

**WHO  
MAKES THE  
NEWS?**



**Jamaica**

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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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## 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. In the Caribbean there were some examples of awareness of gender equality and human rights issues in some news items. Some countries showed a marked increase in the numbers of women being quoted in the news, as experts or spokespersons.

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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 Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

## National context

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations.
- **Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important.** The cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- Despite Jamaica having signed on to UN conventions to promote non-discrimination and gender equality (eg. CEDAW), and despite Jamaica's National Gender Equality Policy, the issue of **gender equality in the media** is rarely addressed by policy makers. The issue has, however, been the focus of WMW-Jamaica (formerly Women's Media Watch) since the organization's inception in 1987. It has also been explored in Jamaica and the Caribbean, in occasional studies by UNICEF, UNESCO, PANOS and in a course at CARIMAC on 'Media Gender and Development', coordinated by WMW-Jamaica. Increasingly, citizens are aware of the huge role the news media plays in 'setting the agenda' and this includes gender issues.
- The GMMP is important to WMW because it provides empirical data some pervasive and persistent gender disparities which need to be addressed in the news media. The GMMP also provides important data on progress made, in a few instances, towards gender balance in the news. All this data is useful for advocating for changes towards more gender-aware journalism.
- Jamaica participated in the GMMP for the fifth time, having participated in prior GMMP studies in 1995, 2000, 2005, 2010, all of which were coordinated by WMW-Jamaica.
- Previous GMMP reports may be downloaded at <http://www.whomakesthenews.org/reports/2005-global-report.html> ) or <http://whomakesthenews.org/gmmp/gmmp-reports/gmmp-2010-reports>.

## Executive Summary

- A total of 156 news items were analyzed from news stories in print, electronic media, and digital news sources. Over 500 persons were identified as subjects of the news – women, men, girls and boys.
- The main finding from the GMMP 2015 was the continued gender imbalance in terms of who appeared in the news. However the gender gap was less than was found in the 2009 content analysis conducted by WMW-Jamaica. For the 2015 GMMP, in the Jamaican news nearly two thirds of news subjects were male, and approximately one-third were female (36% in traditional media, 32% in online media).
- Men dominated all areas of news, except the category of ‘celebrities/arts/media’. These men were largely politicians and government ministers who appeared in the role of ‘expert’ or ‘spokesperson’. On radio the gender gap was greatest, thereby reinforcing the notion of the ‘male voice of authority’.
- This under-representation of women – though gradually moving towards gender balance - was consistent with GMMP results across the Caribbean region and the world, a pattern that has been observed in every GMMP since the initial GMMP study in 1995.
- Near gender balance among reporters was found, with only slightly more male than female reporters. This was also a pattern consistent with regional and global GMMP findings.
- Stories on Corruption and Crime were the dominant category of news followed closely by Politics and Government, and then the Economy.
- One quarter (24%) of all stories included women as a central focus, and one in ten stories challenged gender stereotypes. Only a few stories raised issues of gender equality, inequality or human rights, in any way. These are significant increases compared to previous findings.
- Some stereotyping of women took place: for example women more often than men were described in terms of family relationships.
- The findings of the 2015 at the national level in Jamaica highlight the continued need to address the various gender imbalances in the way that the news is reported.

## Recommendations

- Media Houses and Media regulators need to introduce Gender Policies into Codes of Practice
- Gender awareness training is needed to build the capacity of journalists, editors, managers as well as a range of stakeholders in civil society, to understand why we need gender-balanced journalism, and gender aware coverage of violence and gender based violence. Also build capacity in gender-aware media literacy as well as gender-aware media production among youth
- In order to increase women’s visibility in the news media, women must be willing to be

spokespersons in the media by getting training in public speaking and policy issues so that they can respond to reporters' requests for female speakers

- Use strategic dates for advocacy around media and gender issues (inc.GBV) - such as IWD, IDEVAW, Journalism Week, International Human Rights Day, etc.
- Give Awards for gender-aware journalism as incentives to those working in the news industry.

Jamaica

## A DAY IN THE NEWS IN JAMAICA

- **March 25 2015 - the Global News Media Monitoring Day .**

The main stories dominating the news in Jamaica on March 25, 2015, were:

- Stories about the Opposition Leader losing his legal appeal in court, and his dismissing of two senators was found to be unconstitutional; the story was big news as it raised questions about the Opposition Leader; and had lots of legal implications and filled every media.
- Stories about the alleged corrupt practices of a female Mayor – this story was carried repeatedly across all media.

It is typical for stories about politicians, or politicians as spokespersons, to regularly fill the news media. However a story about a corrupt *female* public servant is fairly unusual..

## THE MEDIA MONITORED

- **The GMMP methodology** allocated each country to a ‘media band’ which pre-determined the number of newspapers, radio and television channels, and digital news sites, were to be monitored. The media selected for monitoring were those with national reach (print, digital and electronic) that provided news which attracts the largest viewership, readership and listenership, according to available Media Surveys.

