

**WHO  
MAKES THE  
NEWS?**



**Fiji**

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**Global Media Monitoring  
Project 2015  
National Report**



**GMMP**  
Global Media  
Monitoring Project  
**WACC**

# Acknowledgements



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GMMP 2015 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2015 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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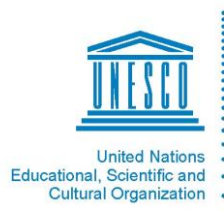
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## Preface

### Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.<sup>3</sup> Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth 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 (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media. The diversity of the Pacific Media was well covered for GMMP 2015, as the 2010 GMMP Pacific report reflected that news stories prior 2010 were almost non-existent.

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

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

<sup>3</sup> Macharia, Sarah, Dermot O'Connor and Lilian Ndamang, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

## National context

- Traditionally, Fijian (I-Taukei) leadership is patriarchal, with women indoctrinated with the cultural perception that men are the head of the household and traditional community leaders' therefore automatic national decision-makers. This general acceptance of women's role is similar in the other prominent cultural groups, including Indo-Fijians that together with I-Taukei making up the majority of the Fijian population. It has taken some time to break through these cultural barriers and consequently, the development of women in Fiji has been a result of slowly changing social and political landscapes.
- The benefits for women in Fiji have improved over the years with laws that promote gender equality in the workforce as well as prohibition laws on sex discrimination. A National Gender Policy was launched in March 2014<sup>4</sup> that aimed at promoting active and visible gender mainstreaming in all sectors and within civil society. It was noted that females make up 51% of representation at senior management level therefore it was imperative for government to plan and budget accordingly so as to order to promote the advancement of women.
- The proportion of seats held by women in national parliament after the 2014 elections last year was 14%. This figure was the highest in the Pacific. Whereas the Pacific Island Forum countries (excluding Fiji) have only 3.5% female representatives in the MPs, the lowest average in the world<sup>5</sup>.
- Generally, citizens of Fiji are keen followers of local and international affairs and they maintain their knowledge through the media. Balanced gender reporting and responsible journalism continues to be important in light of promoting women's visibility in Fiji and improving the coverage of women as reporters, decision-makers, experts, and spokesperson's in politics, business, academia, sports, culture and other development areas.
- Media Monitoring is an important aspect in Fiji because it requires the regular monitoring of all types of media. It also 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 prejudiced or pejorative context except where it is strictly relevant to the matter reported or adds significantly to readers', viewers' or listeners' understanding of that matter.*
- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- Fiji has been involved in the GMMP process since 2005. The two people officiating this global event is Ms Sharon Bhagwan Rolls of femlinkpacific who is the Regional Coordinator and Emele Morgan who was the National Coordinator.
- The GMMP Project had individuals from various backgrounds participating. There were teachers, journalism students; media watch advocates, and government officials from the information ministry. We had a total of 29 monitors, monitoring six(6) Fiji print, radio and television media outlets. This sample gives us a snapshot of the state of the news media in Fiji. I am grateful for all the volunteers who captured and monitored Fijian news, assisting in compiling this report, and helped to make this project possible.

Salanieta Weleilakeba, Report for Fiji, GMMP 2015

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<sup>4</sup> <http://www.fiji.gov.fj/getattachment/db294b55-f2ca-4d44-bc81-f832e73cab6c/NATIONAL-GENDER-POLICY-AWARENESS.aspx>

<sup>5</sup> <http://www.pacwip.org/women-mps/national-women-mps/>

## Executive Summary

The news in Fiji does not provide a mirror on our world. Instead, it shows a world where crime is rampant, men are dominating the news and women are almost unseen. After monitoring six news outlets in Fiji, here are some of the key findings of this report:

- **Women are dramatically under-represented in the news.** The overall presence of women in the news—print, radio, television—is 16%. This is a dismal number which is consistent with the findings from Fiji GMMP 2010 that indicates women who are marginalised. The findings highlight a less than 20% of women representation as news subjects—the people who are interviewed, or whom the news is about. Men were 80% of the time more likely to be news subjects. Stories of women as a central focus only consisted of 7% another disappointing figure considering that females make up 49% of the national population. Considering these figures, this is a strikingly inaccurate portrayal of the world.
- **Women are rarely heard from in dominant news topic.** The highest number of stories in the news were represented by the categories of ‘social and legal’ and ‘politics and government’, together representing 49% of all stories. However, women accounted for 20% of subjects in ‘social and legal’, and 31% of subjects in politics/government news. Women were outnumbered by men as newsmakers in every major news topic.
- **Women in the news mostly function as spokesperson and rarely as knowledgeable experts.** Even when women make the news in Fiji, they are most likely to show up in a news story as a spokesperson for the organisation and even as a spokesperson the proportion with males is also lower. Women were quoted as *eye witnesses*, *spokespersons* for an organisation, or the main *subject* of the story only 13% of the time.
- **Women’s invisibility crosses all platforms.** Radio in Fiji was the least likely to include women as news makers, with a disastrous 4% of all news subject compared to 96% for men. Print and television was slightly better with 8% of news subjects’ women with men holding 92%.
- **As newsmakers, women were under-represented in professional categories.** The only categories where women were represented in a professional capacity was in ‘business’, as ‘government employees’, ‘activists’ and as ‘students’. Women were not at all present in academia, medical or judicial fields.
- **Less than 7% of all news stories (6.9%) have women as a central focus.** Women as a central news stories only appeared in two topics *crime and violence* (33%) and *celebrity, arts and media, sports* (25%). However, when stories about issues concerning women were included, there was a higher coverage by male reporters. In total, 7% of the stories with women as a central focus have female reporters with male reporters recording 14% of the women’s news focus.
- **Overall, there was only one news item that both reinforced gender stereotype as well as challenged gender stereotype.** Only 3% of the news stories reinforced and challenged gender stereotypes. News stories on gender (in) equality were almost non-existent as it only attributed to less than 6% of the all the stories covered (5.55%). Further, of the gender stereotypes that were mentioned the stories were in the ‘social and legal’ and ‘economy’ categories.

