

**WHO
MAKES THE
NEWS?**



Caribbean

Global Media Monitoring Project 2015

Regional Report



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.'¹
- In 2000 for the second GMMP, 70 countries participated. 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 subjects were women, a statistically insignificant change over the 5-year period.²
- The first statistically significant change in women's overall presence in the news was registered in the 2005 research.³ Women now comprised 21% of news subjects. Their low visibility continued however, with only 10% of stories focussing centrally on women, underrepresentation in the major news topics and as voices in the news. The third GMMP made an important discovery: the sex of the journalist mattered for the gender dimensions of a story. For instance, the likelihood of female news subjects appearing in stories was higher in stories by women journalists than in those by male journalists.
- A second significant change was noted in the Fourth GMMP in 2010. In data collected from 108 countries, some progress in women's presence in the news was evident.⁴ Women made up 24% of the people in the news, up three percentage points from the 2005 finding. However women's underrepresentation and near lack of voice remained. Only 13% of all stories focussed specifically on women. Women were rarely central in the bulk of the news on politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. Encouragingly, 44% of people providing popular opinion in the news were women – but women were under-represented in professional categories.
- The Fourth GMMP in 2010 confirmed the finding on differences between female and male journalists in the gender dimensions of stories they reported. The likelihood of selection of female sources was higher for female journalists (28%) than for male journalists (22%). Stories by female reporters were more likely to challenge gender stereotypes (7%) than those by male reporters (4%).
- In pilot research on news online, 76 news websites in 16 countries and 8 international news websites were monitored. The results showed that women comprised only 23% of online news subjects –

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

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

³ Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

⁴ Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*, 2010.

indicating that women's underrepresentation in traditional media had crossed over into the digital news world.

- 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 bias are proving to be intractable across time, space and platforms for content delivery. At the same time, there are examples of successes towards gender-just, gender-fair media. Globally there has been a small but steady increase in the number of stories that address issues of gender equality or inequality, from 4% in 2000 to 9% in 2015.

Regional context

- The Caribbean includes a geographically and culturally diverse group of countries, some being island nations while others are on the Caribbean coast of mainland Central and South America
- Across the region, progress towards gender equality and communication rights has been advanced as well as hindered by the news media. Some examples of advances are the few Codes of Practice, at media houses, which do take account of issues of gender and violence. Similarly the Broadcasting Codes for Children's Programming (Jamaica and Trinidad & Tobago) seek to include a gender perspective. However, the reality is that in the Caribbean, and across the world, the cultural underpinnings of gender inequality and discrimination against women are often reinforced through the media.
- 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 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 Caribbean has participated in every GMMP since 1995 and four main language areas have been involved - Spanish, Kreyol, English and Dutch. An interesting mix of civil society, academic and media organizations have led the initiative, and along the way, around one hundred volunteer media monitors have been trained to carry the GMMP project forward.
- **WMW-Jamaica** was the Regional Coordinator for GMMP 2010 and 2015. Formerly Women's Media Watch, the organization was one of the Caribbean 'pioneers' in GMMP 1995.

*Below, volunteers in Cuba prepare for GMMP monitoring.
At right, members of WMW-Jamaica examine a news website*



Executive Summary

■ **Stories and Topics**

Fifteen (15) Caribbean nations participated in the Global Media Monitoring Project (GMMP), in March, 2015. Over one hundred twenty (120) newspapers, radio and television stations, internet and Twitter news sites across the region were monitored. Of the seven main GMMP categories of news, the most frequent was 'Domestic Politics', followed closely by 'Economy' and 'Social & Legal' issues. Unlike previous GMMP studies, crime and violence did not dominate Caribbean news.

■ **Who appears in the News?**

In the region's news, males appeared two and a half times more often than females. While this proportion varied somewhat across countries, there was a consistent pattern of female under-representation, showing a regional average of 28% women, 72% men. This gender gap has been a consistent finding worldwide over the twenty years of GMMP research. It is worth noting that in the Caribbean, this gender disparity narrowed by three percentage points from the 2010 to 2015 GMMP studies.

Across the region, male government officials overwhelmingly predominated as newsmakers. There were far smaller numbers of women and men in the next visible occupations of public servant, police, judiciary and business persons. Mostly male voices were heard in the news as spokespersons (71%) and experts (73%).

When women did appear in the news, they were as likely as men to appear in photographs and to be quoted. However due to their numerical under-representation, women's voices were heard far less, although women did account for nearly half (44%) of those sharing personal experiences.

Across the region, females were three times more likely than males to be described in terms of family relationships – as spouse, mother, etc - although differences were seen between countries.

■ **Who delivers the News?**

Across the region, 46% of those delivering the news were women, while 54% were men. Presenters on television were more likely to be women, while on radio more presenters were men. Among reporters, both female and male reporters covered news on the Economy, Politics and Government and on Social and Legal issues. However, Science and Health was more often covered by females, while Crime and Violence was more often covered by males.

Women were more likely to appear as news sources in stories by female reporters, but the selection of men as sources was not affected by the sex of the reporter,

■ **Gender Equality in the News**

Despite the fact that women constitute just over half the population in the Caribbean, only 15% of stories included women as a central focus, and this was mainly in news on Crime and Violence.

Across the region 18% of stories made reference to gender equality/inequality, human rights and/or related policies, and there were slightly more female news subjects in these stories. This 18% was a marked increase on previous GMMP findings, and compared favourably with other regions of the world. In terms of challenging or reinforcing gender stereotypes, nearly one in ten stories definitely

challenged stereotypes, another finding which improved on earlier GMMP results. In general, the sex of the reporter did not, on average, affect these particular dimensions of the news stories.

■ **Future Action**

In order to move towards more gender-balanced and gender-aware journalism, several strategies can be proposed, such as:

- Gender-awareness training for professionals in the news media, media manager, broadcast regulators, as well as for civil society and other stakeholders.
- Gender Equality guidelines need to be included in editorial policies, broadcasting standards, codes of practice for media houses, and these should include gender awareness as a criteria for excellence in journalism.
- Media activists and gender activists and advocates need to collaborate more strategically to ensure that their work on gender equality and democratization of the media has a lasting impact. In this work, strategies must be found to make more effective use of GMMP data.
- Awards for gender-aware journalism as incentives to those working in the news industry.

A DAY IN THE NEWS IN THE CARIBBEAN

- **March 25, 2015**

The news agenda across the Region on March 25, 2015, focused on two main themes: domestic politics and crime and violence. For example, in Trinidad and Tobago, the news was dominated by the Government's 'No Confidence' parliamentary motion against the Leader of the Opposition, and in Jamaica by a court ruling over the Opposition Leader's unconstitutional dismissal of two Senators. In Suriname and Guyana the upcoming national elections dominated the news, and Cuban news headlined the activities of the nation's President.

Meanwhile headlines about corruption, gang conflict, and deaths through violence were prevalent in Antigua, the Bahamas, Grenada, Belize, Guyana, Dominican Republic and St. Lucia.

THE CONTEXT

- **Regional background:**

In the Caribbean the news media are diverse. There is a high degree of media concentration in countries such as Trinidad and Tobago, and increasingly in Jamaica, where a few large media corporations own several media outlets. In several countries there are state-run media agencies, and the news tends to reflect prevailing government policies.

The rapid changes in ICT have impacted the media landscape including the blossoming of online news outlets. In some countries there has been an expansion of radio stations and cable TV channels often resulting in increased competitiveness. This high level of competition for audiences and for the advertising dollar, high staff turn over and inadequate resources for staff training, are all linked to the weak investigative journalism and sensationalism.

There is widespread awareness of the powerful role that the media play in citizens' lives, including influencing notions of gender. However the specific role of the news in conveying messages about gender relations and gender equality is seldom recognized. Generally, news agencies do not prioritize gender-awareness in policy or practice. There are, of course, exceptions such as the Cuban newsmagazine, *Mujeres*, which ensures a cadre of gender-trained staff. It is for this reason that WMW-Jamaica includes the GMMP research in the *Media, Gender and Development* course, offered at the Caribbean Institute of Media and Communications, University of the West Indies.