- **Media monitored:**

**3 x Newspapers:** The Star, The Gleaner, The Daily Observer

**2 x Television stations:** CVM TV and TVJ

**4 x Radio stations:** RJR 94FM IRIE FM,  
LOVE 101 FM Nationwide News

**2 x Online News Site:** Gleaner Website and the Observer website.

**1 x Twitter News Feeds:**

Only two news feeds qualified – i.e. provided at least 15 tweets, even when choosing every other tweet, within given time frame. One (The Observer Twitter feed) gave the same news as the Online and Print versions, therefore this was omitted, and the only twitter feed that was coded was: the GLEANER’s Twitter news feed. The main news pages of newspapers (excluding sub-sections) and main newscasts were monitored.

**A total of 156 news items were analyzed and coded.**

**Over 500 persons were identified as subjects of the news – women, men, girls and boys.**

With varied versions of the same main news stories appearing across radio, TV, print and online news, this total of 476 persons includes repeat appearances by some news subjects.

- **The monitors:** Fourteen (14) volunteers were trained by WMW-Jamaica in the GMMP monitoring methodology, using the standard GMMP research tool or ‘coding sheet’ (see Annex). Of these, ten (10) monitors conducted the monitoring for the GMMP .

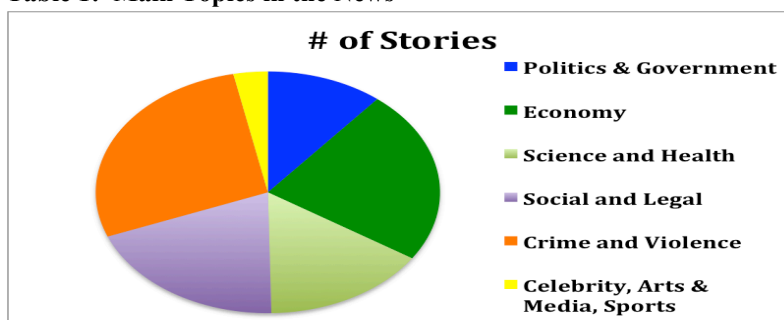
## TOPICS IN THE NEWS on the Global Media Monitoring Day 2015

- **Topics in the news:**

The GMMP methodology classifies news under seven major topic areas: **Politics and Government, Economy, Science and Health, Crime and Violence, Celebrity/Arts/Media and Sports.**

Of the 156 news items, stories on Crime & Violence (26% of all stories) were most prominent, followed by stories on the Economy (23%) and on Social & Legal issues (19%). There were also stories on Politics & Government and on Health & Environment. There were very few stories in the main news in the category of Celebrity/Arts/Media/Sports.

**Table 1: Main Topics in the News**



**Crime & Violence** was the largest category of news by a small margin. Jamaica varied from the Caribbean: at the regional level, Politics and Government clearly dominated the news. Comparing 2015 findings with the last GMMP in 2010, the main difference was that five years go Crime and Violence dominated the news across the region by a much larger margin..

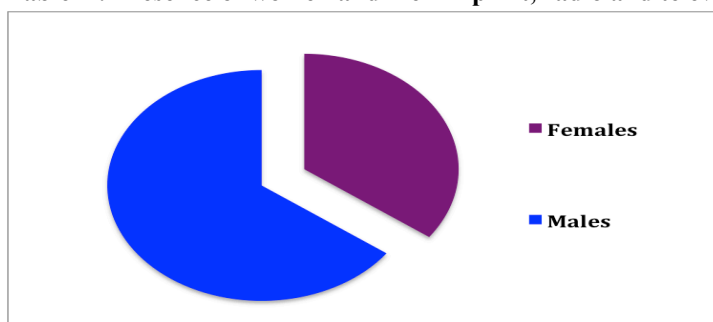
## THE PEOPLE IN THE NEWS

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

In the Jamaican news on the GMMP monitoring day, there were nearly twice as many males in the news compared to females: **36%** of news subjects were female, while **64%** were male (Table 2 below). **Online news** showed more gender disparity: 32% women, and 68% men and is discussed in the Section on Digital News p. 13 .

Although this **under-representation of women** has been a consistent finding over the twenty years of monitoring nationally, regionally and globally, a positive finding is that in Jamaica the gender gap showed a significant decrease compared to previous GMMP studies. This higher numerical presence of women in Jamaica contributed to the Caribbean regional average of **28% women, 72% men.**

**Table 2 : Presence of women and men in print, radio and television**

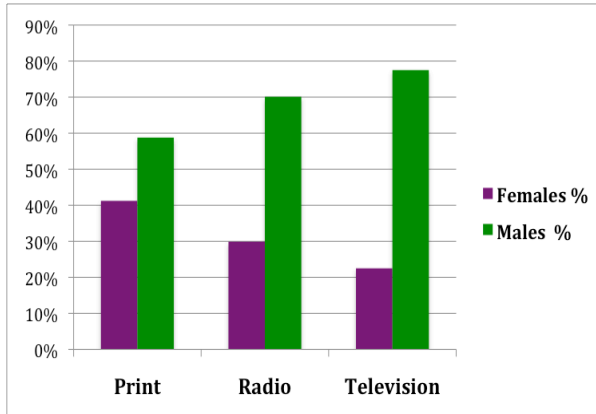




- **Presence of female and male news subjects in radio, TV and newspapers**

A breakdown of women's and men's presence in the news according to media shown in Table 3 below and reveals a higher presence of women in print news than in television news. For the results for online news please see the section below on 'News in the Digital Era'.

