findings are compared with world wide data from the Global Media Monitoring (GMMP) preliminary results for 2009-10 , the following can be noted:
  - The Caribbean news media show a higher proportion of stories on Crime and Violence (27%) compared to the global average of 20%.
  - The Caribbean news media show a slightly lower proportion of stories on the Economy (16%) compared to the global average (18%).

- **Gender of Reporters in major news topics**

More stories were covered by male than by female reporters in all major news topics (see Table 1). This was particularly the case for stories on Crime and Violence where there were almost two times as many stories reported by male reporters.. Meanwhile stories on the Economy and Science and Health, were reported almost as often by female (47%) as by male reporters (53%).

**Table 1. Major News Topics and Gender of Reporters**

<b>MAJOR TOPIC</b>	<b>Stories by Female Reporters</b>	<b>Stories by Male Reporters</b>
Politics and Government	44%	56%
Economy	50%	50%
Science and Health	57%	43%
Social and Legal	44%	56%
Crime and Violence	34%	66%
Celebrity, Arts and Media, Sports	46%	54%

- **Overall presence of women and men as news subjects**

There was a total of 1678 identifiable women and men who appeared in the news stories. Of these 25% were women, and 75% were men. (These figures do not include *groups* of either women or men, or *mixed groups*)

Overall, men appeared three times as often as women in the news. This shows a notable under-representation of females, when we bear in mind that women make up just over half the population of the Caribbean. This proportion of women to men varied across territories, so for example Belize had the highest ratio (nearly equal at 48 women to 52 men) while in Trinidad and Tobago and in Grenada there were fewer than one (1) woman to ten (10) men. The pattern of female under-representation was consistent right across the region.

This regional female/male ratio of 1:3 was also found in the 2005 GMMP results for the Caribbean, so the pattern appears to be consistent over time. The Caribbean data is comparable to the current world gender disparity of 24% female news subjects and 76% males.

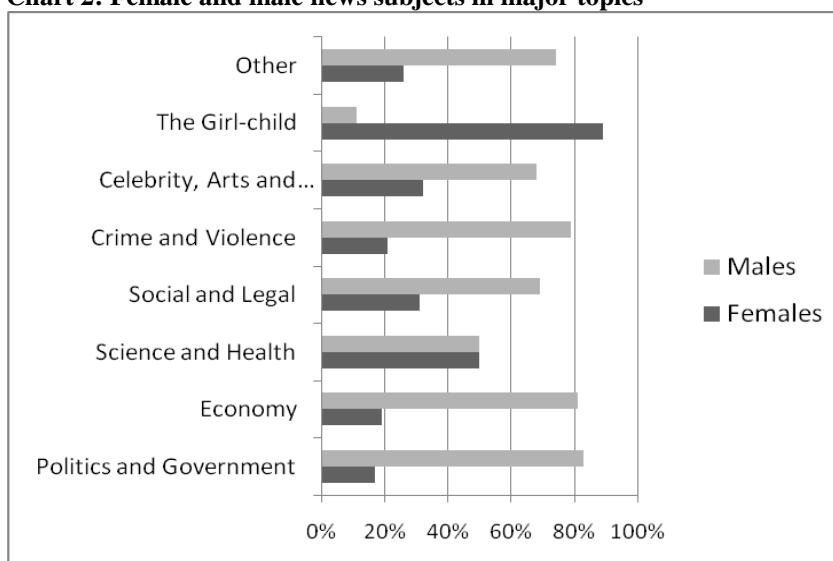
**Table 2. Percentage of female and male news subjects in major topics**

<b>Main Story Topics</b>	<b>Percentage of News Subjects</b>	
	<b>Female</b>	<b>Male</b>
Politics and Government	17%	83%
Economy	19%	81%
Science and Health	50%	50%
Social and Legal	31%	69%
Crime and Violence	21%	79%
Celebrity, Arts and Media, Sports	32%	68%
<b>Overall regional average</b>	<b>25%</b>	<b>75%</b>

The Chart below also illustrates the gender disparity in the presence of female and male news subjects in the major topics. In stories on Crime & Violence, Politics & Government, and the Economy, more than four (4) out of five (5) news subjects are male, and therefore fewer than one in five is female. This gender disparity is seen in all major news topics except Science and Health, the only topic where female and male news subjects appear in equal proportions.

It should be noted that stories on the ‘The Girl Child’ make up less than 1% of all news, so the fact that mostly females appear in these stories does not change the overall under-representation of females.

**Chart 2: Female and male news subjects in major topics**



There were some exceptions in some countries, to the pattern of men dominating all story topics, for example:

- In Guyana, in stories on the Economy, women made up over half (57%) of news subjects
- In Haiti, in Social and Legal issues, women made up well over half (59%) of news subjects
- In Belize, in Crime and Violence, women made up nearly half (44%) of news subjects.

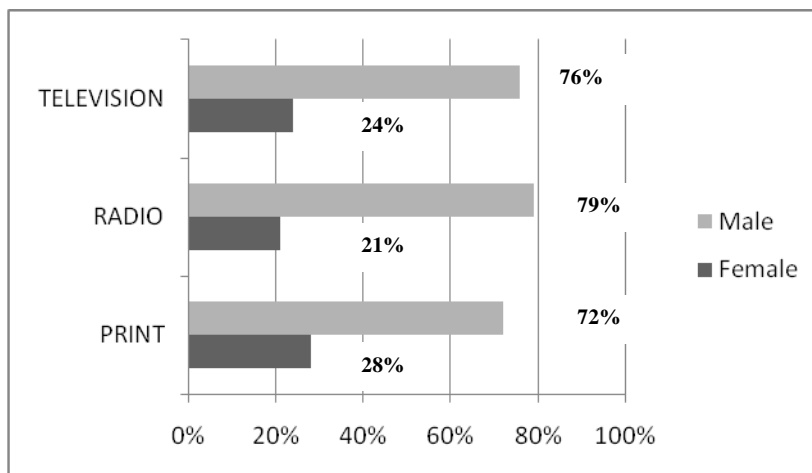
When we compare the present Caribbean findings with 2005 data we find the pattern is consistent with GMMP results for both Caribbean and Global- eg:

- In the Caribbean, stories on Politics and Government are still dominated by men (83%), just as they were in 2005 (82%)
- The Caribbean presence of women in stories on the Economy was 19%, down from the 2005 rate of 23% - and similar to the global average for women, of 20% (GMMP 2005).