- **The participating countries:**

The number of Caribbean countries participating in GMMP has increased every five years since 1995. Fifteen (15) countries took part in GMMP 2015 as follows:

Antigua	Haiti
Bahamas	Jamaica
Barbados	Puerto Rico
Belize	St. Lucia
Cuba	St. Vincent & the Grenadines
Dominican Republic	Suriname
Grenada	Trinidad & Tobago
Guyana	

- **Media monitored:**

Across the fifteen (15) countries, over **120** media houses or media outlets were monitored. These included newspapers, radio and television channels, internet sites and twitter news feeds. The main criteria for selecting news media were national reach and maximum readership/viewership of the particular newspaper or newscast. Secondary criteria included diversity of news and of target audiences. **Annex 3** (page 28) lists all media included in GMMP 2015 and **Annex 1** includes further details about the methodology used in the study.

Over **six hundred news stories** were analysed in which nearly **three thousand** persons or ‘news subjects’ appeared.



GMMP Media Monitoring Team in Trinidad & Tobago

TOPICS IN THE NEWS

- **Topics in the news:**

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

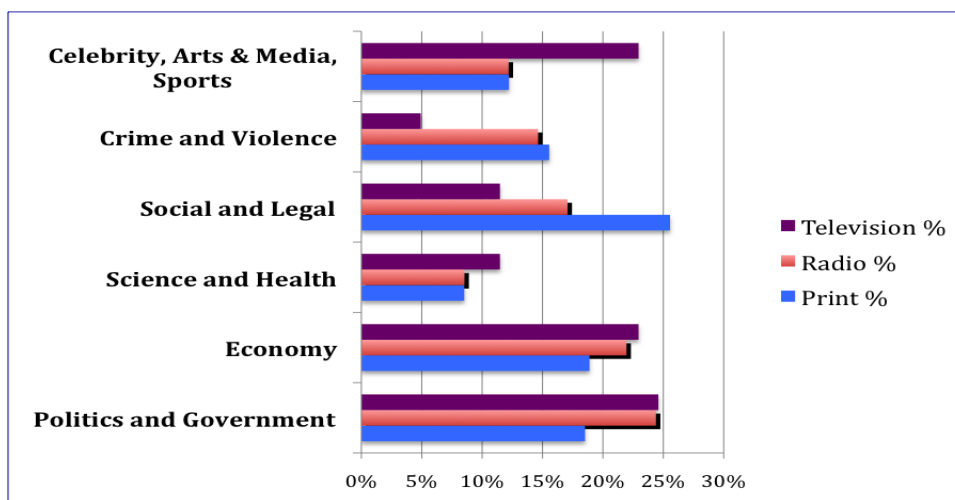
Across the region, stories on **Politics & Government** and the **Economy** were most prominent in newspapers, on radio and television, and in news online. News in the categories of **Social and Legal** was the next main category, followed by **Celebrity/Arts/Media/Sports**.

Table 1 below gives a breakdown of main categories of news in Print, Radio and Television. A similar spread of topics across the news emerged in news on the Internet and on Twitter news feeds (see **News in the Digital World**, page 17)

Less prominent was the news category of **Crime and Violence**, which accounted for approximately 15% of news in most media, but only 5% of news on television. This 2015 finding was in stark contrast to the results five years ago, when Crime and Violence dominated Caribbean news, accounting for nearly one third of all news in GMMP 2010.

Science and Health accounted for far less news, a finding that has been fairly consistent in the GMMP over the years.

Table 1 – Main categories of news, GMMP 2015, in print, radio and TV



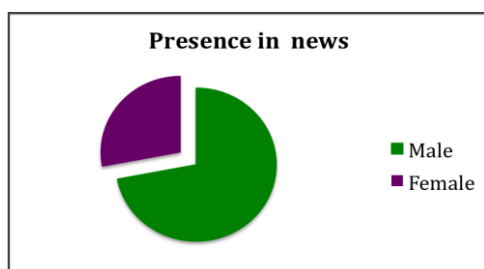
- Who reported these News Topics?**

The main topics of **Politics/Government**, **Economy**, and **Social/Legal** were covered by both **female** and **male reporters**, spread across these areas of news in fairly similar proportions. However, **Crime and Violence** was more than three times as likely to be reported by male reporters compared to female reporters. In contrast, **Science/Health**, the smallest category of news, was usually covered by female reporters, a trend found in most regions of the world.

THE NEWS

- What is the overall presence of women and men as news subjects, in the Caribbean?**

Table 2



Males appeared in the news two and half time more often than females: **28%** of news subjects were female, while **72%** were male. This **under-representation of women** has been a consistent finding over the twenty years of GMMP monitoring worldwide, and in the Caribbean. A positive finding is that, in this region, the gender gap in representation has been decreasing slowly but steadily since 1995.

- Were there variations at the country level in the presence of women and men in the news?**

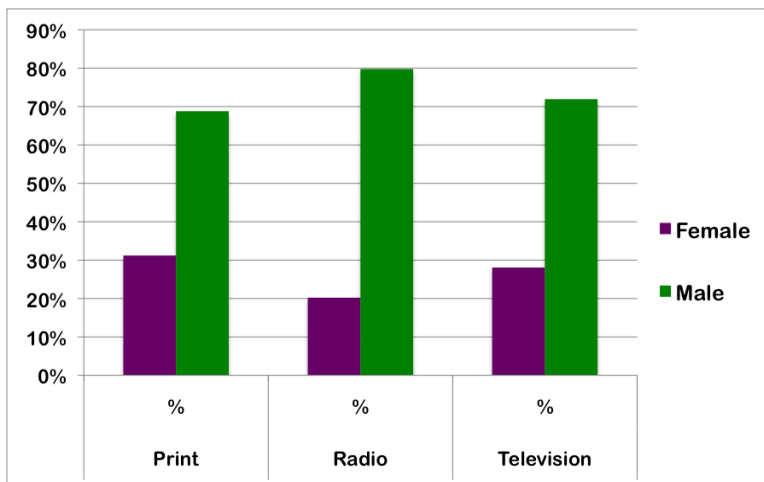
Some country variations were seen across the Caribbean, with Puerto Rico* and Jamaica* recording a higher presence of females who accounted for over one third of people in the news. In Suriname women accounted for 30%, while Cuba* and Antigua* recorded the lowest presence of females and highest presence of males.

(* 35% females in Puerto Rico, 36% females in Jamaica, 15% females in Antigua, 17% in Cuba)

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

Across the region, males dominated all categories of news in traditional media (see **Table 3** below) and a similar pattern emerged in online news (Internet and Twitter-see p. 20). Women's voices were least represented in radio news, where male voices dominated at the rate of 80% (M) to 20% (F).

Table 3

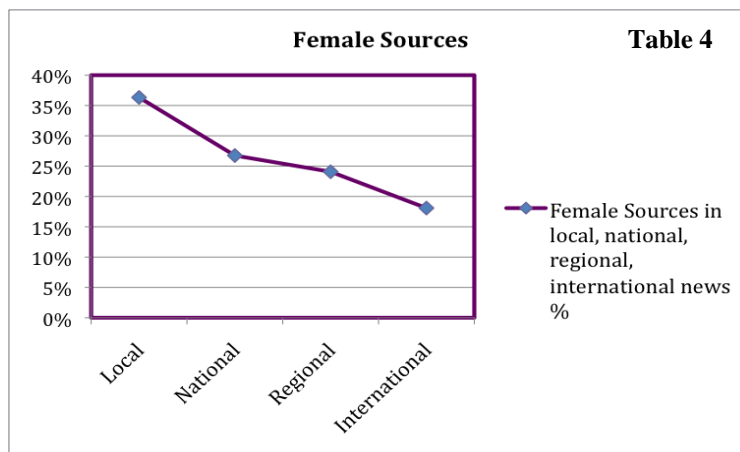


- **News Sources: Who is directly quoted?**

Although women are outnumbered numerically in the news overall, when women do appear they are as likely as men to be directly quoted, on average across the region. Only two countries differed significantly from this pattern.