**Table 3: Women and men in news on radio, television and in print**

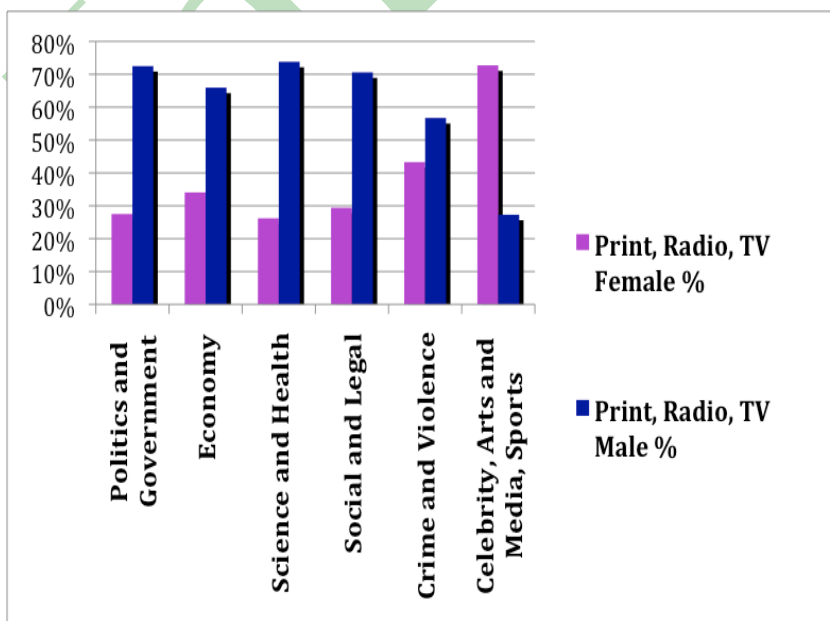


- **Proportion of women and men in the Main Topics of news:**

**Table 4** below shows that on radio, television and in newspapers, males dominated the news in nearly all areas, and certainly in the many stories on **Politics & Government** and the **Economy**. Women were nearly as visible as men in stories on Crime and Violence, in fact women were disproportionately (over-represented) in this area: 43% women, 57% men. These stories were about violent and non-violent crime, accidents, drugs and corruption. The over representation of women in stories on Crime and Violence has been a consistent finding in the Caribbean – women appear often as lawyers, magistrates, as well as victims of accidents, poverty, or violence.

The only area where women were more visible than men was in news on Celebrities/Arts, and there were very few stories in this area.

**Table 4: Women and men in the Topics of news**



- **Who are the newsmakers?**

An analysis of the occupations of persons in the news reveals that **Politicians and Government spokespersons** overwhelmingly fill the region's news media, accounting for over **one quarter** of all news subjects. **Table 5** lists the most frequent occupations of news subjects and shows the huge gap between **politicians, government spokespersons** and all other occupations - *three* (3) times more than the next occupational category of businesspersons, managers. And most of these politicians and government figures were men – only one fifth (21%) were women.

A significant finding is that there were more persons in the “No Occupation Stated” and ‘Criminal or Suspect’ categories than in the any other occupational category except Politician/Government spokesperson. The Jamaican reality is that the presence of women and men in a range of occupations is far greater than is depicted in the news media. The ‘distortion’ noted here may be a function of the limited sample of news, but the limited range of occupations seen in news media has been noted in other GMMP studies many times over.

**Table 5. Occupations of women and men in the news**

OCCUPATION of persons in news	Females %	Males %	Total N
Government, politician, Minister, spokesperson	21%	79%	121
Occupation not stated	65%	35%	70
Criminal, suspect (no occupation given)	4%	96%	53
Business person, executive, manager,	29%	71%	38
Lawyer, judge, magistrate,, etc.	55%	45%	29
Police, military, fire officer	25%	75%	28
Government employee, public servant, etc.	38%	62%	24
Academic expert, lecturer, teacher	86%	14%	22
Celebrity, artist, actor, writer, singer	47%	53%	15
Tradesperson, artisan, labourer, driver, etc.	0%	100%	12
Activist or worker in civil society org., trade union	27%	73%	11
Science/ technology professional, engineer, etc.	25%	75%	8
Office or service worker, non-management	100%	0%	5
Media professional	0%	100%	5
Parent (no other occupation stated)	50%	50%	4