## A DAY IN THE NEWS IN FIJI

The 25<sup>th</sup> of March 2015, GMMP monitoring day in Fiji fell on a significant public holiday—Good Friday. Consequently, the monitoring day had to be monitored on a different day i.e. the coding was done on a different day.

In a country that is well-known the world over for their talents in 7s Rugby, and with Fijians accepting 7s Rugby to be the national sport, the main highlights of print news for the day was the Fiji Team's preparation for the Hong Kong 7s Rugby match. This is an anticipated game with a lot of build-up and excitement for the nation. Most notably, was the coverage on the 7s Coach—Ben Ryan—and the players line-up. There are many comparisons between the national side and other international teams like New Zealand, Australia and South Africa, who are usually the top contenders for the Hong Kong 7s cup.

The main story for the day for both television channels was the opening of the Government funded housing for families who were previous squatter settlers. This was an important news story as it highlights the rural-to-urban drift prevalent in the country today. The drift is one of the major causes for the rapid population increase in and around the urban centres. Sadly, due to the lack of space many families live in areas without proper access to electricity and water, or live in swampy conditions. A cause for the move to urban areas is the out-dated land legislation that currently exists in Fiji. Fiji has struggled for the past 20 years with land rights and ownership of land in both the rural and urban areas as a result of this out-dated legislation. Therefore, housing in the Capital continues to be a burning issue for the masses, as rent prices has seen a steady increase with the cost of buying a house outstripping an average worker's salary.

In radio news, the top stories varied from stories on health, namely dengue fever cases in the country. Other stories include: the opening of a new health centre, a story on infanticide, assault and Fiji's aid assistance to Vanuatu after cyclone Pam struck the Pacific Islands earlier in March. In fact, generally for the week, many stories in the different media concerned assistance to Vanuatu in terms of providing health workers, sugar and other emergency assistance. The category 5 cyclone destroyed many homes, infrastructures and affected various industries. It was wonderful to note how supportive the Pacific region were in assisting Vanuatu in getting back on their feet with many stories covering Australia and New Zealand's aid prior to the global media monitoring day of 25 March. Radio news also featured the Hong Kong 7s, with times of games broadcasted. Approximately 890,000 of Fiji's population use the radio as their media source as it is still the most widely accessible form of information for the nation. Although, statistics are not readily available, generally most families own their own radio. It is vital in having a radio in homes as the cyclone season is between November-April and the people must be kept informed of upcoming or potential natural disasters. It is also noted that home makers and elderly carers use the radio not only as an information source but also for entertainment. The Fijian speaking and Hindi-speaking stations feature popular talk-back shows during the day as a form of communicating with their listeners and making listeners feel they are part of the news. It is assumed that more people get their news from the radio on any given day, rather than the daily purchase of a newspaper or by watching television.



## THE CONTEXT

### Media Monitoring Day



29 media volunteer monitors from youth groups, journalism students from tertiary institutions, church groups, women's grass-root groups and civil society organisations came together to monitor the news on March 25. The volunteers ranged from those who participated in their media monitoring in their respective organizations, and for the majority, the media monitoring was a new learning experience. Four staff from Fiji Media Watch supervised the media monitoring, divided between radio, television, and newspaper monitoring.

One of the male youth monitors stated:

“We never realized how important it is to read the newspaper critically. Usually we just open the paper and start reading without taking notice of things like how many times women are mentioned in the news or how many stories are written by women. This is an exercise we can do at home and teach our friends and relatives”.

Helen Trill ( Methodist Church Youth Group) stated:

“...there was no women being quoted or acting as a spokesperson and this is something we hope to change, starting with our youth group”.

## TOPICS IN THE NEWS

**Media Monitored:** The aim was to sample media organisations that are widely accepted in the country as the main news providers. In a country that has less than a million people, this exercise was easier, than perhaps Australia and New Zealand with a lot more media providers. In Fiji the main newspapers, radio stations and television stations were chosen in terms of its quality, accessibility and national popularity.

**Newspapers:** The Fiji Times and Fiji Sun. Both newspapers are printed seven days a week and circulated throughout the country. The Fiji Times continues to make claims to be the most read newspaper in the country—a claim that could possibly be true due to its long history in Fiji, compared to the younger and perhaps more controversial Fiji Sun.