However, the presence of women as news sources varies in local, national, regional or foreign/international news. Thus women's presence decreases from 36% of local news sources down to just 18% of international news sources. (see **Table 4**)

Conversely, men dominate foreign and international news at the rate of 82%.



- **Which news topics do women and men appear in?**

The main categories of news noted above included sub-categories as listed below. The most frequent sub-categories appearing in the region's news are listed in *italics*.

Sub-categories of News

Politics and Government:

- *Domestic politics and government*
- *International/foreign politics, UN*
- Women politicians, women candidates
- Peace, negotiations, treaties, global partnerships

Economy:

- *Economic policies, strategies, stock markets, economic crisis*
- *Rural economy, agriculture*
- Labour issues (strikes, trade unions, etc.), consumer issues
- Transport, traffic, roads

Science and Health:

- Science, technology, research, discoveries
- Medicine, health, hygiene, safety
- Environment, pollution, tourism

Social and Legal:

- *Education, childcare, university, literacy*
- *Legal system, judiciary, legislation*
- Human rights, women's rights, rights of minorities, activism

Crime and Violence:

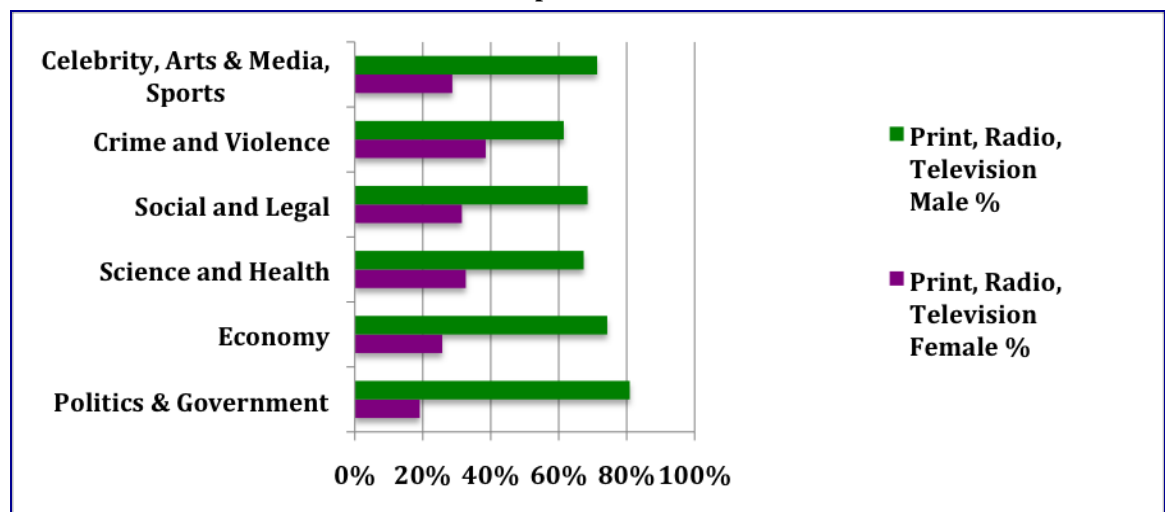
- *Violent crime, murder, assault*
- *Non-violent crime, bribery, theft, drugs, corruption*
- *Disaster, accident, famine, flood, plane crash, etc.*
- Gender based violence (domestic abuse, rape, etc)

Celebrity, Arts, Media, Sports:

- *Arts, entertainment, leisure, cinema, books, dance*
- *Sports, events, players, facilities/training*
- Celebrity news, births, marriages, royalty, etc.

Table 5 below shows that on radio, television and in newspapers, males dominated the field of **Politics/ & government**, comprising 81% of persons in those stories, with females comprising only 19%. In other words there were more than four times as many males than females in news on **Politics and Government**. In news on the **Economy**, women were again gravely under-represented. A similar pattern emerged in Internet and Twitter news (see p.20).

Table 5 : Women and Men in Main News Topics



In stories on **Science/Health** and **Social/Legal**, women appeared a little more frequently (nearly one third of news subjects). In **Crime and Violence**, women and girls made up nearly **40%** of the new subjects, i.e. they were disproportionately (over-represented) in this area. These stories were about violent and non-violent crime, accidents, drugs, corruption and a smaller number of stories on sexual and gender-based violence.

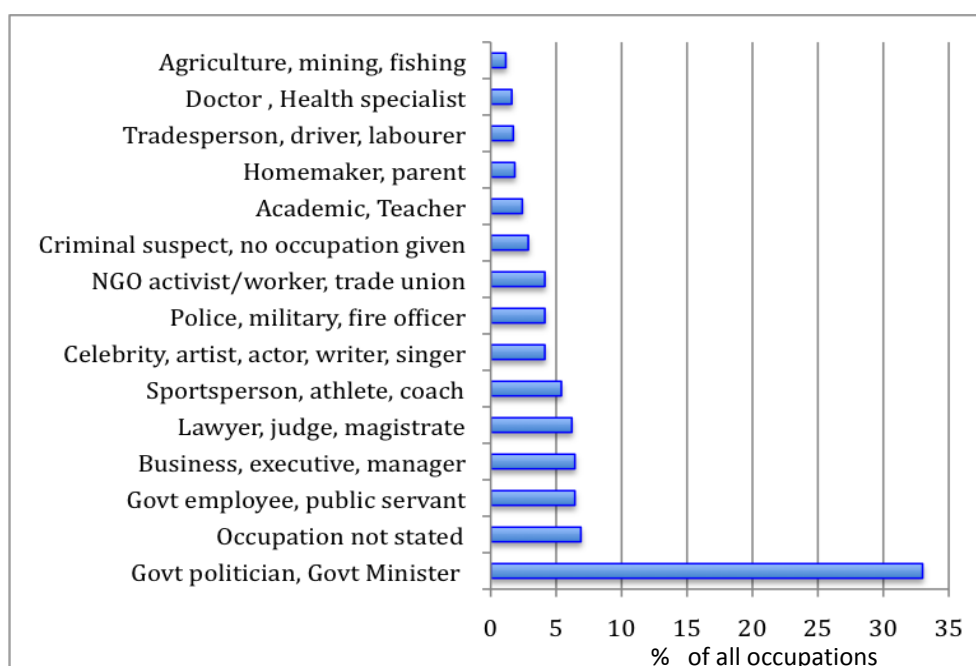
At the country level there were a few exceptions to the general regional pattern seen above. In the Bahamas, women constituted two thirds of persons in stories on the Economy, and in Puerto Rico women were two thirds of news subjects in Social and Legal issues. In Jamaica, women constituted half of the persons appearing in stories on Crime and Violence, where they appeared as lawyers, magistrates, police officers, victims, survivors and occasionally as offenders.

- **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 **one third** of all news subjects. **Table 6** lists the occupations of news subjects and shows the huge gap between **politicians, government spokespersons** and all other occupations - *five* (5) times more than any other category – eg. Business/managers or lawyers/magistrates.

There were more persons in the Criminal or 'suspect' category than in the categories of health or education, trades /agriculture or many other occupations in which Caribbean people are engaged. It is also to be noted that the category of "No Occupation Stated" has more persons than these other distinct occupational groups. In reality, the presence of women and men in a range of highly diverse occupations is much greater than the news media depicts.

Table 6: Occupation of News Subjects (%)



- **In which occupations did women and men appear?**

Table 7 below shows that more men were in most occupational groups. Men made up **84%** of **Politician** and **Government Spokesperson**, while **only 16%** were women. Next, was the occupation of Government employee or public servant, where the proportion of women increased to 41% women. Men accounted for nearly three quarters of business persons or managers, 80% of agricultural occupations, and 93% of tradespersons.

The only groups with a majority of women had very low real numbers of persons: 'Parent' (85% female), 'Office/Service Worker' (60% female), 'Teacher' (57%) – all traditional gender roles.