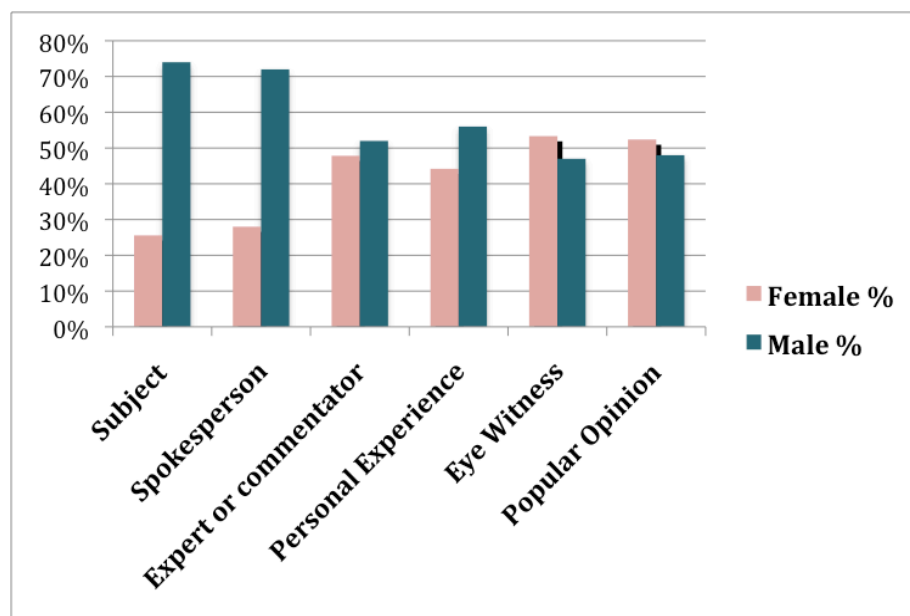
Several other gender differences are evident in the occupations of persons in the news stories. While there were twice as many women than men without any stated occupation, the ‘criminal/suspect’ category was overwhelmingly male (96%). There was near gender balance among lawyers and magistrates, whereas women dominated the categories of ‘Teacher/Academic’ and ‘Office worker/Public servant’.

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

**Table 6** shows the proportion of women and men appearing in a variety of functions (or roles) as **Expert, Spokesperson**, provider of **Popular Opinion, Personal Experience** or as an **Eye Witness**.

Men clearly dominated as Subjects of the Story and as **Spokespersons** – **who were** primarily politicians or government spokespersons. Women in contrast were nearly as likely as men to be in the story as an **Expert** or **Commentator** or sharing personal experiences. Women were a little more likely than men to be providing a popular opinion, or appearing in the story as eye witness

**Table 6: Functions of Women and Men in the News**



The visibility of women as **Expert or Commentator** suggests that even though women were numerically fewer than men, on the occasions where they did appear in a story, they often had an important role.

- **How often were women and men quoted and photographed in the news ?**

Nearly **half (47%) of all women** appearing in the news were directly quoted as sources whereas less than a third (31%) of men were directly quoted.

This finding contrasts with GMMP findings in other countries regionally and globally, where men are usually directly quoted more often than women – a function of men's greater presence as Politicians and Spokespersons.

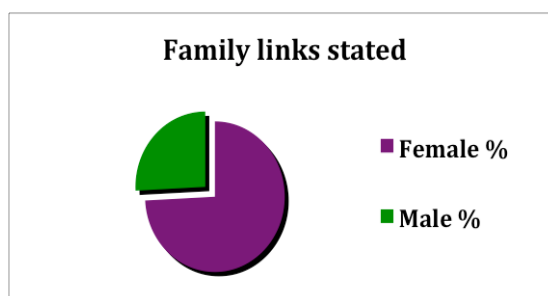
On average, 27% of women and 31% of men appeared in newspaper photographs accompanying the news stories. Thus, for women, even though they were numerically under-represented, they were as nearly as likely as men to appear in photographs.

- **Identity and family status:**

Some news subjects were identified by their family status – as spouse, wife, husband, etc. On average women were **three times more** likely than men to be identified in this way (**nearly 1 in 3 women**). .

**Female reporters** more a little more likely than male reporters to state the family links of women sources but seldom identified men in this way.

This tendency by female reporters was 5% more than among male reporters. This finding is in contrast to the trend in GMMP studies, where it has been found that male reporters, more than female reporters, identify women in their stories by family links.



- **Constructing ‘victims’ or ‘survivors’ in the news:**

Approximately one in seven (7) news subjects was depicted as a victim by reporters. Women were a little more likely than men to be depicted in this way: **16% of women** were portrayed as victims, compared to **13% of men**.

There was a slight difference in the type of story in which women or men were treated as victims. Women more than men were portrayed as victims of violent crimes including sexual and domestic violence. Meanwhile one third of men were victims of gang terrorism or state violence.

There were so few persons in the news depicted as survivors, that no statistically valid result can be reported.

## WHO DELIVERS THE NEWS?

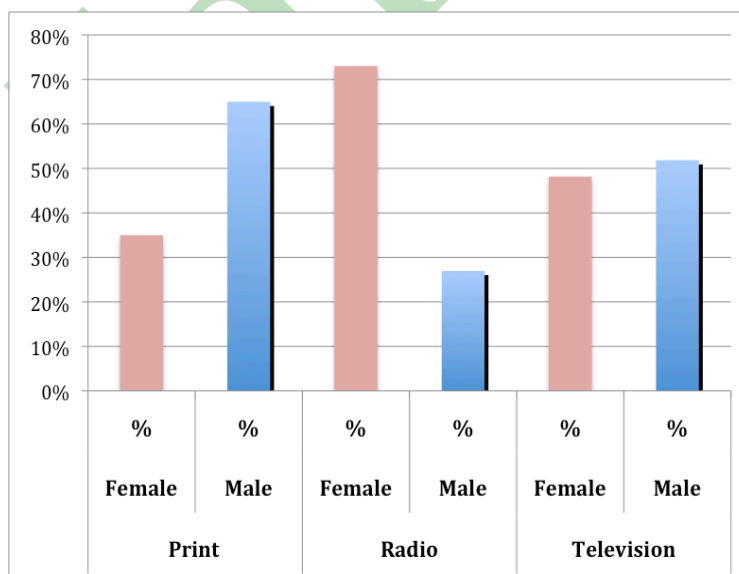
The content of news is strongly influenced by journalistic and editorial decisions that determine which stories are covered – and how. Therefore it is important to look at the gender composition of those who deliver the news. The GMMP collected data on who reports and presents the news.