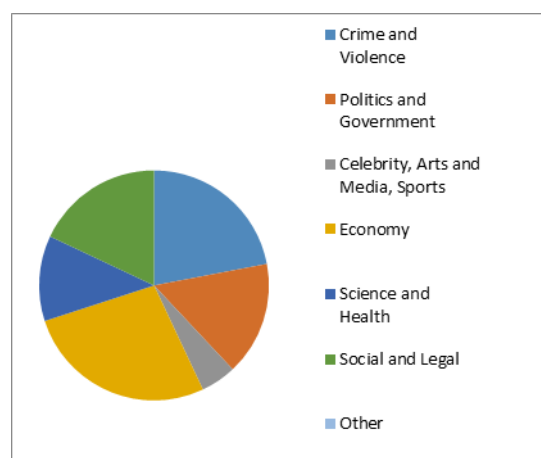
**Radio:** FM 96 and Radio Fiji One. In terms of reach, both stations have an extensive reach, with exceptions for the remotest islands that are geographically closer to Tonga than Fiji (Lau Islands). FM 96 is part of Communications Fiji Limited (CFL) and Radio Fiji One is part of Fiji Broadcasting Corporation (FBC). FM 96 is more popular with the younger demographic (11-35 years) because they play popular music throughout the day. There is a high level of participation for radio competitions particularly with FM 96 as the station makes their programmes and competitions very interactive and engaging.

**Television:** Fiji One and FBC TV. Both television stations are generally popular in the country, and is in fact 2 out of the 4 free to air televisions. Fiji One has been airing since 1994 with FBC TV a recently opened station airing since 2011. Both stations are highly competitive with their locally produced shows, advertisements and their Fijian and Hindi vernacular programmes.

**Table 1.1 – Topics in the News**

Topics	
Economy	27%
Crime and Violence	22%
Social and Legal	18%
Politics and Government	16%
Science and Health	12%
Celebrity, Arts and Media, Sports	5%
Other	0%

**Figure 1.2 – Topics in the News**



- Economy news held the top spot on topics in the news on March 25, 2015, garnering more coverage as the next popular topic *crime and violence*, with 27% and 22% respectively. Rounding out the third most common topic in all media was *science and legal*(18%), followed by *politics and government* (16%), *science and health* (12%),

*celebrity, arts and media, sports* (5%). Together, these six categories account for the vast majority of the news topics.

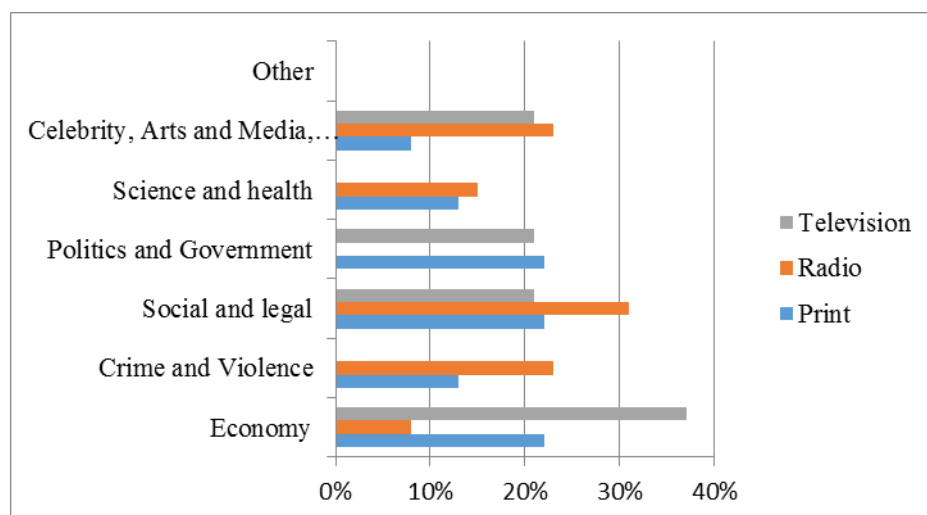


- However, there were clear differences between the news media platform. In television (37%) economy news was the most frequent topic; however in radio, economy (8%) news was the fourth dominant topic with television economic (22%) sharing the top position with crime (22%) and political news (22%).
- In radio news social and legal news (31%) was the most frequent topic of all topics with crime and celebrity news (23%) coming second. The prevalence of social and legal news (at between 21%-31%) was due to the dengue outbreak and the resulting government's response to it. Additionally, radio coverage of 'celebrity, arts and sports' news was second as most coverage concerned the Hong Kong's 7s and Fiji's preparation for it.
- Thus all three media carried high numbers of stories on *social and legal* news and 'celebrity, arts and sports' news likely due to the ease and economy of collecting such news.

**Table 1.3 – Topics in the News by Medium**

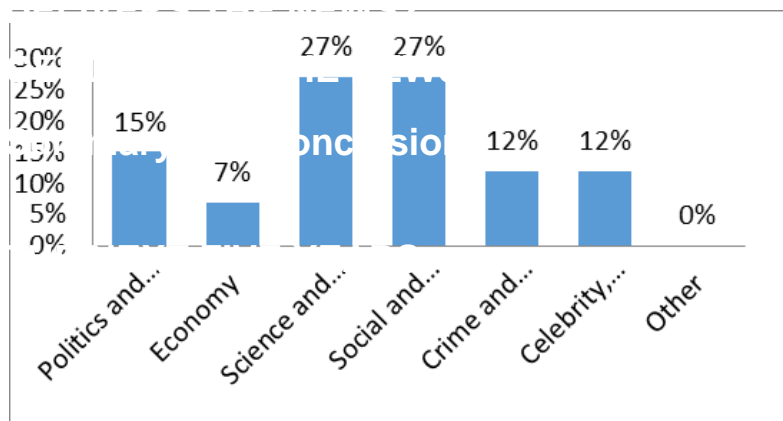
Topic	Print	Radio	Television
Economy	22%	8%	37%
Crime and Violence	13%	23%	0%
Social and Legal	22%	31%	21%
Politics and Government	22%	0%	21%
Science and Health	13%	15%	0%
Celebrity, Arts and Media, Sports	8%	23%	21%
Other	0%	0%	0%

**Figure 1.3 – Topics in the News by Medium**



- Female journalists in Fiji were much less likely to report on *economy* than their male counterparts. Female reporters were responsible for the news coverage on *science and health* and *social and legal* news (27%) respectively.