• **Presence of female and male news subjects by medium – radio, television and newspapers**

Of the 178 female and 585 male news subjects, the proportions of each who appeared in different media are shown in the Chart below. The under-representation of females was slightly greater on radio, where they were outnumbered 1 to 4 by males. On television and in print, males outnumbered females at an average rate of about 1 to 3. Only in Puerto Rico was there a greater presence of women news subjects on television – 41% women, compared to 59% men.

**Chart 3. Presence of females and males according to media**



The pattern of male voices dominating is consistent across all media, with some slight differences between the media and between countries. The tendency for radio to show the greatest disparity between male and female voices (79% male, 21% female) showed one exception: in Belize 46% of news subjects on radio were female, with 54% male. But generally, the pattern has not changed since 2005, when 80% of news subjects on radio in the Caribbean were male (GMMP-Caribbean 2005). The ‘male voice of authority’ appears to be consistent.

- **Women and Men in stories on national, regional, and international affairs.**

In addition to the overall under-representation of women in the news, there was a tendency for women to be least visible in stories on international affairs and slightly more visible in stories on national affairs. This is shown in the table below.

**Table 3. Presence of women in local, national and international news**

Scope	% Female News Subjects
Local	20%
National	27%
National & other	28%
International	17%
<b>Overall regional average</b>	<b>25%</b>

- **Presence of female and male news subjects in different media.**

The pattern was for more males than females to appear in the news overall, and therefore there were more men in most broad topics that made up the bulk of the news – primarily in crime, corruption, violence and national security, as well as domestic and global politics.

However there were some differences between media, where some *sub-topics* had a higher ratio of women to men :

- On radio, there were more women than men in stories on domestic politics (22% of women, 16% of men) and on economic issues (16% women, 12% men)
- Radio, television and newspapers varied in terms of the presence of women and men in stories on economics and business (see Table below)

**Table 4. News Subjects in Stories on Economics**

Topic	Newspaper		Radio		Television	
	female	male	female	male	female	male
Economic policies/strategies, indicators, business, consumer and labour issues	14%	13%	9%	5%	16%	12%
Rural economy	1%	0%	0%	1%	1%	0%
Poverty, social welfare, housing & other	5%	1%	0%	1%	0%	1%
Transport, roads	3%	4%	1%	1%	1%	0%

- Stories on medicine, health and education showed slightly higher percentages of women to men, though there were few stories on these topics, in the news overall.
- Proportions of women and men were similar in news on sustainable development, human rights, arts and entertainment. However as noted earlier, there were very few stories on any of these topics.
- There were very few stories on gender-based violence (sexual violence, domestic violence) and women rather than men appeared in these.

• **Who are the newsmakers?**

The table below shows the percentages of female and male news subjects in various occupational categories. Due to the overall under-representation of women, there are more men in all occupations, except that of ‘homemaker or parent’ - the only category in which women predominate. This finding has been similar worldwide (GMMP 2005). There is nearly a balance of women and men in the category of ‘resident’ which describes news subjects whose occupation was not stated.

Men predominate as government officials. This occupational category accounted for one third (34%) of all male newsmakers across the region. Men also predominated as public servants, police, and tradespersons/factory workers.

Similar to male news makers, the occupation most often cited for female newsmakers was that of ‘politician’, accounting for one in five women.

In comparison to ‘politicians’ there were far fewer news subjects with other occupations:

- there were more than three (3) times as many female politicians than females in health and educational occupations *combined* (for males this ratio was nearly 9 to1).
- there were four (4) times as many male politicians than men in business and law combined.

In reality, the presence of women and men in a range of highly diverse occupations is much greater than the news media depicts.

**Table 5. Occupation or Position of Women and Men in the News**

Main occupations	News Subjects	
	% female	% male
Government official, politician, political leader or spokesperson	19%	81%
Government employee, public servant,	22%	78%
Police, military, prison officer, fire officer	8%	92%
Education professional, teacher, child care worker ...	36%	66%
Health or social service professional, social worker	24%	76%
Lawyer, judge, magistrate	31%	69%
Business person, executive, manager, entrepreneur	31%	69%
Tradesperson, truck driver, construction, factory, domestic worker	21%	79%
Activist or worker in civil society organisation, trade union,	24%	76%
Homemaker, parent	85%	15%
Child, young person	48%	52%
Villager or resident engaged in unspecified occupation...	48%	52%
Criminal, suspect...	25%	75%
Celebrity (media, actor, singer...)	26%	74%
Sports	20%	80%

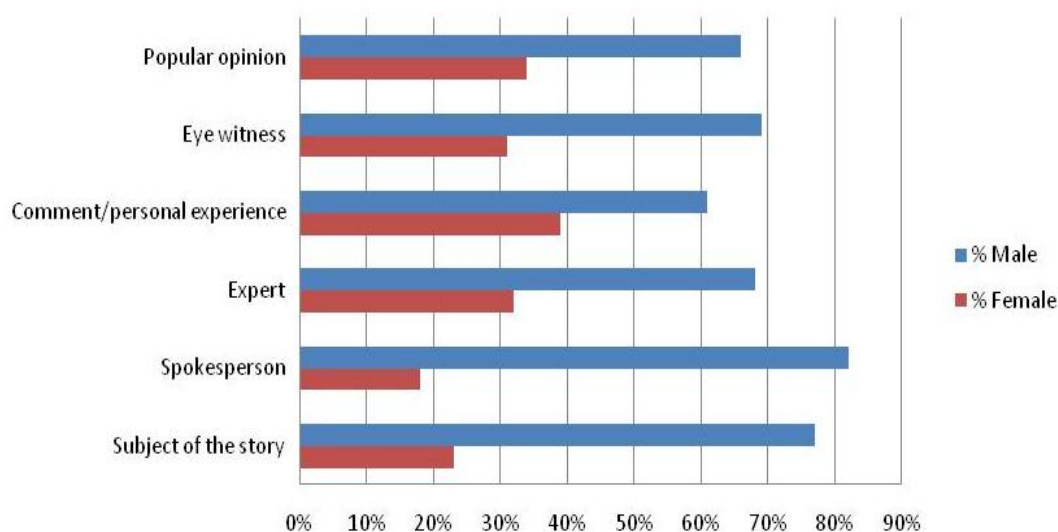
There were some slight variations according to country – for example in Haiti the percentage of women government officials/politicians was 29%, but overall the pattern was fairly consistent.