Table 7: Proportion of Women and Men in occupational groups

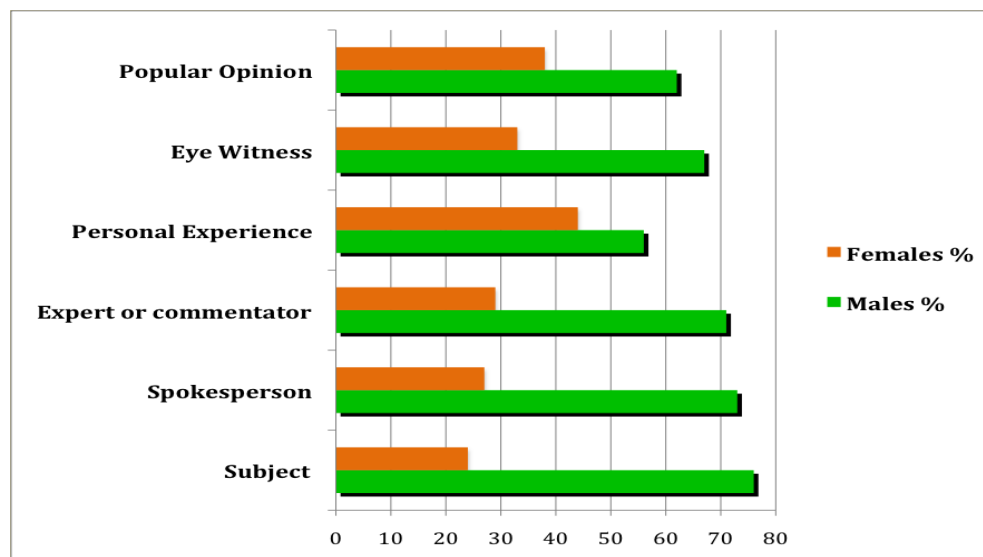
OCCUPATION Groups- in order frequency	% Female	% Male
Government, politician, spokesperson	16%	84%
Occupation not stated	53%	47%
Government employee, public servant	41%	59%
Business person, executive, manager	27%	73%
Lawyer, judge, magistrate.	35%	65%
Sportsperson, athlete, player, coach	21%	79%
Celebrity, artist, actor, writer, singer	31%	69%
Police, military, fire officer	31%	69%
Activist, NGO, civil society trade union	33%	67%
Criminal, suspect (no occupation given)	8%	92%
Academic, teacher	57%	43%
Parent, Homemaker	85%	15%
Doctor, health specialist	36%	64%
Tradesperson, artisan, labourer, driver	7%	93%
Media professional, film-maker, etc.	31%	69%
Science/ technology professional	30%	70%
Agriculture, mining, fishing	20%	80%
Religious figure	10%	90%
Office person	60%	40%

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

Table 8 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 dominated as **Spokespersons** (73%) and **Experts** (71%), and were primarily male politicians or government spokespersons. Women were more likely to be giving a popular opinion, and made up nearly half (44%) of those sharing personal experiences. It was noted above that despite being outnumbered numerically when women do appear they are just as likely as men to be directly quoted. Only two countries differed significantly from this pattern.

Table 8 – Function of News Subjects



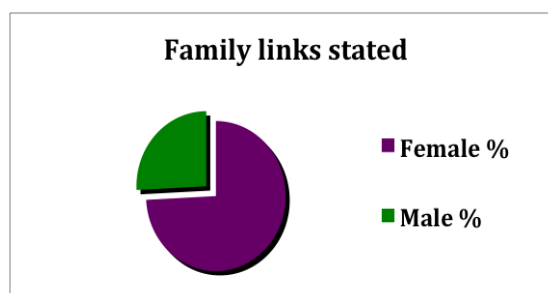
There were significant country variations to be noted. For example in Guyana, women accounted for as many as **41% of Spokespersons**. Women also made up **60% of Experts** in Barbados, and nearly half in Grenada and St. Vincent & the Grenadines - much higher proportions than in most countries.

- **Images in the news:**

On average, one third (33%) of female and one third of male news subjects appeared in newspaper photographs accompanying the stories. Thus, for women, even though they were numerically under-represented, they were 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, mother, etc. On average across the region, females were **three times more** likely than males to be identified in this way (over one in four females). Country variations were notable: for example in the Dominican Republic, only one in ten women were identified by family links, and in Cuba only one in twenty. Men were not depicted in this way in Cuba nor in some other countries.



Male reporters more than female reporters stated the family links of female sources but seldom identified male sources in this way. This was a similar trend to 2010 GMMP findings.

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

Overall in the region’s news, approximately one in ten (10) news subjects was depicted as a victim by reporters. Women were disproportionately depicted in this way: **15% of women** were portrayed as victims, compared to **9% of men**.

There was a slight difference in the type of story in which women or men were treated as victims. Both were portrayed as victims of an accident, disaster, poverty or non-violent crime, but *women* were twice as likely to be depicted as a victim of domestic or sexual violence. Meanwhile *men* were more often portrayed as a victim of murder.

Overall, victim portrayal in GMMP 2015 decreased by nearly a half when compared to GMMP 2010. This shift may be linked to the reduction in Crime and Violence news in GMMP 2015 .

At the country level, it is worth noting that in Cuban news, out of the entire sample, only one woman was depicted as a ‘victim’. This finding may be related to the fact that Crime and Violence made up a very small proportion of the news in Cuba.

- **Portrayal as “survivors” in the news:**

Although very few persons in the news were depicted as survivors, women were slightly more likely than men to be described in this way, in relation to surviving gender based violence and poverty.

WHO DELIVERS THE NEWS?

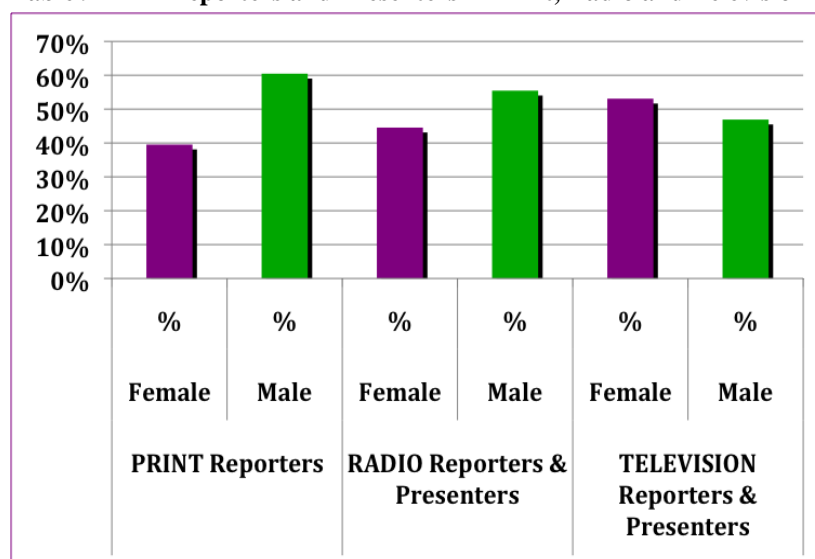
The content of news is strongly influenced by journalistic and editorial decisions that determine which stories are covered – and how. Therefore it is important to look at the gender composition of those who deliver the news. The GMMP collected data on who reports and presents the news.

- **Reporters and presenters in Caribbean news:**

Women delivered nearly half (**46%**) of the news on all media across the Caribbean, while men delivered **54%**. This trend was similar to findings in the 2010 GMMP (45% female, 55% male).

Table 9 shows the combined breakdown of presenters and reporters according to medium - print, radio and television. There was near gender balance for television, with a gender gap occurring on radio, and most of all in print news where there were three male reporters to every two females. It is to be noted however, that if no reporter names were provided (e.g. in some newspaper articles) the sex of the reporter could not be identified. More senior reporters are likely to have their name published.

Table 9 Reporters and Presenters in Print, Radio and Television



A further breakdown within media, gave regional averages which showed numbers of females and males according to their different roles – either as **presenters** or **reporters**. Looking first at **presenters**, on radio there were more male presenters, and on television there were many more female presenters. This finding has occurred before in the GMMP, reinforcing the ‘male voice of authority’ on radio. On the other hand, among **reporters**, there were more females in radio, while for television there were nearly twice as many male reporters.