Figure 1.3 – Topics in the News by dium



## THE NEWS

### Overall presence of women and men in the news in Fiji as news subjects:

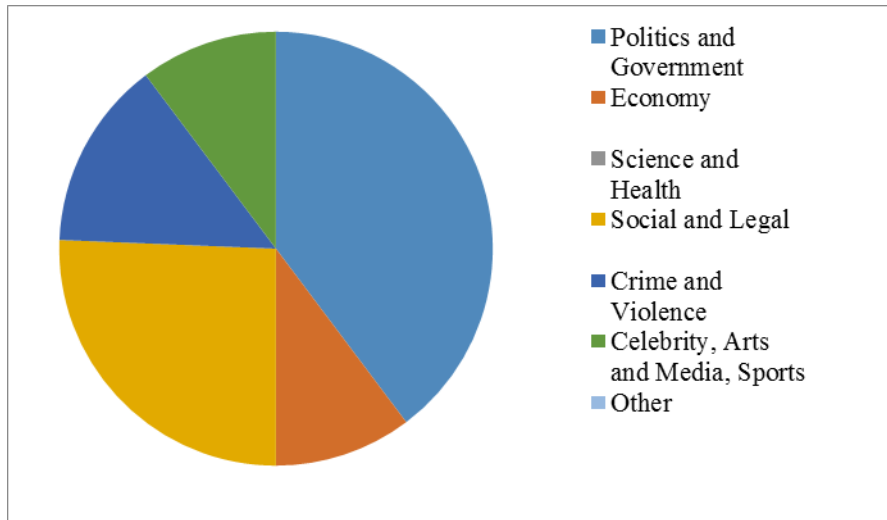
- The term ‘news subjects’ is used in two ways: 1) a subject could be whom the news story is about, that is, the *subject* of the news story, and 2) a subject could also be someone who appears in the story as a source of information and plays a *function* in each story, e.g. is quoted.
- Women were in the news less than a quarter of the time compared to men (16% compared to 84% of all news subjects, see Table 2.1). While this number represents a statistically significant increase in the proportion of female newsmakers, from 15% in the 2005 results for Fiji, it remains consistent with the overall finding that women are marginalised as subjects in the news. Men were 80% more likely to be news subjects, and three times more likely to be found in stories about *economy* and *celebrity, arts and media, sports*. Considering women make up just under half of the population of Fiji, this continues to be a dramatic under-representation.

Table 2.1 – Overall Presence of women in news

Topic	Female		Males	
	%F	N	%M	N
Economy	8%	1	92%	11
Crime and Violence	11%	1	89%	8
Social and Legal	20%	4	80%	16
Politics and Government	31%	5	69%	11
Science and Health	0%	0	100%	4
Celebrity, Arts and Media, Sports	8%	1	92%	12
Other	0%	0	0%	0
	<b>16%</b>	<b>12</b>	<b>84%</b>	<b>62</b>

- More specifically, and interestingly, women were more likely to show up in news stories about *politics and government* (31%), and *social and legal* (20%) and less likely to show up in stories about *science and health* (0%), *economy* (8%) and *celebrity, media and sports* (8%). The presence of women in political news can be attributed to the increase of women represented in Parliament at the 2014 Elections.

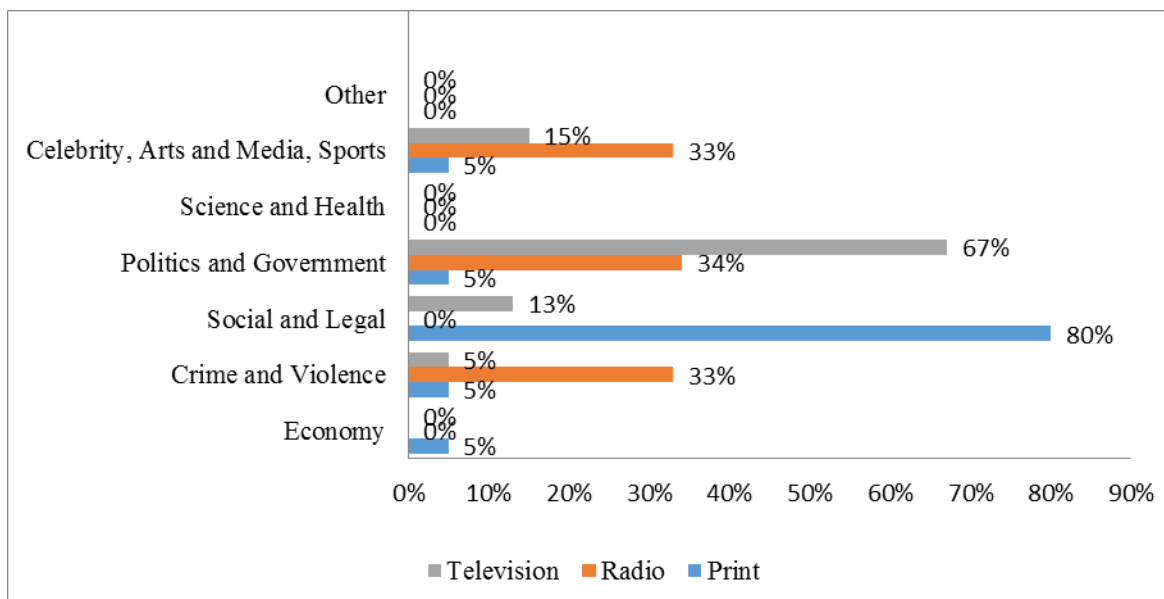
Figure 2.2 – Presence of women in news by topic