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

News subjects appeared in a variety of roles or functions in news stories: as the subject of the story, i.e. who the story is about; as spokesperson or expert, as eye witness or giving personal experience or popular opinion. The following trends were observed:

- The function of **‘subject’** of the story was mostly filled by men (77% men, 23% women)
- The **‘spokespersons’** were overwhelmingly men (82%) compared to women (18%). In comparison, the global data (GMMP 2005) have also found even great gender disparities with five times more men than women as **‘spokesperson’**.
- Among **spokespersons**, the occupation of ‘government official’ was the most often cited, accounting for nearly 40% of both women and men newsmakers. Other ‘spokespersons’ included educational professionals (more female), police (more male), lawyers and judges (more male), business persons (more female) and civil society representatives.
- Among **‘experts’**, the gender ratio was one female to two males (32% females, 68% males). Despite the gender disparity, these Caribbean results showed more gender balance among **‘experts’** than the global data, where typically the gender ratio has shown little improvement over the years, with only one female ‘expert’ to every four or five male experts (GMMP 2005, GMMP 2009-10).
- Of these **experts**, government officials accounted for approximately one in four (1:4) for both men and women. Other experts were men and women working in the health and legal professions.
- Women tended to appear as **‘eye witness’** or **‘provider of personal experience or opinion’**. Nearly half were described as ‘resident’ or ‘home maker/parent’ with an unspecified occupation. In contrast, males who provided ‘personal experience’ were mostly (87%) ascribed an occupation (for example, 39% as government officials, 21% as labourer or tradesperson).

**Chart 4. Functions of news subjects**



- **News makers directly quoted**

Among those news subjects who were quoted, the ratio of women to men was nearly equal. Thus, although women were far less visible in the news, when they did appear, they were just as likely as men to be directly quoted.

- **Constructing ‘victims’ and ‘survivors’ in the news**

More than one in five (22%) news subjects was depicted as a victim of some type. This rate applied to both male and female news subjects. Males were mostly portrayed as victims of violent crime as well as victims of accidents or illness. Females were portrayed as victims of poverty, illness or accident as well as victims of violent crime. Very few were described as victims of war or discrimination. The table below shows the proportion of females and males depicted in the various types of ‘victim’

**Table 6. News subjects portrayed as victims**

Victim Type	% female	% male
Victim of an accident, natural disaster, poverty, disease, illness...	52%	48%
Victim of domestic violence	45%	55%
Victim of non-domestic sexual violence	33%	67%
Victim of other crime, robbery, assault, murder	18%	82%
Victim of war, terrorism, vigilantism, state-based violence ...	0%	100%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability	32%	68%
Other victim	35%	65%
<b>Overall</b>	<b>31%</b>	<b>69%</b>

The proportion of victims of accidents, disasters, poverty, illness is higher for female than male news subjects (52% female, 48% male). Indeed, the overall average of ‘victim portrayal’ of 31% females (to 69% males) suggests that reporters portray females as victims more often than they portray males in this way.

For example in Belize, 65% of victims were female, 35% were male. However there were considerable differences from country to country: news in Suriname and Guyana showed about two (2) males to one (1) female as ‘victim’; while news in Haiti, Jamaica and the Dominican Republic showed far more males than females as ‘victim’ (up to 6 males to 1 female as ‘victim’).

### Portraying ‘survivors’:

In contrast to the frequent ‘victim’ portrayals, very few news subjects were portrayed as survivors – only 1 in 20 (5%). The few women portrayed in this way were portrayed as survivors of domestic violence, while a few men were portrayed as survivors of violent crime.

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

Some news subjects were described or identified by family status – as spouse, wife, husband, son/daughter etc. Females were three (3) times more likely than males to be identified by family status: 13% of females, 4% of males.

When the current findings are compared with GMMP 2005, they show that the tendency for family status to be mentioned is slightly lower than five years ago (Caribbean GMMP data 2005: 16% females, 3% of males), and also slightly lower than the global rate of 17% of females, 5% of males (GMMP 2005).

There was some variation between countries in the frequency with which reporters used this to describe female or male news subjects:

- In Guyana and St. Vincent and the Grenadines, men and women were treated similarly - about one in three or four women and men were identified by family
- In Belize 70% of women were described in this way
- In Puerto Rico and Haiti family status was rarely used to identify either women or men (3% to 5%).

- **Who mentions identity and family status?**

Male reporters identified nearly one-third (30%) of their female sources by family status, but seldom identified male sources in this way (3%). In other words male reporters used family status ten times more often to describe female sources compared to male sources.

Female reporters identified female subjects by family status half as often as male reporters did.

**Table 7. Gender of Reporter and family identity of male and female news subjects**

	Female Reporter		Male Reporter	
	Female Subject	Male Subject	Female Subject	Male Subject
Family status :				
Not identified by family status	84%	97%	70%	97%
Yes identified by family status	16%	3%	30%	3%

- **Images of women and men in the news:**

A small percentage of news subjects appeared in newspaper photographs, fewer women than men with 13% of women compared to 22% of men appearing in photographs. The higher numbers of men reflect the fact that men predominate as news makers – particularly male politicians whose photographs most often appeared.