At the country level, there were further variations. For example in **Trinidad & Tobago, Puerto Rico** and **Barbados** three quarters of the newspaper reporters were female, while in **Suriname** only one in ten was a woman.

- **Age of television presenters and reporters**

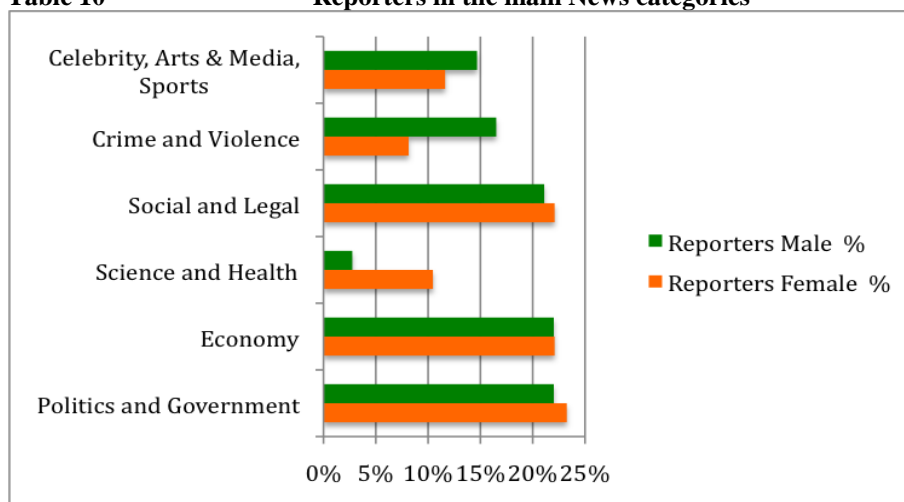
Among **presenters**, more women were perceived to be in the younger age groups. The age range 20-49 years accounted for most of the women presenters, with the remainder in the 50+ age group. Meanwhile, half the male presenters were 20-49 years, and another (nearly) half were 50+ years.

For **reporters**, gender did not link in any way with age; most reporters, of either sex, were perceived to be in the younger 19-34 age group, and one third were perceived to be 35 or over.

- **Who reporters which news topics?**

Table 10 below shows the spread of female and male reporters across the main categories of news stories. For stories on the **Economy, Politics & Government, Social & Legal**, there is a balance of male and female reporters. The trend for ‘news beats’ on the basis of gender was seen in **Crime and Violence** (more male reporters) and in **Health and Science** (more female reporters).

Table 10 Reporters in the main News categories



- **Domestic and international news** : this news was reported by both female and male reporters, who were spread across the scope of news without any significant gender differences. There were only slightly more female reporters in national news, and males in international news.

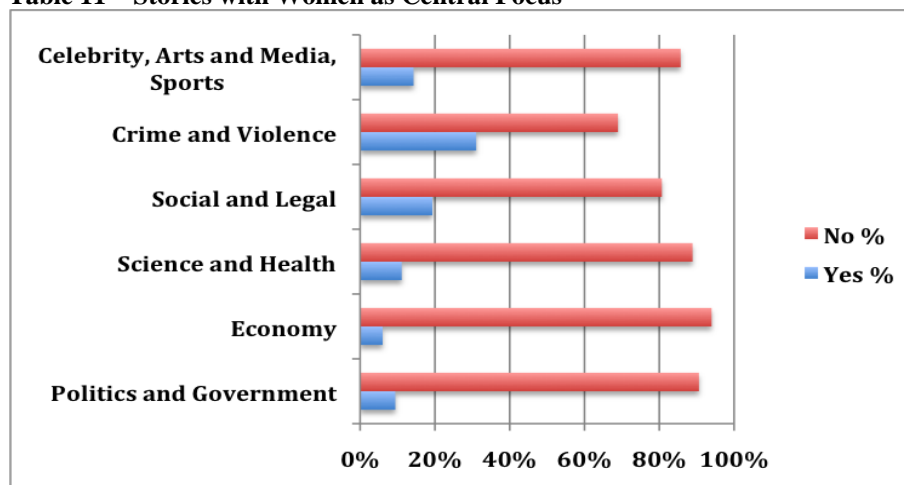
GENDER AND THE NEWS

In addition to the quantitative data presented above the Global Media Monitoring Project also examined the *quality* of the news coverage, using a gender lens.

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

Even though they are numerically fewer, how often are women the central focus of stories? Across the region, only **15%** of news stories included women as a central focus, and these tended to be stories on **Crime/Violence** (see **Table 11**). Important areas such as the Economy, Government, Science & Health, had very few stories with women as a central focus. This is despite the fact that Caribbean women are active in, and interested in, business, politics, health, education, agriculture, social development, etc.

Table 11 – Stories with Women as Central Focus



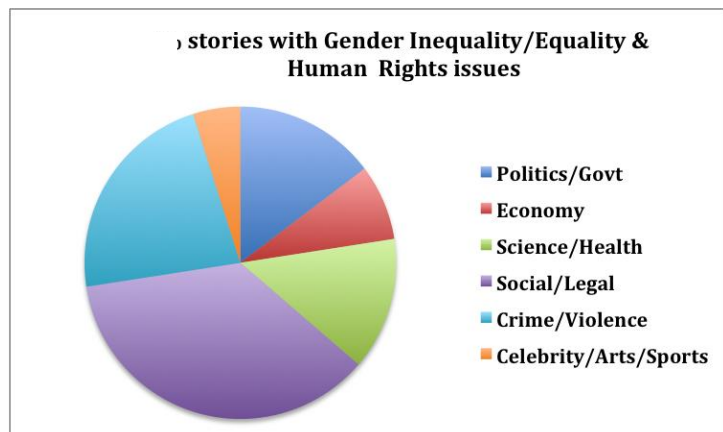
Once again country variations were observed: in Cuba, Barbados and the Bahamas fewer than one in ten stories had women as a central focus, compared to more than one in 5 in Guyana, Jamaica and St. Vincent & the Grenadines.

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

In the news across the region, a significant finding was that **18%** of stories revealed issues of gender equality or inequality, human rights policies and/or related legislation. These issues were addressed mostly in stories on Human Rights, Minority Rights, Poverty, Violence and Child Welfare/Abuse.

This **18%** regional average is double the 2010 figure, and compares favourably with other regions of the world.

Further analysis at the country level, reveals that just two countries had high rates of news stories exposing gender equality/inequality (e.g. 38% in St. Vincent), thereby pushing up the regional average.



The **sex** of the **news subject** was examined in these stories in order to find out if this was a meaningful variable. A very slight (4%) tendency was found for stories that refer to gender equality/inequality or human rights to have a female news subject.

- **Did the news challenge or reinforce gender stereotypes?**

Stories were considered to be challenging 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 their expert or personal opinion (bearing in mind women's numerical under-representation) and bring fresh perspectives on issues.

Across the region, on average only **8%** of news stories definitely **challenged stereotypes**. The few stories that did so, tended to be on **social and legal** topics or crime and violence. While **8%** is low, it is 3% more than the number of stories in 2010 that challenged stereotypes. The remaining 92% of stories either reinforced stereotypes or simply failed to challenge them.

An example of a story that challenged stereotypes is found on page 22, under 'GENDER & JOURNALISTIC PRACTICE'.

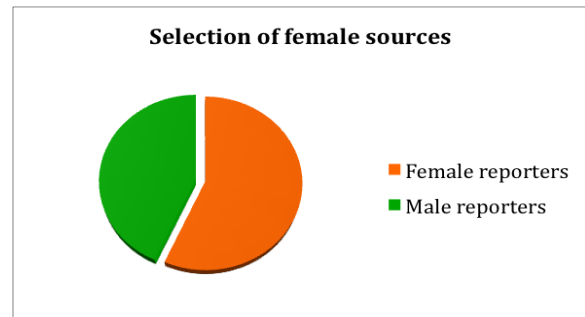
On the other hand, many stories reinforced gender stereotypes. Some of the ways this was done was by suggesting limited, traditional gender roles for women or men, making this role seem normal and 'natural', promoting the 'status quo' of gender inequality, or implying that important issues were relevant only to one gender. Some stereotyping was blatant, at other times it was more subtle.