**Presence of female and male news subjects in Canada by medium—radio, TV and newspapers:**

- Radio in Fiji was least likely to include women as news makers with an abysmal 4% of all news subject compared to 96% for men. Print and television news was slightly better with 8% of news subjects’ women respectively. Men made up over 90% of news sources a very disappointing statistic for the female population.

Figure 2.3 – Presence of women in news by topic



- **News Sources:** Females news subjects were slightly less likely to be quoted as sources of information in stories about local and national affairs (38% and 44%) and less likely to be quoted in international and regional affairs (12% and 6%). See Table 2. 4

**Table 2.4 – Presence of women in news by topic**

Scope	Female		Male	
	%	N	%	N
Local	38%	6	50%	9
National	44%	7	39%	7
National and other (Sub-Regional)	6%	1	11%	2
International	12%	2	0%	0
<b>Total</b>	<b>47%</b>	<b>16</b>	<b>53%</b>	<b>18</b>

- As noted above, the most frequent story topic was *economy*, an area where women were subjects less than tenth of the time (8%) compared to men. Within the political news, the major three sub-topic areas and women’s visibility included: *women politicians*, *women electoral candidates* who accounted for almost half of all political stories, and where women were subjects 31% of the time.
- Within the second most common topic of *social and legal* the most common sub-topic and one that accounted for almost half of all stories within this topic was ‘education, childcare, nursery, university, literacy’. Men accounted for 80% of all subjects in these stories and women only accounted for 20%. The *crime and violence* topic was an area where women were most likely to show up, as noted above, and by looking at the sub-topic within this area we can see that women’s visibility was most apparent in stories of *violent crime, murder, abduction, assault*. In this sub-topic area, the largest within ‘crime and violence’ stories, women represented 11% of all subjects.

#### Who are the newsmakers?

- Of the overall 16% of women who were subjects in the news, women were represented in different proportions on the occupations or positions they held. The most frequent occupations in the news that day were those described as ‘*government employee, public servant, etc*’. In this category 67% of the subjects were female. Similarly, that of ‘*police, military, para-military, militia, fire officer*’ group where women were 29% of the time. Obviously the numbers related to both activism and government can be explained as reflecting the relative percentage of women in these occupations, however this was not the case for all occupations noted. Refer to Table 2.5.
- For example, the second most common occupations for subjects in the news were ‘*activist or worker in civil society organisation and NGO*’ and ‘*young person with no occupation given*’. In these categories, women represented 50-100% of the time.
- Fiji was last measured in the World Bank in 2013 and it was noted that employment to population ration for 15+ female in Fiji was last measured at 33.20%<sup>6</sup>. The employment to population ration is the proportion of a country’s population that is employed. Ages 15 and older are generally considered the working-age population.

**Table 2.5 – Position or Occupation of Female News Subject**

Position	Female		Male	
	%	N	%	N
Not stated	0%	0%	0%	0
Royalty, monarch, deposed monarch, etc.	0%	0	0%	0
Government, politician, minister, spokesperson...	67%	2	33%	1
Government employee, public servant, etc.	0%	0	100%	12
Police, military, para-military, militia, fire officer	29%	2	71%	5
Academic expert, lecturer, teacher	0%	0	100%	2

<sup>6</sup> <http://www.tradingeconomics.com/fiji/employment-to-population-ratio-15-plus--female-percent-wb-data.html>

Doctor, dentist, health specialist	0%	0	100%	2
Health worker, social worker, childcare worker	0%	0	100%	3
Science/ technology professional, engineer, etc.	0%	0	0%	0
Media professional, journalist, film-maker, etc.	0%	0	0%	0
Lawyer, judge, magistrate, legal advocate, etc.	0%	0	100%	2
Business person, exec, manager, stock broker...	0%	0	100%	4
Office or service worker, non-management worker	0%	0	0%	0
Tradesperson, artisan, labourer, truck driver, etc.	0%	0	0%	0
Agriculture, mining, fishing, forestry	0%	0	0%	0
Religious figure, priest, monk, rabbi, mullah, nun	0%	0	0%	0
Activist or worker in civil society org., NGO, trade union	100%	1	0%	0
Sex worker	0%	0	0%	0
Celebrity, artist, actor, writer, singer, TV personality	0%	0	0%	0
Sportsperson, athlete, player, coach, referee	0%	0	0%	0
Student, pupil, schoolchild	0%	0	0%	0
Homemaker, parent (male or female)) only if no other occupation is given e.g. doctor/mother.	0%	0	0%	0
Child, young person no other occupation given	50%	1	50%	1
Villager or resident no other occupation given	0%	0	0%	0
Retired person, pensioner no other occupation given	0%	0	0%	0
Criminal, suspect no other occupation given	0%	0	0%	0
Unemployed no other occupation given	0%	0	0%	0
Other only as last resort & explain	0%	0	0%	0

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

- While women may show up as subjects overall 16% of the time in Fiji, this does not mean that their function in the news story is the same as men. Women were most likely appear in the news as subjects or as a spokesperson (6-40% of the time), while they were least likely to be quoted as experts.