- **Overall reporters and presenters:**

**Women delivered 43% of the news** on all media, while men delivered **57%**. This trend was fairly similar to findings in the 2010 Caribbean GMMP (45% female, 55% male).

**Table 7** shows the combined breakdown of presenters and reporters according to medium - print, radio and television. There was near gender balance on television. However a significant gender gap occurred on radio, with women comprising **73% of reporters and presenters**, in contrast with print news where there were twice as many male reporters compared to female reporters. It is to be noted however, that in those cases where no reporter names were provided (e.g. in some newspaper articles) the sex of the reporter could not be identified.

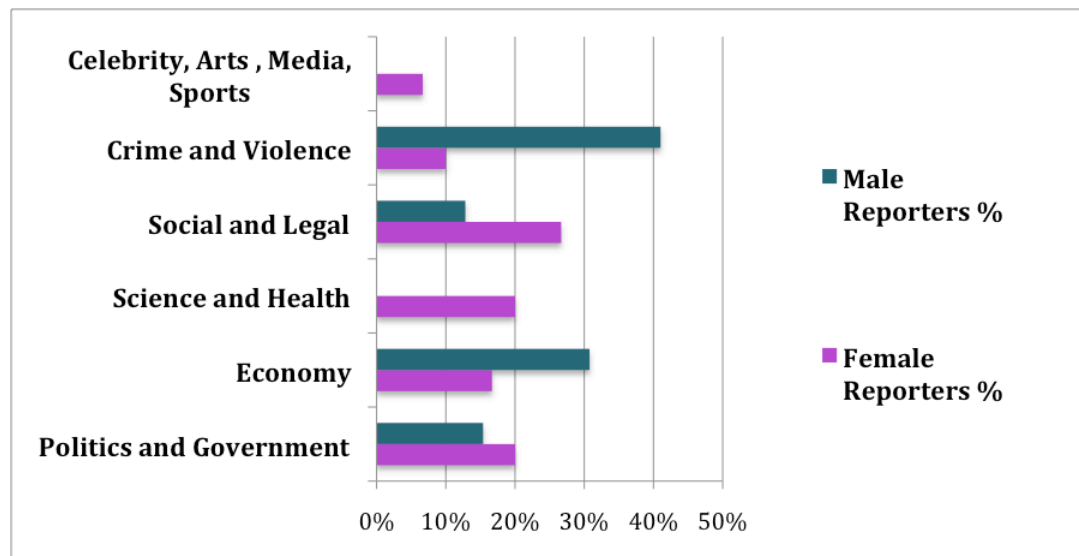
**Table 7: Reporters and Presenters in Print, Radio and TV**



- **Who reporters which news topics?**

**Table 8** below shows the spread of female and male reporters across the main categories of news stories. For stories on **Politics & Government** there was near balance of male and female reporters. However the trend for different ‘news beats’ on the basis of gender was seen in **Crime and Violence** (4 times more often by male reporters) versus **Social/Legal, Health/Science, and Celebrity/Arts** (more female reporters).

**Table 8: Male and Female Reporters, by major topic.**



## GENDER AND THE NEWS

- **When are women central to the region’s news?**

Given the under-representation of women, how often do women appear as the central focus of stories? , **One quarter (24%)** of the news stories included women as a central focus, and these tended to be stories on **Crime/Violence** where nearly half the stories included women as a main focus.(see **Table 9**). Other stories on the **Economy, Government, and Social/Legal** issues, showed much lower proportions of stories with women as a central focus. This is despite the fact that Caribbean women are active in, and interested in, business, politics, health and science, education, agriculture, social development, etc. It is to be noted that the overall average of 24% of stories compares favourably with previous GMMP studies regionally and globally.

**Table 9 – Stories with Women as Central Focus**

Topic	YES – Women are a Central Focus	No
Politics and Government	18%	82%
Economy	14%	86%
Science and Health	4%	96%
Social and Legal	13%	87%
Crime and Violence	47%	53%

- **Stories that highlight issues of gender equality or inequality issues:**

Very few (7%) stories highlighted issues of gender equality or inequality in any way, just 11 out of the 156 stories. These stories were spread across different topics – domestic politics, violence and sexual violence, environment, human rights, the economy.