There were country differences in relation to stereotyping. In Cuba for example no instances of blatant stereotyping were found. Subtle stereotyping was evident in the use of photographs of women who had little relevance to the story, i.e. the woman's photo served simply as 'decoration.'

- **Does the sex of the reporter affect the gender dimensions of a story?**

- **Who selects whom, as news sources?**

There was a tendency for **female news sources** to be found in stories covered by **female reporters**, while male sources were more likely to be selected by male reporters (with a significant difference of approximately 10%). This was the only gender dimension of a story that was clearly affected by the sex of the reporter.



- **Who included women as a central focus?**

There were slightly more stories reported by men with women as a central focus, compared to those reported by women, the difference being three percentage points..

- **Who reported on gender equality or challenged stereotypes ?**

On average, across the region, there was no significant difference in the proportion of news stories raising issues of **gender equality/inequality** that were reported either by female or male reporters. Neither were stories that **challenged gender stereotypes** covered more often by either female or male reporters. These aspects of news coverage were not significantly impacted by the sex of the reporter.

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

For GMMP 2015, eleven of the 15 GMMP countries in the Caribbean monitored Internet news sites and six countries also monitored Twitter news feeds. This was a new direction for the Caribbean: in 2010 some ‘pilot’ monitoring of online news was done by a few countries. Several of the online news sites were run by the main traditional media described in the pages above; this meant that the content of online news coverage was very similar to news content in traditional media.

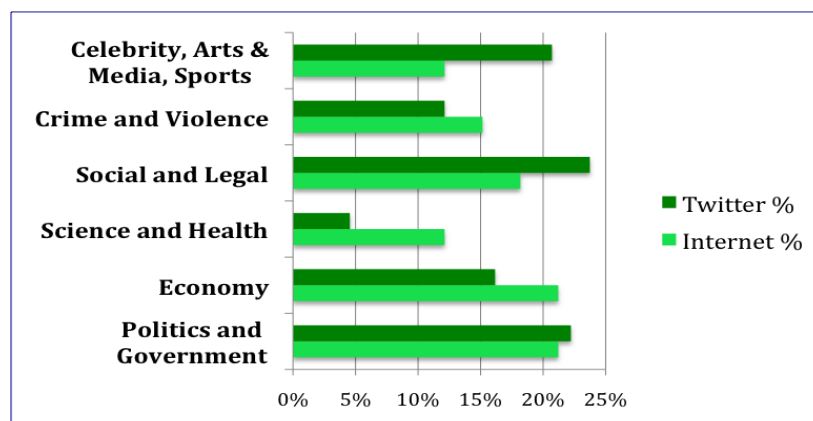
The small number of countries monitoring Twitter was due to that fact that few Twitter news feeds met the criteria stipulated in the research methodology to provided a minimum 15 tweets within a given time period. Details of all online media monitored can be found in **Annex 3**, page 31.

- **Internet and Twitter – the main topics of news**

Table 13 shows the main categories of news occurring in news on the Internet and Twitter. A fairly similar pattern was found in digital news as in Print, Radio and Television news. **Politics & Government**, **Social/Legal** and the **Economy** were more prominent, followed closely by

Celebrity/Arts/Media/ Sports news. As in traditional media, **Crime and Violence** was less prominent, with Science & Health receiving least attention.

Table 13 - Main News Categories on Internet and Twitter

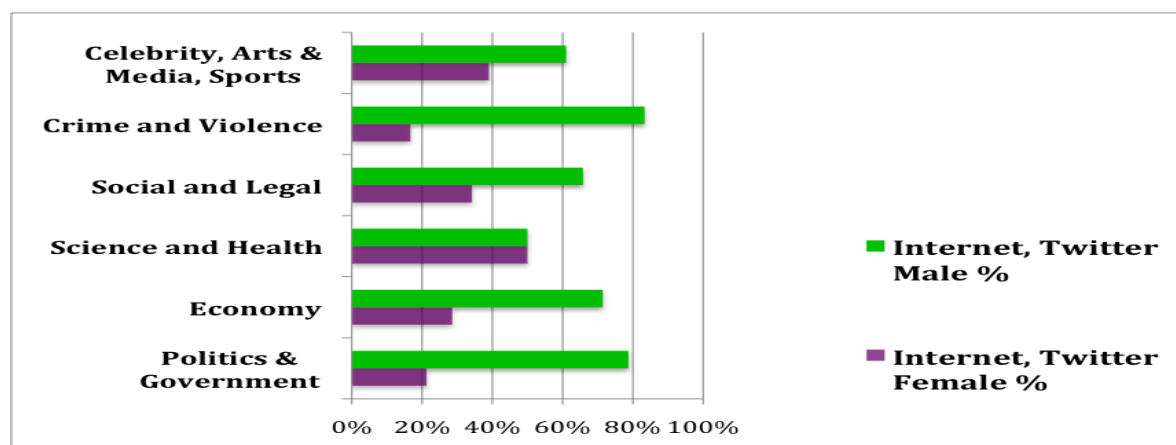


- News subjects in the digital world**

Reflecting the pattern described earlier for traditional media, men dominated nearly all news, appearing two to three times more often than women, overall. Men accounted for 79% of persons in stories on **Politics/Government**, and 71% in **Economy**. The only news category with near gender balance was **Science and Health**.

The overwhelming presence of males in **Crime & Violence** (83% male, 17% female) contrasts with the 60:40 ratio found in traditional media.

Table 14. Women and Men in News Topics on the Internet and Twitter

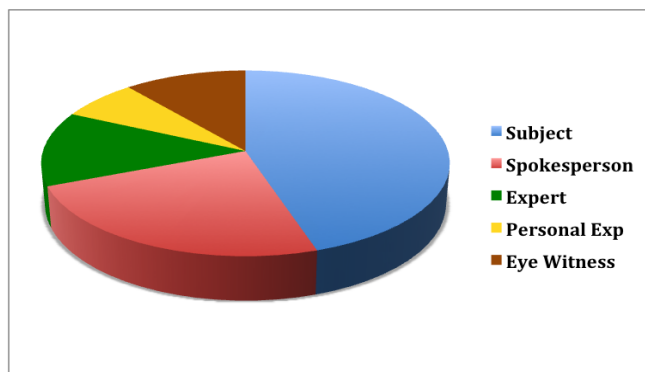


- Function of female news subjects**

On the Internet the function of women in the news was somewhat different from in traditional media. Nearly half of all women appearing in the news did so as subjects of the news item and one quarter appeared as Spokespersons. Just 13% appeared as Experts, 11% as eye witnesses and only 7% were providers of personal experience - unlike in traditional media where this was the main function of women in the news (see Table 15 below).

Country variations were significant: High proportions of women in Barbados, Suriname and Puerto Rico appeared as spokespersons or experts while less than one in ten did so in Cuba, the Bahamas and Belize.

Table 15: Function of Women in Internet news



Delivering the news in digital spaces

- **Who delivers the online news ?**

On the Internet there was less information available on the sex of reporters than in traditional media. Based on the limited data available, male reporters were numerically dominant in all categories of news online, in greater proportions than in traditional media, with female reporters accounting for less than one quarter of reporters, on average.

- **Do female and male reporters select female and/or male sources?**

On the Internet the selection by male and female reporters of women or men as sources for news stories, did not differ according to the sex of the reporter. Around **one third** of sources were female in stories reported by both male and female reporters (34% and 35% respectively). This finding contrasted with traditional media, where it was found that female sources were 10% more likely to appear in news covered by female reporters.

Gender in digital news content

- **Does Caribbean online news clearly challenge stereotypes?**

On average only 6% of stories on the Internet clearly challenged gender stereotypes (two percentage points less than traditional media), while even fewer stories on Twitter news feeds did so. The remainder – over 90% of stories either reinforced stereotypes or failed to challenge them.

- **Does online news include women as a central focus?**

An average 18% of online stories had women as a central focus, while 10% on Twitter did so. These proportions can be compared to an average of 15% in traditional media.



GENDER & JOURNALISTIC PRACTICE

Below are some instances of gender aware and gender blind reporting (missed opportunities) in GMMP 2015.