These Caribbean findings contrast with the global findings of the past fifteen years, which show the reverse. Worldwide, females appear in photographs in the news 1.5 times more often than men (GMMP 2005 and GMMP 10).



## WHO DELIVERS THE NEWS?

The content of news is strongly influenced by journalistic and editorial decisions that determine what and how stories are covered. Therefore it is important to understand the gender composition of those who deliver the news.

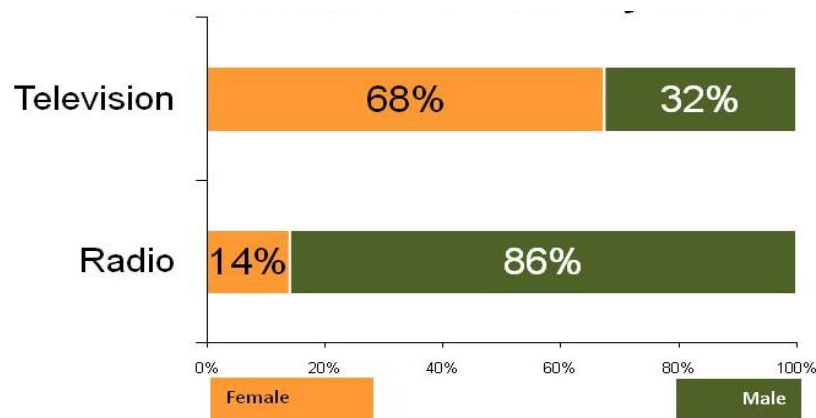
GMMP data do not allow us to make statements about the gender composition of the journalistic workforce. The GMMP collects data on news stories - not simply who appears in them, but also who reports them and - in the case of radio and television - who presents them. We can therefore analyse the percentage of stories that are reported and presented by women and men. This gives us an approximate, though incomplete, picture of gender balance in newsrooms.<sup>3</sup>

- **Presenting the news**

In 2010 news items presented by women in the Caribbean declined almost 15% compared to 2005. This was in large part due to the severe decline of women presenters on radio news stories; a trend reflected globally. TV news items were almost five times more likely to have a female presenter than news items on radio, as TV news items with female presenters grew from 57% in 2005 to 68% in 2010 and radio saw a 25 percentage point decrease down to 14% in 2010, with male presenters accounting for over 85% of the news stories on radio.

Despite a regional pattern of fewer female voices on radio, there were considerable variations from one territory to another. While radio was overwhelmingly presented by males in the Dominican Republic, in Jamaica, Haiti and Guyana there were nearly as many female presenters compared to males.

**Chart 5: Caribbean presenters, by media. 2010**



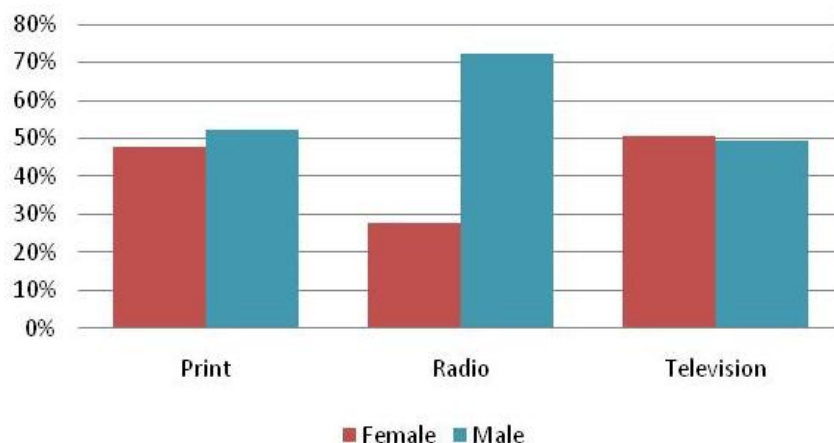
- **Reporting the news**

While the number of stories reported by women increased by 16 percentage points from 2005, women still reported less than half (45%) of all the stories in the 2010 GMMP, while men reported 55%. There was near parity on television where 51% of the stories were reported by women compared to 49% by men. The same was true for print news where almost half (48%) of stories appearing in newspapers were reported by women.

<sup>3</sup> Paraphrased from GMMP Study 2005. Pg 60

There was a huge fall in the number of stories being reported by women on radio. Less than one third of the stories on radio were reported by women with over two thirds by men. However, in Jamaica and St. Vincent and the Grenadines were there notably more female than male reporters on radio.

**Chart 6: Stories presented, by gender of reporter. 2010**



Generally, despite the results for radio, the findings show a move towards gender balance among reporters. In 2005 the Caribbean results in the GMMP showed an overall ratio of 41% stories with female reporters and 59% with male reporters. In 2010 the result is 45%, significantly higher than the current world average of 37%.

- **Age of presenters and reporters**

It appeared that it was easier for coders to determine the age of the female television presenters and reporters when compared to the men. This resulted in almost 80% of male presenters and 53% of the male reporters being assigned to the ‘do not know’ category, thereby skewing the results of the other age categories.