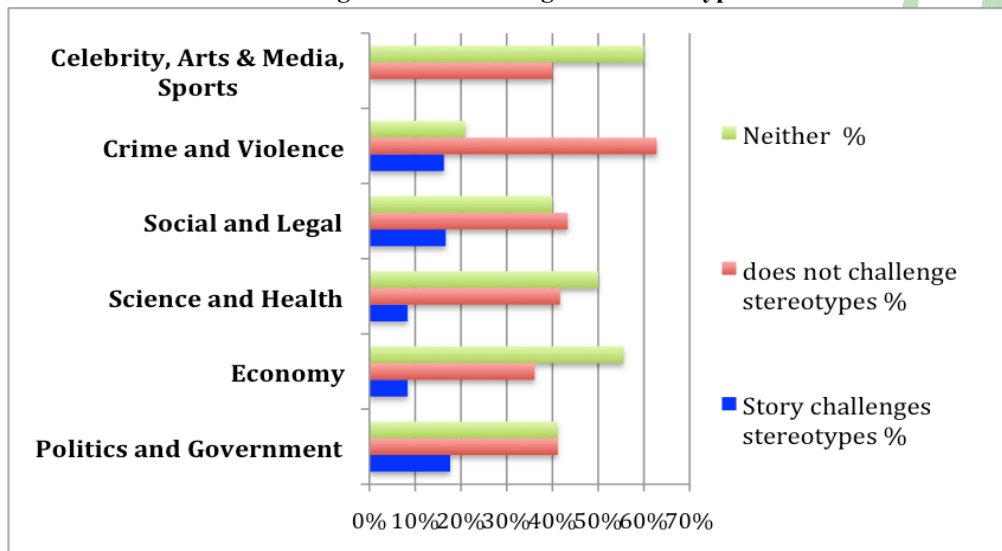
- **Challenging or reinforcing stereotypes?**

Stories were considered to challenge gender stereotypes if they overturned common assumptions about women and men and traditional roles, or included a gender balance of sources, with women having an opportunity to offer perspective.

On average **1 in every 10 stories challenged stereotypes**. These stories tended to be on Social & Legal topics, Crime/Violence, and Politics - as seen in the blue bars in Table 10 below.

However nearly half (44%) the stories definitely *did not* challenge stereotypes; and the remaining stories neither reinforced nor challenged stereotypes.

**Table 10. Stories that challenged or reinforced gender stereotypes**



Some of the ways stories reinforced stereotypes was by suggesting limited, traditional gender roles for women or men, making this role seem ‘natural’, promoting the ‘status quo’ of gender inequality, or implying that certain issues of general relevance to both women and men, were relevant only to one gender. There were a few instances of fairly blatant stereotyping, at other times more subtle.

- An example of a story that challenged stereotypes is found on page 22, under ‘GENDER & JOURNALISTIC PRACTICE’

- **Does the sex of the reporter make a difference for the gender dimensions of a story?**

- Are more women (as news sources) found in stories by female reporters?**

There was only a 2% increase in selection of women as news subjects by *female* reporters, and similarly a small tendency for male reporters to select men as news sources.

- Do stories by both female and male reporters include women as a central focus ?**

There was a small tendency for stories with women as a central focus to be covered by *male* reporters: a **6%** difference between male and female reporters who included women as a central focus in their stories. This finding may result from women mostly appearing in stories on Crime and Violence, which were mainly covered by male reporters.

c. **Are stories that clearly challenge gender stereotypes reported by women or men?**

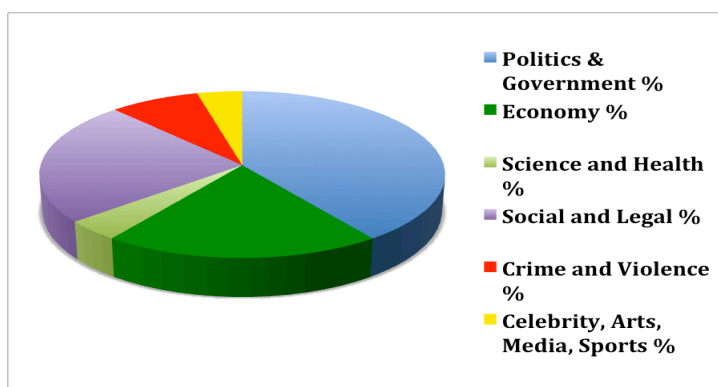
Out of the stories where gender stereotypes were challenged, (10% of the entire sample) similar numbers of stories were **reported by female reporters**, compared to male reporters.

## GENDER TRENDS IN ONLINE NEWS

- News Topics in Online News:**

Online news different from news in traditional media in two areas – there was a larger proportion of news on Politics and Government and as far less news on Crime and Violence

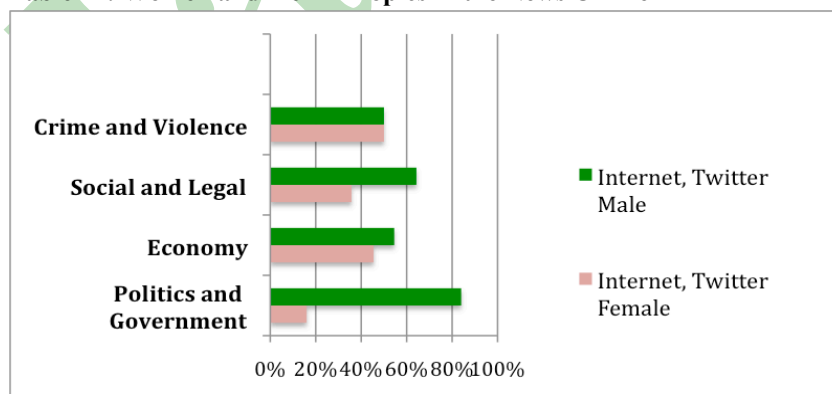
**Table 11: News Topics – Internet and Twitter**



- Presence of women and men:**

The gender proportion in Internet and Twitter news was **32% women, 68% men**, which was a 4% increase in the gender gap compared to traditional news media as seen in the first section of this report. The proportion of women and men in the main online story is shown in Table 12 below. The proportions differ from those seen in radio, TV and print in that there is gender balance in Crime/Violence stories, near balance in stories on the Economy, and a huge disparity in stories on Politics and Government where males clearly dominated the news.