➤ Gender blind / Missed opportunities:

These are news stories in which there is a lack of gender balance, and thus a lack of diversity in sources, resulting in only one perspective being given. Articles that lack a gender perspective in national issues such as elections or the budget, depriving these stories of interesting angles.

#1 Example – Trinidad and Tobago

Title of article: *WOMAN RAPED WHILE TRAVELLING*

URL: 107.1 FM RADIO

Analysis: The story was presented solely as a one-off rape 'event'. This was a missed opportunity to explore the pattern of rape, the ISSUE of women being used as pawns by men in gender-based crimes; so women understand that they too can be charged with a sexual offence in such situations.

#2 Example – Suriname

Title: *VHP-ondernemers tegen kandidatuur Harriet Ramdien: Er is weer ontevredenheid over een kandidaat*

Website: Suriname nieuws [twitter@srnieuws.com](https://twitter.com/srnieuws.com)

Analysis: The story reports that business persons in Nickerie are not content with the positioning of a woman on their party list. In their opinion women do not have experience in business, so she will not be able to achieve their goals. A missed opportunity to discuss perceptions of women in leadership.

#3 Example - Jamaica

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'.

➤ **Challenging stereotypes:** Stories that overturn common assumptions about women and about men, in relation to roles, attributes, areas of expertise, interests, competence.

#1 Example – Jamaica- CVM Television

Story Analysis: A female grass roots leader and senior citizen leads her community in a peaceful protest about the transfer of a police officer with whom the community had a good relationship. She is satisfactorily quoted and respected by the TV crew (not shown screaming as TV often does). This coverage challenges gender stereotypes: most urban community leaders are male, however she a woman, elderly, and shown standing up to the police decision and advocating for her community.

#2 Example : Gender Awareness – Trinidad and Tobago

Story Title : HIGH PREVALENCE OF SEX CRIMES AGAINST MINORS

Media: <http://thetobagonews.com/news/item/3420/high-prevalence-of-sex-crimes-against-minors>

Analysis: The story features the authoritative and alarming data from the State Counsel that 70% of sexual crimes in Tobago are against under-aged children. The story includes analysis and lengthy comment from the official source on the cultural challenges faced in prosecuting these crimes. As a story focusing specifically on Child Sexual Assault, the story shows a high degree of gender awareness, despite not disaggregating the information according to boys vs. girls as victims.

SUMMARY of FINDINGS

Women and Men in the News

- A main finding in the 2015 GMM data is that many of the trends observed world wide, and in the Caribbean, are pervasive and enduring. The pattern of **women's numerical under-representation** has remained constant since 1995, with some gradual shifts. In the Caribbean a positive finding is that the gender gap (28% female, 72% males) has decreased steadily since 1995. This gap has closed by 7% since the first GMMP and by 3% since the last GMMP in 2010.
- Overall, the proportion of females and males **delivering the news** (46% F, 54% M) is comparable to the findings of the previous GMMP in 2010. The Caribbean has seen the gender balance improve by four percentage points since the first GMMP in 1995. In terms of reporters, the Caribbean and the Pacific have higher ratios of female reporters than other regions.
- Most areas of news were reported by female as well as male reporters. The exceptions were the areas of Health/Science and Crime/Violence, two 'news beats' which tended to be covered along gender lines, by females and male respectively.
- Reporters are using a very limited range of sources for their news stories. The overwhelming visibility of **male Politicians and Spokespersons** mirrors the real gender divisions in leadership that still exist in Caribbean society, in political and other sectors. But in addition, the dominance of male spokespersons reveals the strong media bias towards selecting (a) males in general, and (b) political figures, as news sources.
- There is little evidence that reporters really seek to include a reasonable balance of voices on a wide range of issues of national importance. A broader range of voices, including women's voices, could provide diverse perspectives on topics of wide public interest and enrich news coverage.
- Females continue to appear disproportionately often in stories on crime and violence in traditional news media, but not in Internet and Twitter news. They are depicted in various ways: as victims – though less so than in previous years – as family members, providers of opinions – and women also appear as lawyers and magistrates.
- The implication of depicting women as victims is that it hides their many activities and contributions in many areas of national life. In reality, the presence of women - and that of men - in a multiplicity of occupations is much greater than the news media suggests.
- Victimization needs to be balanced with the reality that many are surviving despite the odds. The notable survival strategies of Caribbean women and men are not highlighted by the media as often as disasters – yet these survival stories also make up the reality among the peoples of the region.

- Although there are two to three times more men than women as **Spokespersons or Experts**, this gap has narrowed significantly by ten percentage points since 2010, and is less than the gender disparity seen in many other regions of the world.

Journalistic practices:

- Another improvement across the region was the increase in news items which had women as a central focus, and which clearly challenged gender stereotypes. Nearly one in ten news stories challenged stereotypes, a threefold increase since 2000. However this improvement goes hand in hand with the reality that nine out of ten stories either actively reinforce gender stereotypes or fail to challenge them. When women are the central focus, stereotyping may negate the positive aspects of their centrality.
- Such stereotyping included the persistent trend, seen worldwide and across two decades, to identify women by family relationship, more so by male than female reporters. This raises a question about the perception by reporters of women's newsworthiness in their own right, separate and apart from being a spouse, mother, etc.
- The sex of the reporter affected the selection of women or men as news sources: more women appeared in stories covered by female reporters. A possible implication for increasing women's visibility in the news could therefore be to increase the numbers of female reporters, even though the gender balance among reporters is, on average, fairly good in the Caribbean.
- On average, nearly one in five stories raises issues of gender equality/inequality, human rights &/or related policies. Since 2005, the number of such news stories has increased from one in twenty. However, country-level analysis reveals that countries varied greatly, from a low of 1% to a high of 38% of these stories. Therefore we cannot yet conclude that a gender equality lens or a human rights perspective is being adopted by reporters across the region.

CONCLUSION

- 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.
- Even as we noted some positive instances of gender-aware reporting, the 2015 GMMP reveals the slow speed of the journey towards gender-just journalism in the Caribbean. As a hugely influential institution, the media play a role in either perpetuating or transforming gender equality/inequality. The U.N. Sustainable Development Goals emphasize the relevance of gender equality to development, and the role of the media has been highlighted ever since the Beijing Platform for Action (Section J). The news media need therefore to consistently apply a gender lens to reporting news on all topics on the news agenda around the region.

ACTIONS POST-2015

Looking ahead, there are several strategies that can be taken to advance gender equality in and through the media. Work has been going on around some of these strategies in some Caribbean countries, but it has been inconsistent and therefore has not built momentum nor achieved the necessary impact.

Media Organizations, Media and Press Associations & Unions

- Engage strategically with Media Associations (print and broadcast) and Media Houses/Institutions and advocate for Gender Policies to be incorporated into Codes of Practice, into editorial policies as well as employment policies.
- Ensure that such Gender Policies include a monitoring mechanism and targets
- **Training:** Ensure that these Gender Policies include requisite gender-awareness training in order to build capacity of news journalists, editors, producers, managers to understand why a gender policy is needed, how it can benefit media houses, and how to apply the gender policy
- Ensure such training includes guidelines on gender-aware reporting of violence, especially gender based violence.
- In advocating for Gender Policies refer to existing international, regional and national policy commitments on gender equality, non-discrimination and gender-based violence (GBV) - for example CEDAW, Beijing Platform Section J, national policies on Gender Equality, national policies for the prevention of GBV
- In advocating for Gender Policies refer to the Recommendations for Gender & Media Policy, arising from previous UNESCO and UNICEF consultations; from WACC/WMW-hosted regional consultations in 1998 and 2008.

Broadcast Guidelines

- Advocate for the introduction of Communications &/or Broadcast Commissions in any Caribbean countries where they do not yet exist
- Advocate for guidelines on sexual content, stereotypes and violence to be included in Broadcast Guidelines, for example along the lines of the Codes for Programming in Jamaica and Trinidad and Tobago.
- 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.