- **Who presents domestic and international news?**

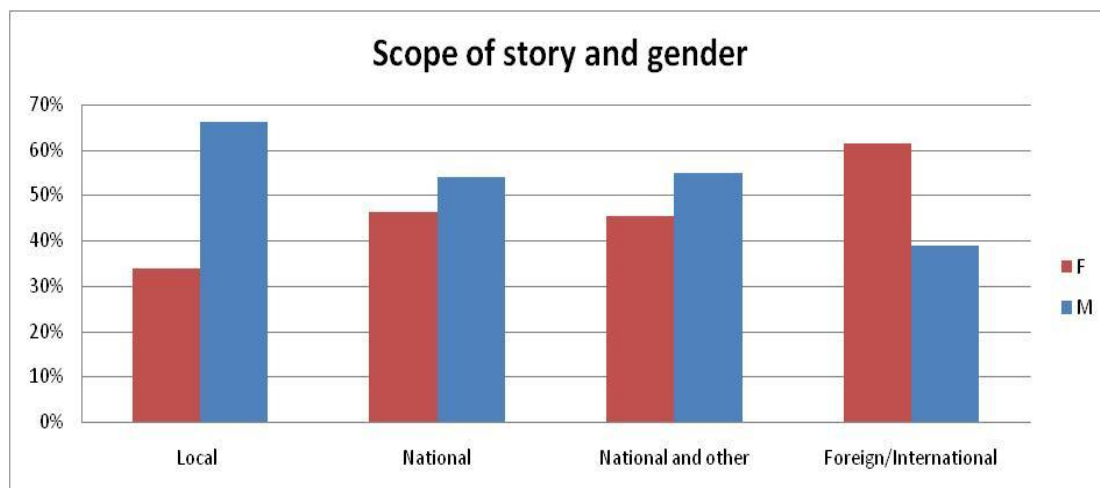
In terms of presenting the news on radio and television, women are still more likely to present local news compared to national and international news. Women presented 37% of all local stories while 63% were presented by men. Women presented less than one third of the national news items, with over two thirds being presented by men. Less than one fifth of the international news items were presented by women, while men presented over 80% of international news items.

- **Reporting national and international news**

The Caribbean saw a decline in the number of local stories being reported by women while the number of national stories being reported by women increased by 12 percentage points to 46%. Almost two thirds of all local stories and more than half of the national stories were reported by men.

Interestingly, over 60% of the international news items were reported by women, a 25 percentage point increase from 2005.

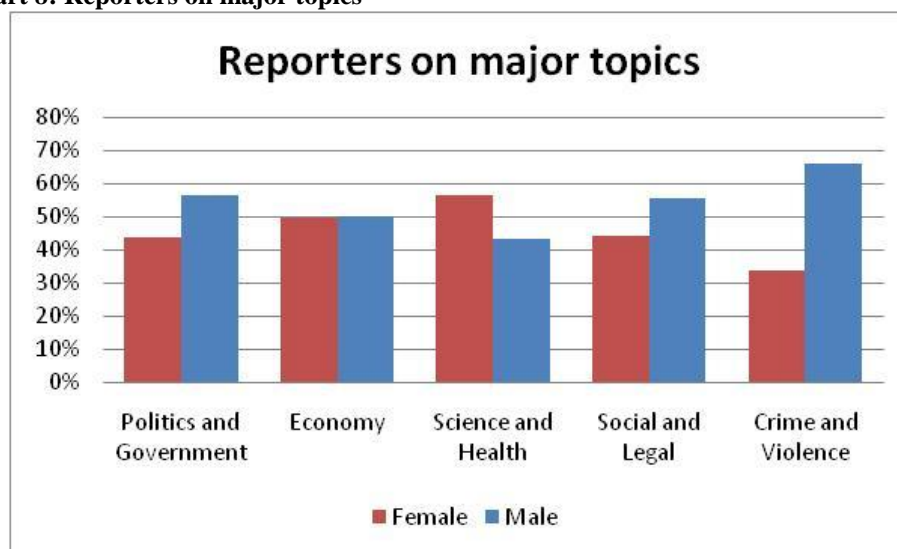
**Chart 7: Female and male reporters of local, national, international news**



- **Major story topics by male and female reporters**

While the number of major stories being reported by women increased from 2005, men still reported on over half (55%). Of the stories on crime and violence, two out of three were likely to be covered by a man. Women were more likely to report stories in other areas such as economy and science and health.

**Chart 8: Reporters on major topics**



Some territories did not follow the overall pattern for the region. Thus in Jamaica and Trinidad and Tobago, there were more female than male reporters on crime and violence. In Puerto Rico, more female than male reporters were found in several topics: on the economy, social and legal issues, as well as science and health.

- **Female and male news sources in stories by female or male reporters**

Was there any tendency for female or male reporters to include women or men as news sources (people interviewed) in their stories? There was only a slight tendency for stories with female news sources to be reported by female rather than male reporters (a difference of just 2 percentage points – 30% compared to 28%). Male sources were slightly more likely to be chosen by male reporters than by female reporters. This pattern was consistent across the region.

When compared with the 2005 results from the GMMP, there is a marked difference. In 2005 female reporters in the Caribbean were 1.5 times more likely than male reporters to include female news sources (31% female sources by female reporters, 19% female sources by male reporters).

## GENDER AND THE NEWS

- **Stories with women as a central focus**

Stories were analysed in terms of whether or not women were a central focus - thematically, rather than numerically. A total of 96 stories (11% of all news) were found to have women as a central focus. The pattern varied a little across the region but the general trend was for few stories to have women as a central focus.

This finding is similar to the 2005 global rate of one in ten (10%) stories having women as a central focus (GMMP 2005), while in North America one in five stories (20%) have women as a focus.

- **What were the main topics of stories with women as a central focus?**

The main topics where women appeared as a central focus roughly reflected women's overall presence in main areas of the news. Thus most women-as-central stories were in the broad topic of Crime and Violence, which accounted for nearly one in three (30%) of all women-central stories. This was followed by Social & Legal issues which accounted for one in four women-central stories.

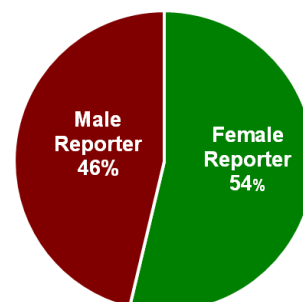
- Some sub-topics which showed women as the central focus were:

- Women's participation in political decision making
- Women's participation in economic processes, employment and informal work
- Women's activism
- Gender based violence and child abuse
- HIV and AIDS
- Family law, gender relations and human rights
- Celebrity news, fashion and beauty.

- **Who reports stories with women as a central focus?**

There was a tendency for stories with women as a central focus to be reported by female reporters rather than male reporters, thus 54% of these stories were by female reporters, while 46% were by male reporters (see chart).