**Table 2.6 – Function of news subject in story, by sex**

	Female	Male
Function in News Story	%	%
Subject: the story is about this person, or about something the person has done, said etc.	6%	94%
Spokesperson: the person represents, or speaks on behalf of another person, a group or organisation	40%	60%
Personal experience: the person provides opinion or comment, based on individual personal experience, the opinion is not necessarily meant to reflect the views of a wider group	0%	100%
Eye witness: the person gives testimony or comment, based on direct observations (e.g. being present at the event)	0%	100%
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g. in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people	0%	100%
Other: Use only as a last resort	0%	100%
NA-Used for secondary source only	0%	100%

- Constructing the 'victims' in the news:** When news subjects were identified as victims they were counted to determine the presence of women and men. Overall, women were less likely than men to be identified as victims, with women representing just over 37 % ( 36.5) of all victims in the news. In particular, they were only identified as '*victims of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking*'. Interestingly, men were also identified as '*victims of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking*'.

**Table 2.7 – News subjects who are portrayed as victims, by sex.**

Victim Type	Female	Male
Not applicable (the story identifies the person only as a survivor)	0%	0%
Victim of an accident, natural disaster, poverty	0%	0%
Victim of domestic violence, rape, murder, etc.	0%	0%
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	100%	100%
Victim of other non-domestic crime, robbery, etc.	0%	0%



Victim of violation based on religion, tradition...	0%	0%
Victim of war, terrorism, vigilantism, state violence...	0%	0%
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc	0%	0%
Other victim (specify in comments)	0%	0%
Do not know, cannot decide	0%	0%
<b>TOTAL PROPORTION</b>	<b>36.5%</b>	<b>63.5%</b>

- **Identity and family status in the news:** Women were also more likely to be identified by their family status (as mothers, wives, etc.) than men, at 66% vs. 2%.
- **Images in the news:** There was no statistically significant difference in the photographs of women and men, where 59% of women subjects appeared in photographs and 60% of men news subjects.

## WHO DELIVERS THE NEWS?

Since 1995, the GMMP has coded the number of presenters and announcers (in television, radio and print) and reporters (in all media) for each story. However, importantly these numbers do not represent the number of women and men in newsrooms in each newscast. There is a subtle difference. In television newscast, for example, we coded each story in the newscast to note the sex of each reporter and announcer/presenter in that story. In an ordinary newscast there will be one or two presenters and many stories and reporters. The presenter/announcer is coded different times, as many times as the number of stories in that newscast. Thus, it is important that readers of this report recognise that we are not providing information about the overall percentage of female reporters in the news, or in newsrooms – that is beyond the scope of this project. Rather, we provide the percentage of *stories* by female reporters or percentage of *stories* introduced by female presenters/announcers. Since we do not study newsrooms *per se*, the GMMP research cannot tell us what percentage of reporters or presenters are women. Instead, the research tells us what percentage of stories are reported by women. With this explanation, we can identify the following.

- **News Presenters and Announcers:** The overall percentage of stories with female announcers in broadcast news (radio and television) was 43% (Table 3.1). Radio news stories were least likely to have female announcers than television stories with 31% compared to 57% having female news announcers.
- In broadcast news stories (both television and radio) most female announcers most women announcers were found in national news (44%) while sub-regional news were least likely to have female reporters (6%). As for local and foreign women made up 38% and 12% respectively.
- In the two most frequent story topics--*social and legal*, and *social and health*—female announcers were present in 27% of the time. Followed by *politics and government* (15%), *crime and violence* and *celebrity* (12%), then lastly by *economy* (7%).

**Table 3.1– Announcers by medium type, by sex**

	% Female	% Male
Radio	31%	69%
Television	57%	43%
	<b>43%</b>	<b>57%</b>

**Table 3.2 – Reporters in domestic & Foreign Stories by sex**

Media Type	% Female	% Male
Local	38%	62%
National	44%	56%
Sub-regional	6%	94%
Foreign/international	12%	88%
	<b>47%</b>	<b>53%</b>

**Table 3.3 – Announcers by medium type, by sex**

Story Topic	% Female	% Male
Crime and Violence	38%	62%
Politics & Government	50%	50%
Celebrity, Arts and Media, Sports	60%	40%
Economy	22%	78%
Science & Health	78%	22%
Social & Legal	64%	36%
	<b>52%</b>	<b>48%</b>