**Table 12: Women and men in Topics in the News Online**



- Functions of news subjects**

Nearly two thirds (63%) of women were Subject of the story in which they appeared; they comprised 21% of Spokespersons, but were seldom seen as Experts or providing popular opinion or personal experiences. Some 37% of women were directly quoted, whereas 56% of men were quoted.

- On the Internet women were twice as likely as men to be identified by family status (whereas in traditional media they were three times more likely)
- Three quarters (75%) of news subjects who appeared in multimedia web components were- male, while one quarter (25%) were females.

### Delivering the news in digital spaces

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- On the Internet most reporters, both female and male covered mostly stories in Politics and Government
- And selection of News Sources once again was affected by the sex of the reporter: women are a little more often found in news items reported by male reporters, with a 6% difference similar to traditional media. It has been noted earlier that the majority of the stories carried online were the same as those in traditional media.

## GENDER AND JOURNALISTIC PRACTICE

Examples are given below of stories that reinforce or challenge stereotypes – or that are gender blind and are missed opportunities for exploring a topic from a gender perspective.

- A story from March 25<sup>th</sup> 2015 that is an example of *blatant stereotyping*

**The Star** newspaper - page 1

**Title** "Vehicle Damaged in Gay Love Triangle"

**Theme/Topic:** #42, non violent crime (in this case, damaging someone's car)

#### Story Analysis:

Gender stereotypes (negative) of homosexuals – typically Jamaican - of homosexuals as criminals, and/or irresponsible, sexual multi-partnering, -- people to be avoided and certainly not to allow into your community or apartment block as neighbours The story is sensational, it is not a newsworthy item, and is only used in order to attract / appeal to anti-gay sentiments which are pervasive in Jamaican society.

- A story from March 25<sup>th</sup> 2015 that is an example of *subtle stereotyping*

**Newspaper :** Daily Observer, page A8 (continued on other pages)

**Title:** "Central Westmoreland's Dwayne Vaz: A Politician's Template"

**Theme/Topic:** #3 = Domestic Politics/Govt

#### Story Analysis:

A lengthy story highlighting the career, personal life, family background, mentors, and other details, of an upcoming successful young male 'good looking' politician and businessman , who recently won in the local elections, representing the political party that is currently in power. This 3-page unusually long story is like a promotion. The photos include a large one of him being carried in triumph on the shoulders of his overwhelmingly male colleagues and supporters. There are several other headshots of the various other PNP politicians who support him or that are mentioned in the story, including his 'mentor' previous MP Roger Clarke, all male except the current female prime minister, whose photo



also appears. The story and photos reinforce the stereotype that politics is a man's world, and you need to be a successful male businessman and have political connections, i.e. a male network. Politics is clearly not woman's place?

- **A story from Radio on March 25<sup>th</sup> 2015 that is an example being *gender blind* and a *missed opportunity***

**LOVE 101 FM, Radio, at 06.30am**  
**Theme: #44 gender based violence**

**Story Analysis:**

Prime Minister in Parliament denounces child abuse and killings of children, mentions killings of girls recently, two of whom were pregnant. She vows to reform legislation to ensure stiffer penalties, longer sentences, for anyone found guilty of the murder of a pregnant girls/teen.

This is a missed opportunity to explore (however briefly) issues in gender based violence, especially the abuse of power and trust when teenage girls are abused by older men who impregnate them, even kill them, to protect their male status in society. The story could briefly challenge or question societal acceptance of sexual violence and VAW, gender inequality, carnal abuse, girls' sexual and reproductive rights..... no mention of any of this! No context of data on these issues is provided. No reference to the relevant details of current laws that apparently need to ensure 'stiffer penalties'.

- **A story from TV, from March 25<sup>th</sup> 2015 that *challenges stereotypes* :**

**CVM Television at 20:00 hrs,**  
**Theme/Topic: #40 (Protest)**

**Story Analysis:**

A female Senior citizen who is a grass roots leader leads her community in (peacefully) protesting the transfer of a police officer with whom the community has had a good relationship. The female community is satisfactorily quoted and respected by the TV crew (she's not shown screaming and shouting, which is what the TV often goes for) This also challenges gender stereotypes, as most community leaders in volatile so-called innercity communities are males, however she is female, an elderly woman. Also challenges stereotypes of about the negative links between grassroots and policemen because in this case the grassroots leader WANTS the male police officer to remain.