**Stories with women as a central focus, by sex of reporter**



- **How did news media fare in terms of reporting on issues from the perspective of gender equality or inequality?**

Few stories brought any gender equality or inequality perspective, indeed the majority failed to do so. The few topics where such a perspective was seen were as follows:

- Domestic politics and government – 9% of stories
- Violence crime/gender based violence – 9% “
- Human rights/women's rights – 8% “

- Birth control - 6% “
- Women in politics - 5% “
- International politics - 4% “
- HIV & Aids - 3% “
- Changing gender relations - 3% “

- The lack of perspective on gender quality/inequality is despite the fact that many key news topics such as poverty, economic crises, crime and violence, domestic abuse, health, HIV & AIDS, political processes (and more) are all closely tied to gender inequality, affecting both women and men in special ways. This lack of a gender-equality lens has persisted in the media for some time. The 2005 GMMP data for the Caribbean found that only 5% of news highlighted issues of gender equality or inequality (worldwide it was 4%) and these stories were very few, and continue to be very much at the periphery of the news.

- **Did stories challenge or reinforce gender stereotypes?**

Stories were considered to be challenging stereotypes if they overturned common assumptions about women and men – eg. traditional roles and behaviours. Stories could also challenge stereotypes when they allowed for a gender balance of sources, with women having an opportunity to give an opinion (bearing in mind their numerical under-representation) and brought fresh perspectives on issues. The inclusion of gender disaggregated data could also encourage a writer to take a gender perspective.

On the other hand, stories were considered to reinforce stereotypes if they conveyed notions of a limited, traditional gendered role for women or a man, making this role seem normal and ‘natural’. Stories also reinforced stereotypes by associating certain topics primarily with women or men, thus suggesting that the issue was relevant only to one gender.

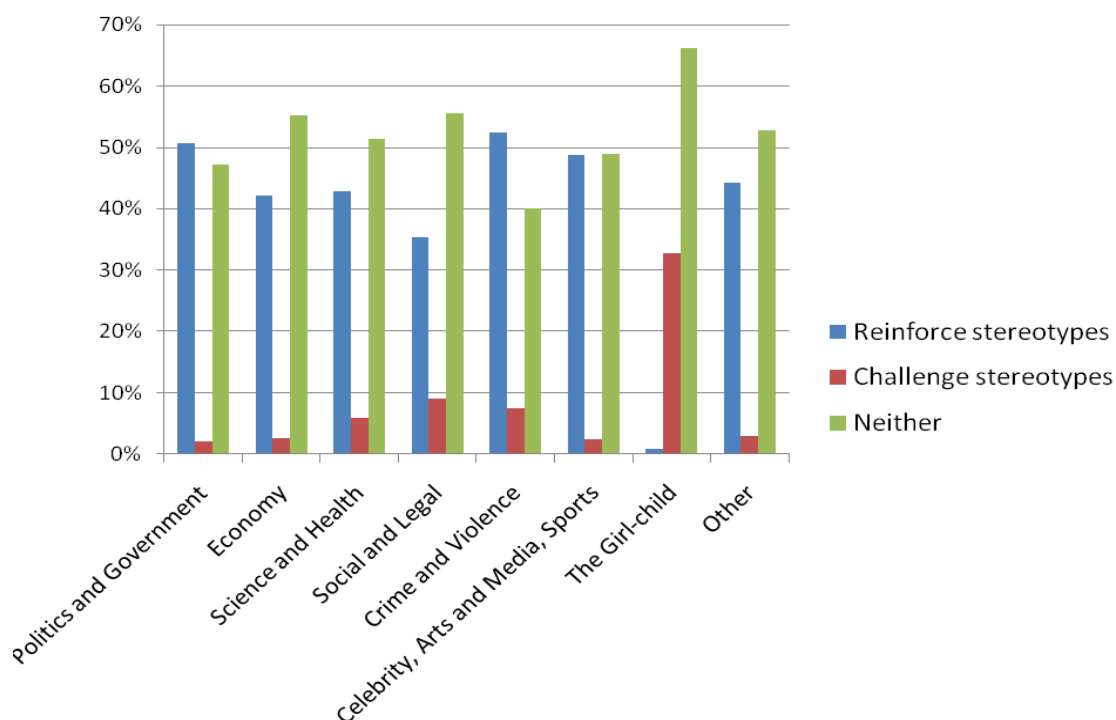
Across the region, very few (6%) stories were found to definitely challenge gender stereotypes. While 9% of stories on Social and Legal issues did so, only 2% of stories on Politics and Government, 3% on Economy challenged gender stereotypes.

An example of a story that challenged stereotypes was observed in St.Vincent. It featured a young female politician’s efforts to advocate about a referendum on the proposed constitution. The story suggested that the politician was not afraid to voice her opinion despite criticism from persons in the government, and confidently ‘ventilated’ issues and spoke candidly at public meetings and in the media.

Nearly half the stories (46%) failed to challenge gender stereotypes, thereby contributing to the perpetuation of these stereotypes instead. Meanwhile half the stories neither challenged nor reinforced gender stereotypes.

Current global data shows an equivalent rate (6%) of stories challenging gender stereotypes. This worldwide pattern raises serious questions about the way in which the news media may perpetuate rather than transform traditional ideas about gender and gender relations.

**Chart 10: Topics in which stories either challenged or reinforced gender stereotypes**



- In the broad topics listed above, just a few stories on the following sub-topics challenged stereotypes:
  - women in business, women’s rights and human rights
  - women as candidates in representational politics
  - women or men overcoming poverty
  - a few stories on health and medicine challenged stereotypes (but none on HIV-AIDS)
  - a few stories on coping/preventing child abuse .
  - stories on the girl child did challenge gender stereotypes but these made up less than 1% of the overall news.
  
- **How did the sex of reporter relate to stories that challenged or reinforced stereotypes?**

Bearing in mind that more stories overall were written by male reporters, we can note the following:

- Slightly more stories that **reinforced stereotypes** were by male reporters: 40% were by male reporters, while 35% by female reporters.
- Of the very few stories that **challenged stereotypes**, those by female reporters (14%) are almost 5 times as likely to challenge gender stereotypes than those by male reporters (3%).
- More stories that **neither challenged nor reinforced stereotypes**, were by male reporters (57%) compared to female reporters (51%).