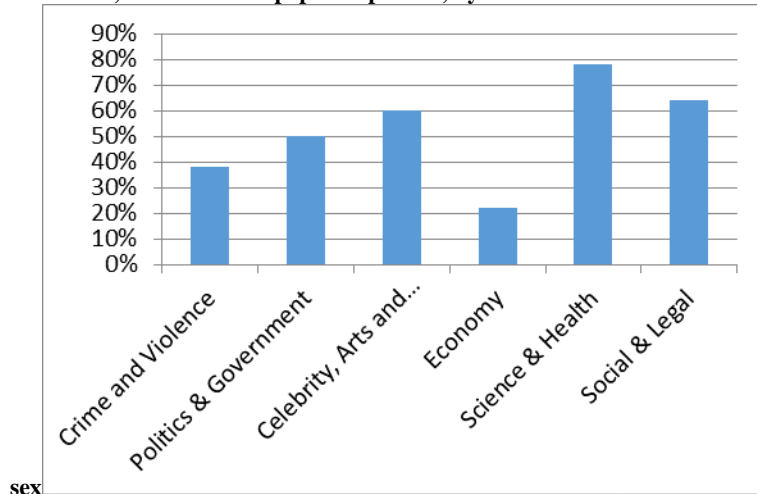
- Reporters:** While the percentage of stories by female reporters was 52% of all stories, an interesting statistic shows that the presence of women was different depending on the news platform. Stories were *least* likely to have female reporters in radio news, where they presented just 31% of all stories. Both television and print fared better with 57% and 47% of stories being reported on by female reporters. See Table 3.4.
- In terms of scope of the story, female reporters were least likely to be reporting on stories with a news scope that had a *sub-regional* reach where 6% of all reporters were women, and stories with *foreign/international* scope, where 12% of the reporters were female. Women were most likely to show up in news stories with *national* scope where they represented exactly 44% of all reporters, and *local* scope (38%). (See Table 3.2).
- In terms of the major story topics covered by female and male reporters, men were three times as likely to be assigned *economy* stories than women (78% vs. 22%) and *crime and violence* stories (62% vs. 38%). In contrast, female reporters were *more* likely to be covering stories about *science and health*, *science and legal*, and *celebrity* than males (78%, 64% and 60%). Further, in *politics and government* there is an equal distribution of news coverage (50%). Figure 3.5
- There was a statistical difference found in the selection of female or male news subjects based on the sex of the reporter. Female reporters had women as news sources 75% of the time compared to their male counterparts who only had women sources 37% of the time.

**Table 3.4 – TV, Radio & Newspaper Reporters, by sex**

Media Type	% Female	% Male
Print	47%	53%
Radio	31%	69%
Television	57%	43%
<b>Total</b>	<b>45%</b>	<b>55%</b>

Figur

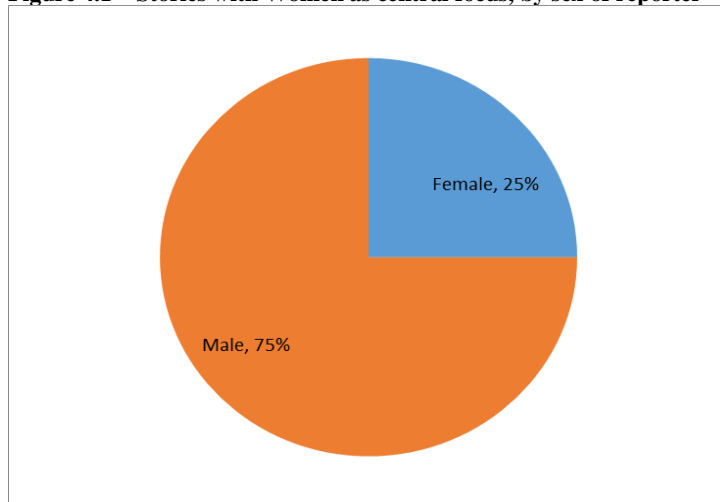
Figure 3.5 – TV, Radio & Newspaper Reporters, by sex



## GENDER AND THE NEWS

- Women as a central focus.** Less than 10% of all stories (6.9%) have women as a central focus. When stories about issues that concern were included, they were more likely to be covered by male reporters. In total, 25% of the stories with women as a central focus had female reporters while men represented 75% of the male reporters. See Figure 4.1
- Challenging or reinforcing stereotypes?** While perceptions of stereotypes differ widely across global regions, monitors were asked to identify in the news that ‘clearly’ reinforced or ‘clearly’ challenged stereotypes about women and men. An example of a story that reinforced stereotypes might be one where women are shown as emotional and men as rational – or where a story about a woman in a powerful position emphasises her role as a mother/or wife. A story that challenges stereotypes, although there are few of them, may show men as homemakers and nurturing children, or where female strength in sports is given a high profile. There were no stories on reinforcing or challenging gender stereotypes.