## SUMMARY / CONCLUSION & ACTIONS

- The main finding from the GMMP 2015 was the continued gender imbalance in terms of who appeared in the news. However the gender gap was less than was found in the 2009 content analysis conducted by WMW-Jamaica and in the Caribbean GMMP 2010.
- For the 2015 GMMP, in the Jamaican news nearly two thirds of news subjects were male, and approximately one-third were female.
- Men dominated nearly all areas of news, mainly as politicians and government ministers who appeared in the role of 'spokesperson'. On radio the gender gap was greatest, thereby reinforcing the notion of the 'male voice of authority'. Women made gains appearing nearly as often as men, in the role of Expert, and also as provider of personal experience/opinion.
- This under-representation of women – though less than in previous years - is consistent with GMMP results across the Caribbean region and the world, and is a pattern that has been observed in every GMMP since the initial study in 1995.
- Near gender balance among reporters was found, with only slightly more male than female reporters. This was also a pattern consistent with regional and global GMMP findings.
- One quarter (24%) of all stories included women as a central focus, a significant increase from results in earlier studies. One in ten stories challenged gender stereotypes – another slow move in the right direction. Only a few stories raised issues of gender equality, inequality or human rights, in any way. These are significant increases compared to previous findings.
- Some stereotyping of women took place: for example women more often than men were described in terms of family relationships.
- The findings of the 2015 at the national level in Jamaica highlight the continued need to address the various gender imbalances in the way that the news is reported.
- Today's news soon becomes 'history' tomorrow', and whatever is left out of the news is lost from the records. Thus the under-representation of many groups in Caribbean news, particularly of women, needs to be addressed as an important developmental and human rights issue. The lack of women's voices and gender stereotyping evident in GMMP 2015 have implications for recognizing women's freedom of expression and right to participate in all areas of public life.

## ACTIONS IN THE POST-2015 ERA

- Engage with Media Houses and advocate for Gender Policies to be incorporated into Codes of Practice, and ensure that Gender Policies include a monitoring mechanism .
- **Training:** build capacity of journalists, editors, producers, managers to understand why a gender policy is needed. Ensure the training includes gender-aware reporting of violence, especially gender based violence.

- In gender advocacy, always refer to existing international and national laws and policies on gender equality, non-discrimination and gender-based violence (GBV) – eg. CEDAW, National Policy on Gender Equality, GBV policies. Also make use of the Recommendations for Gender & Media Policy, arising from previous UNESCO and UNICEF consultations; from WACC/WMW-hosted regional consultations in 1998 and 2008.
  - Engage with Broadcasting Commissions and/or broadcast regulators, where they exist, to provide sensitization around gender and media
  - Advocate for regulators to have more ‘teeth’ so that sanctions can be applied to non-compliant media houses.
  - Expand training on Gender and Media for a wide range of stakeholders in civil society, such as Youth Leaders, NGOs, as well as Teachers. The aim is to build capacity in gender-aware media literacy as well as gender-aware media production
  - In order to increase women’s visibility in the news media, women must be willing to be spokespersons in the media. Therefore Civil Society needs to prepare women in public speaking, and share with the News Media, some lists of available and informed women spokespersons who can be readily available to respond to reporters’ requests for sound bites and speakers (and who can bring a gender perspective to a wide range of issues.
  - Advocate for the course *Media, Gender and Development*, taught by WMW-Jamaica at the Caribbean Institute for Media and Communications (UWI) to be a required course not an elective
  - Use existing relevant training materials such as the GMMP research finding and the Training manual *Whose Perspective, A Guide to Gender Analysis of Media Content*, produced by WMW-Jamaica, 2010.
  - Plan national-level media monitoring, using GMMP methodology, in 2017 as a ‘mid term’ strategy to gather up-to-date data that can be used for advocacy and training (eg. as done in Jamaica in 2009 ) using a 1 week or 1 month sampling.
  - Identify strategic dates for advocacy around media and gender, media/GBV, such as IWD, IDEVAW, Journalism Week, International Human Rights Day, etc.
  - Give **Awards for gender-aware journalism** as incentives to those working in the news industry.
- 

## References

- *Whose Perspective: A Guide to Gender Analysis of Media Content*, WMW-Jamaica, 2010, Kingston, Jamaica
- *Who Makes the News? Report on the Global Media Monitoring Project 2015 (GMMP)* at [www.whomakesthenews.org](http://www.whomakesthenews.org) (Global Report and Caribbean Report)

**Report prepared for WMW-Jamaica by Hilary Nicholson**

## 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**

Hilary Nicholson  
Dawnette Hinds Furzer  
Keishagay Jackson  
Judith Wedderburn  
Ruth Howard  
Georgia Love  
Tameka McCarthy  
Saba Igbe

*Assisted by*

Staeci Parnell  
Kymara Elliott  
Patricia Phillips  
Saralou Morgan Walker  
Roy Phillips  
Yvonne McCarthy

Jamaica

# WACC

**WACC**

308 Main Street  
Toronto  
ON M4C 4X7  
Canada

**Tel:** +1 416 691 1999

**Fax:** +1 416 691 1997

[gmmp@waccglobal.org](mailto:gmmp@waccglobal.org)

[www.waccglobal.org](http://www.waccglobal.org)

[www.whomakesthenews.org](http://www.whomakesthenews.org)

**WMW–Jamaica**

16 Queens Avenue  
Kingston 10,  
Jamaica  
W.I.

**Tel:** 1 (876) 960 6339

1 (876) 881 5177

[hello@wmwja.org](mailto:hello@wmwja.org)

[www.wmwja.org](http://www.wmwja.org)