## SUMMARY AND CONCLUSIONS

### TOPICS of News Stories

- When the findings are compared with world wide data from the Global Media Monitoring (GMMP 2005 and 2010) we see that:
  - In the Caribbean there is a higher proportion of stories on Crime and Violence compared to the global average
  - Very few stories relating to gender based violence were included in the overall reporting on crime and violence
  - In the Caribbean there is a lower proportion of stories on Economy compared to the global average
- The trend in many stories on crime and violence was to make brief mention of the persons involved without investigating the context and without exploring any differential impact on the women and men involved.
- Key questions arise relating to the focus on crime and violence in the news. What, for example, are the implications of the fact that there are so many more stories on Crime & Violence than Economics, or Health or Education, given that these are the sectors that are expected to fuel development? Despite the need to report on crime, there are no doubt many important stories to tell about the financial, economic, agricultural, technological, scientific, educational and cultural sectors of society.
- Given the amount of space and time devoted to crime and violence, the particular manner in which these issues are treated becomes significant, i.e. the informational value and quality of coverage. The current findings provide some insights into coverage, such as *who reporters choose as their sources*, and *how reporters portray* these sources, i.e. the actual people who appear in the news.

### REPRESENTATION of WOMEN and MEN in the NEWS

- Women constitute just over half the population in the Caribbean yet make up only 25% of people appearing in the news. There are **three times as many males than females** (75 males to 25 females). There are no major news topics in which women outnumber men as news-makers. This finding of male dominance has been found consistently in the global studies over the past fifteen years (GMMP data for 1995, 2000, 2005 and 2010). Compared to the 2005 GMMP data specifically for the Caribbean Region, the current data shows no improvement in the gender disparity.

### WHO REPORTS THE NEWS?

- **More stories are reported by male rather than female identifiable reporters.** However, there is a move towards gender balance among reporters. In 2005 the Caribbean results in the GMMP showed an overall ratio of 41% stories with female reporters and 59% with male reporters. In 2010 the result is 45%, significantly higher than the current world average of 37%.
- Although the gender balance among reporters in the Caribbean is moving towards parity, it is to be noted that in newspapers, there were more male (than female) reporters' names accompanying the news stories.. What newspaper policies are reflected in this finding?
- On radio, does the dominance of male reporters/presenters suggest that the male voice of authority is still expected and accepted in the Caribbean?

### JOURNALISTIC PRACTICE: PORTRAYAL of WOMEN and MEN in the NEWS

It is primarily the voices of men who are heard as 'spokespersons' and 'experts' despite the actual presence of Caribbean women in politics, business and finance, legal and other professions. What is worth noting however, is that although women were far less visible in the news, when they did appear, they were just as likely as men to be directly quoted.

- Reporters are using a very limited range of sources for their news stories. There is a **domination of male Politicians, Government Spokespersons**, who together account for one in three males in the news. At the same time, this statistic for the Caribbean region (17%) is almost similar to the current world average (19%).
- There are far fewer women or men in any of the many other possible occupational categories, whether in business as a micro-entrepreneur or manager. For example women and men working in agriculture are virtually invisible in the region's news. What is the implication of this lack of balance, given the reality that Caribbean men and women are active in many sectors? Is their contribution reflected by the news media? As noted in the GMMP 2009 (preliminary report) "the picture painted through the news on the occupations of news subjects is discordant with the reality."
- For many women who appear in the news to give opinions and personal experience, no clear occupation is specified, and we may ask what is the significance of this? The reality is that in the Caribbean, women have high rates of participation in the workforce, they head nearly half the households and many have an occupation. Does this absence of information about women's occupations contribute to a **devaluing of women's role in economic and social development**? Is it that reporters do not view the activities of grass-roots women as legitimate occupations – eg. vendor or other micro-entrepreneur? Most men who appeared in the news in this capacity were accorded some kind of occupation.
- **Females** are three times more likely than males to be identified by **family relationship**. This finding is similar to, though less pronounced than the GMMP global where women are almost four (4) times more likely than men to be portrayed in their roles as mothers, wives or other family relationship. Thus, for some Caribbean women, do they earn their 'newsworthiness' from their relationship to a spouse or other family member - perhaps as wife or mother? On the other hand, the finding that only 4% of males are described in terms of family relationship may contribute to a perception that family is less important to males than females? Does it serve to devalue the importance of family in the lives of males?
  - 15% of female news subjects are portrayed as victims compared to 11% of males. This proportion is slightly lower than the GMMP global average for women (18%) but is higher than the global 'victim' rate (8%) for men. The Caribbean findings of high rates of both female and male 'victims' is related to the high number of stories on crime and violence. In several news stories, it was observed that women were often the ones to speak up about crime – having lost a family member (male or female) to crime, or as witness to crime and violence in the community. This tendency may contribute to the high rate of women being depicted as a victim.
  - What is the implication of 'victimizing' so many people in the news, when the reality of Caribbean life is that most people are surviving despite the odds – whether the challenges are financial, political, or relating to crime and violence. The notable survival strategies of Caribbean women and men are seldom highlighted by the media – yet these also make up the day to day reality in the region. Are they not as least as (if not more) newsworthy than stories of victimization?
  - Given the general under-representation of women, is it significant that when they do appear, one in almost six women is depicted as a victim? This 'victim' portrayal contrasts with the reality noted earlier that Caribbean women are active in economic and political arenas – i.e. the reality of their lives is not one of 'victimhood'. Is the 'victim' image a form of gender stereotyping that fails to reflect the real participation and contribution of women to all sectors of society?
- **Women as central – but stereotyped**  
 Stories that challenge stereotypes have the potential to be transformative. Sadly, the very small (6%) proportion of stories that challenge gender stereotypes has continued since earlier GMMP surveys, both in the Caribbean and worldwide news. The lack of change in this regard is cause for concern. Some of the ways in which gender stereotypes are perpetuated both for men and women, have been noted above (depicted in terms of family ties, as a victim, depicted in certain roles and occupations while other



occupations are ignored, etc). For example the tendency for reporters to rely overwhelmingly on male government officials as news sources perpetuates the notion that politics is ‘men’s business’.