Figure 4.1 – Stories with Women as central focus, by sex of reporter



## SUMMARY AND CONCLUSIONS

The findings from this, the Fifth GMMP study, shows a slight increase in the presence of women in the news in most areas, but the increase remains glacially slow. In summary, this report found that:

- Women were still dramatically under-represented in the news – at 16% of the news subject.
- Women are rarely heard in stories about dominant news topics such as economy.
- Women in the news function as spokespersons and sometimes as subjects but rarely as knowledgeable experts. Women were quoted as spokespersons for organisations or main subjects of the story 6-40% of the time.
- As newsmakers, women were under-represented in professional and senior executive categories.
- Less than 7% of all new stories (6.9%) have women as a central focus.
- Overall news stories were not at all likely to reinforce gender stereotypes or challenge them.
- Female reporters were least likely to be found reporting on the topics that dominated the news agenda. Female journalists in Fiji were much more likely to be reporting on ‘*economy*’ and ‘*crime and violence*’ than their male counterparts.
- There have been some improvements. The findings from 2010 research indicate a statistically significant increase in women in the news in Fiji. In 2010, there was no representation of women recorded under Politics and Government topics now female presence is at 31%. Stories reported on by women journalists have increased, from 34% to 45% overall. Notably, female representation as news reporters for radio had an increase from 0% in 2010 to 4%. Another improvement has been male reporters using female sources where in 2010 there were only 10% of female sources used by male journalists compared to the current 37%. Women as subjects in television news had a dramatic increase from 27% to 57%. All of these findings suggest an encouraging trend in women newsmakers.
- The most frequent topic in the news—*economy*—saw women’s visibility in the radio decrease from 40% to 8%. The second most frequent major topic of *crime and violence* saw a decrease from 65% in 2010 to 11% in 2015. Similarly, in the category of *celebrity, arts and media, sports* where it fell from 31% in 2010 to 8% in 2015. Despite an increase in overall increase in overall presence of women in the news there’s been a decrease topic-wise. See Figure 5.1.

**Figure 5.1 – Change in presence of women**

Topic	2010%F	2015%F
Crime and Violence	8%	11%
Politics and Government	0%	31%
Social and Legal	25%	20%
Celebrity, Arts and Media, Sports	91%	8%
Social and Health	25%	0%
Economy	11%	8%

Despite the increase in the visibility of women in Fiji news we must be aware of *how* women are presented in the news when they are included. When taken into consideration the first three topics (Figure 5.1) make up over half of all news stories, this is highly significant as it reflects an increase in female visibility for the political arena. Further, although women were in the news stories, they were rarely there as professionals or expert commentators. Thus the prediction made in the 2010 GMMP about mainstream media encouraging women to provide their viewpoints, both from urban and rural communities on economic development and political development issues has been attained.

## ACTIONS IN THE POST-2015 ERA: A five-year plan

The reality of women's lives and experiences remain relatively marginalised in Fiji news media, as it is still a very much male-dominated industry. This in turn reinforces gender stereotypes and guides the way we see our world. Further, habituated representations of gender in the news become entrenched as journalistic conventions – short-cuts to meaning that continue to reinforce themselves through repetition, regardless of their impact or accuracy. What we are trying to do in this report is to make these conventions visible through empirical research in order to challenge the limiting stereotype. It is a project that started with the United Nation's 1995 Beijing Platform for Action to improve the status of women around the world. Every five (5) years the GMMP assesses whether and how the media's portrayal of women and men has changed, drawing upon women's organisations, scholars and researchers to do so. The goal of the GMMP is to use these results as a tool for change – as a way to promote fair and balanced representation of women and men in Fiji.

Over the next five (5) years these results will be used by countless organisations to being dialogues, lobby media organisations and governments, and increase the accountability of news to the community they represent. Some of the actions that may help increase the relative invisibility of women as newsmakers include:

1. **Advocacy and Lobbying** – This report, along with the regional and global results, can be used to promote advocacy and lobbying activities, to promote change through dialogue and raise our expectations for how our news *should* be. Too often women and media activists become resigned to unequal representations in the news, and media professionals become immune to reports that critique their work. Yet, we need to continue to expect more from the news media, and make these expectations clear to those who run news organisations. The data in this report, and the four (4) that have come before, show the results of 20 years of media monitoring. The evidence is solid and the conclusion irrefutable. There is a habitual pattern of coverage that under-represents, misinterprets and stereotypes women in Fiji, and this needs to change.
2. **Creating Targets and Goals** – One of the best evaluative tools one can use is to create a goal and measure its success. Over the next five (5) years, media organisations and advocacy groups can develop targets for improvement, choosing a few key areas and focusing on those, and provide updates for the results. For example, if a group wishes to have more represented as experts in the news, create a target and then plan a way to increase the number of female experts known to journalists and media organisations and see how often they are used.
3. **On-going monitoring** – the GMMP provides a template and data base for advocacy and research organisations to continue to monitor the news in Fiji over the next five (5) years. Groups can focus on local media, and compare their results to those identified here. Where is local media doing better and where is it worse? Small media organisations are far more open to community input, especially if accompanied by suggestions for change, such as gender training for journalists, or ways to organise in-house targets.
4. **Skill development** – Using these and other tools, groups can increase analysis skills in the community by holding workshops for youth, women and other marginalised groups of media monitoring and advocacy.
5. **Promote Communication Rights** – Everyone has a right to fair representation. Efforts from civil society groups to promote and enhance communication rights have become increasingly vocal. Groups such as Fiji Media Watch, advance the concept of communication rights and work towards ways to enshrine such concepts through active engagement and advocacy.

## Annex 1. Methodology

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

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

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

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 managing and processing the monitoring data.

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 2015*.



## **Annex 2. List of Monitors**

Training of monitor supervisors was by Emele Morgan; data analysis and written report was by Salanieta Weleilakeba, Media Monitoring Coordinator, Fiji Media Watch.

Emele expresses special thanks to the team of volunteers who helped to collect and analyze the data. These individuals include:

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