Despite the fact that women are under-represented numerically, about one in ten stories has women as a central focus. However,, very few actually challenge gender stereotypes (only almost one in twenty ). This suggests that although women may appear as central to a story, they do so in traditional ways. This stereotypical portrayal may relate to their occupation, role, the story topic, etc.

It is of concern that there very little evidence of any gender analysis that highlights issues of gender-equality or inequality on critical areas of development – economics, poverty, health, education, politics. The millennium development goals, adopted worldwide, highlight the relevance of gender equality to development. There is a key role for the media to include a gender analysis of all main topics on the news agenda.

## THE NEXT FIVE YEARS

### • **What can be done to promote the fair and balanced representation of women and men in the news?**

#### **(a) Media houses/media industry**

- Introduce **gender-awareness training** for media practitioners at all levels – reporters, camera crews, producers, editors, managers, etc. Liaise with stakeholders with gender expertise who can provide expert training : NGOs, academic institutions, etc.
- Adjust all **Codes of Practice/Conduct, Style Books, Codes of Ethics** to make sure they include gender-awareness
- Develop and introduce a **Gender Policy** with guidelines that affect operations within the media house as well as output (content)
- Revisit mission of Media House to find **balance between profit-making and socio-ethical** responsibility.

#### **(b) Citizens, civil society organisations (as media consumers )**

- Find strategies to make **effective use of GMMP results** to narrow the gaps between the work to democratize media and the work on gender equality
- **Media activists and gender activists** have yet to create sufficient **synergies** in their areas of work, to have more impact
- **Training of Trainers** to create a “**Regional GMMP Task Force**” (Women’s Media Watch-Jamaica key in this) in order to develop a cadre of dedicated individuals who will be able to effectively:
  - (a) make use of GMMP results
  - (b) encourage media monitoring by citizens or youth groups, using a gender-lens, and/or the GMMP coding methodology
  - (c) spearhead in each territory, Training for civil society, particularly youth, to increase awareness of gender as it relates to the media, in order to facilitate their participation as media ‘watchdogs’
- NGOs and scholars with expertise in Gender and Media must find a strategy to **integrate gender into the curriculum of all communication courses** for Community Colleges, (given that most media workers are trained at the community college level)

- Civil society sector needs to be more **proactive in forging relationships with the media** and learning more about how the news media work; develop alliances with media professionals who share concerns about gender-equity issues and gender-balanced journalism
  - Conduct research into existing **Codes of Practice/Conduct, Style Books, Codes of Ethics** to find out what exists, and whether they include gender
  - **Advocate** for the following policies:
    - Gender Policies to be introduced in media houses (see above)
    - Codes of Ethics, Broadcasting Standards that include gender-awareness
    - Governments to include a National Media and Communications Policy that includes gender – such a Policy is just as critical to development as national Education or Health policies
  - Civil society organizations in many territories of the region need to go beyond their national borders so as to strengthen their ties within the rest of the Caribbean and world wide, in order to build capacity in gender-equality activism and media activism.
-

## 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, National Coordinators and Monitoring Teams

Belize:	Florence Goldson Minerva Varela, Ana Reyes Brent Toombs, Debra Lewis Carolyn Reynolds, Shelmadine Cacho, Caleb Orozco Cherese Ferguson, Sayuri Cattouse, Shanda Caniquie
Dominican Republic:	Seferina De la Cruz Thania Nivar, Dayelin de la Cruz Emilia Evangelista Santa Mateo Leni Mesa Graciela Azcarate Isaura Cotes Gulin Bomhomme Francine Lemaire María Cristina Hernández Juana Estela de la Cruz, María Cristina Hernández José Luís Soto José Manuel Estrella Maria Scharbay Niris Caba
Grenada:	Elaine Henry McQueen Vilma Thomas Angela & Members of GNOW
Guyana:	Desiree Edgehill Noel Goodman Staff, Artists in Direct Support
Haiti:	Marie Guyrleine Justin REFRAKA
Jamaica:	Hilary Nicholson Judith Wedderburn Patricia Donald Georgia Love
Puerto Rico:	Doctora Lourdes Lugo-Ortiz Doctor Jorge Santiago Pintor Profesora Cándida González Tiffany Doll Requena Fiorella Marrero Rivera Alondra Cruz Acaron Bibiana Sarriera Requena Evelyn Rivera Rodríguez Julie Colón Rodríguez Carolina Fernández Acosta Yariann Martínez Rivera

Virma Vélez Muñoz  
Milette Rosario Concepción  
Natalia Romero Román  
Sergio Villarini Córdova  
Ernesto Julio Lucca Santana  
Angélica Ruiz Sánchez  
Shirlene Zayas Ávila,  
Joyce González Pérez  
Xavier Carmona.

St. Lucia: Marisa Alexander  
Floreta Louis

St. Vincent Sheron Garraway  
Jeanie Olivierre  
Joel Abraham

Suriname Sandra Clenem  
And members of CAFRA-Suriname

Trinidad & Tobago: Stephanie Leitch  
Michelle Isava  
& members of Network for the Advancement of Women

**WACC**

WACC  
308 Main Street  
Toronto  
ON M4C 4X7  
Canada

**Tel:** +1 416 691 1999  
**Fax:** +1 416 691 1997  
**Email:** [info@waccglobal.org](mailto:info@waccglobal.org)  
**Web:** [www.waccglobal.org](http://www.waccglobal.org)  
[www.whomakesthenews.org](http://www.whomakesthenews.org)



Women's Media Watch-Jamaica  
14 South Ave  
Kingston 10  
Jamaica

Tel: +1 876 926 0882  
Fax: +1 876 929 7079  
Email: [wmwjam@hotmail.com](mailto:wmwjam@hotmail.com)  
Web: [www.womensmediawatch.org](http://www.womensmediawatch.org)