Training for Civil Society, Women's Desks, Media

- Expand and strengthen training on Gender and Media for a wide range of stakeholders in civil

society, such as Youth Leaders, NGOs, as well as Teachers, Women's Bureau and Media practitioners. 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 every Journalism or Media training institution to include gender awareness training
- Engage with *Editorial de Mujer* (Cuba) to arrange exchanges to benefit from the courses they run in Cuba on *Gender & Media*
- 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 instead of an elective
- Use existing relevant training materials such as:
 - IFJ/UNESCO manual *Getting the Balance Right: Gender Equality in journalism* (including Gender Indicators for Media developed by International Federation of Journalists)
 - Training manual *Whose Perspective, A Guide to Gender Analysis of Media Content*, produced by WMW-Jamaica, 2010.
 - GMMP research findings
 - *Editorial de Mujeres* (Cuba) training materials – particularly for use in other Spanish speaking countries

Media Monitoring

- Plan national or regional 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 and Belize) using a 1 week or 1 month sampling.

Strategic Advocacy

- Identify strategic dates for advocacy around media and gender, media/GBV, such as IWD, IDEVAW, Journalism Week, International Human Rights Day, etc.
- Media activists and gender activists and advocates need to collaborate more strategically to ensure that their work on gender equality and democratization of the media has a lasting impact. In this work, strategies must be found to make more effective use of GMMP data.
- 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 (Global Report and Caribbean Report)

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 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 Countries and National Coordinators

Country	National Coordinator
Antigua	Alexandrina Wong, Women Against Rape
Bahamas	Terneille Burrows, Bahamas against Sexual Violence & Child Abuse & RISEBahamas
Barbados	Shantal Munro Knight, Karen Phillip Caribbean Policy Development Centre
Belize	Carolyn Reynolds, Women's Issues Network-Belize
Cuba	Iyaimi Palomares, Editorial de <i>Mujeres</i> , Havana
Dominican Republic	Jose Luis Soto, Solange de la Cruz Espacio de Comunicación Insular
Grenada	Bernadette Bartholomew Grenada National Association of Women
Guyana	Desiree Edgehill, Artistes in Direct Support-Guyana
Haiti	Marie Guyrleine Justin, REFRAKA
Jamaica	Hilary Nicholson, GMMP Regional Coordinator & GMMP National Coordinator, WMW-Jamaica
Puerto Rico	Lourdes Lugo Ortiz Red de Investigación y Colaboración en Comunicación de Centro América y el Caribe
St. Lucia	Marisa Arlain, Flavia Cherry Caribbean Association for Feminist Research and Action (CAFRA) St.Lucia
St. Vincent & the Grenadines	Sheron Garraway SVG Human Rights & Women in Support of Equity
Suriname	Sandra Clenem Caribbean Association for Feminist Research and Action (CAFRA)-Suriname
Trinidad and Tobago	Nicole Hendrickson Network of NGOs for the Advancement of Women

Annex 3. List of Media Monitored in the Caribbean

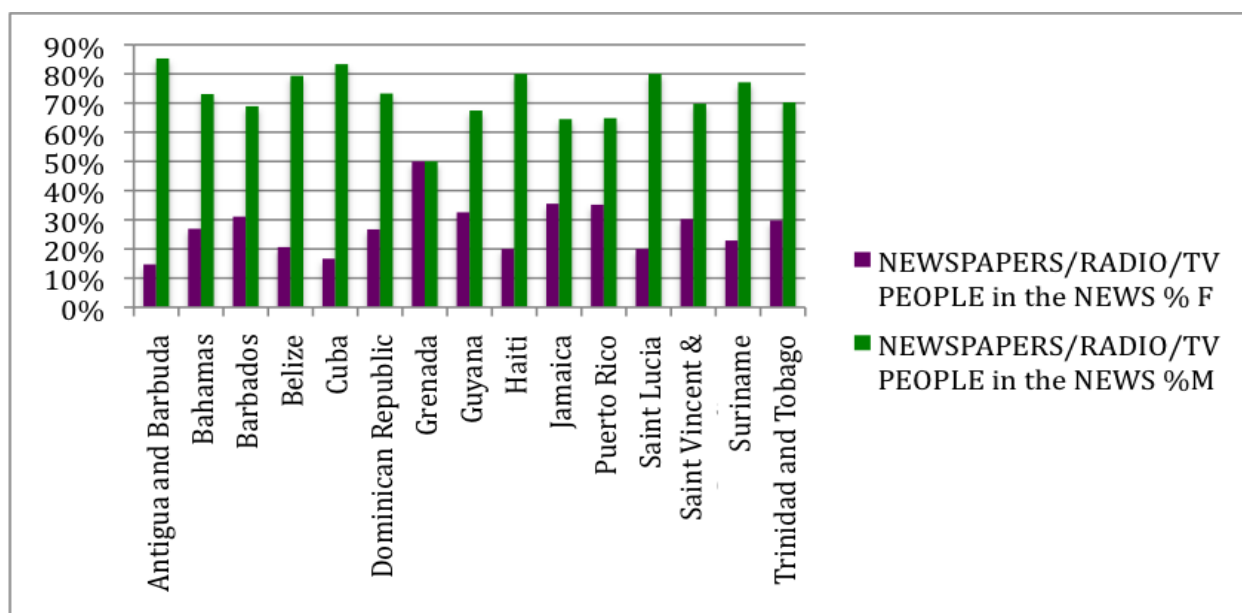
COUNTRY	Newspapers	Radio	Television	Internet	Twitter
Antigua	Caribbean Times Observer	ABS Radio	ABS TV		
Bahamas	Nassau Guardian Tribune	Cuardian Talk Radio ZNS Radio	NB 12 TV	Bahamas Weekly	Bahamas Weekly twitter Tribune Twitter
Barbados	Barbados Advocate Barbados Nation	Voice of Barbados Cita News Y103 (Habmar Investment)	Caribbean Broadcasting Corporation	Barbados Today	
Belize	Guardian Reporter Belize Times Armandala	Love FM Wave Radio Estereo Amor	TV Channel 5 TV Channel 7	Breaking Belize News	
Cuba	Granma Juventud Rebelde	Radio Reloj Radio Rebelde	Cuba Vision, Canal Habana	Agencia Cubana de Noticias	Agencia de Informacion Nacional (AIN) Granma Digital Juventud Rebelde
Dominican Republic	Hoy El Caribe Listín Diario Diario Libre El Día				
Grenada	Grenada Voice Grenada Informer The New Today	CHIME FM WEE FM			
Guyana	Stabroek News Kaiteur News Chronicle News Guyana Times	Voice of Guyana		Inews Guyana	
Haiti	Nouvelliste Le Matin	Vision 2000 Kiskeya 88.5 Caraibes 94.5 Ginen 92.9 Scoop FM Galaxie 104.5 Signal FM 90.5	Métropole Ginen Superstar Nationale Kiskeya	Alter Presse Haiti press network	

		Zenith FM			
Jamaica	Gleaner Daily Observer The Star	RJR Irie FM Nationwide News LOVE 101 FM	TVJ CVM-TV	www.jamaicaobserver.com Gleaner Online	Gleaner twitter feed
Puerto Rico	El Vocero El Nuevo Dia Primera Hora	WKAQ, Radio Isla Noti Uno	Canal 2 Canal 4 Canal 6	El Nuevo Dia Primera Hora	El Vocero El Nuevo Dia Primera Hora Radio Isla Metro
St. Lucia	The Voice The Star	Radio Caribbean International Radio St.Lucia Radio 100		St. Lucia News Online	
St. Vincent & the Grenadines	The News The Vincentian Searchlight	NBC Radio WE FM Ezee Radio Hitz FM Nice Radio	SVGTV News / SVG Broadcasting	I-Witness News	I-Witness News
Suriname	Times of Suriname DWT	Apintie FM Gold SCCN	ATV STVS RTV (Rasonic Nickerie)	Starnieuws Suriname	Suriname nieuws.sr Apintie.sr
Trinidad & Tobago	Trinidad Guardian	CT 105.1 FM	CNC3 TV	Thetobagonews.com	
	Trinidad Express Trinidad News-day Tobago News	103 FM 107.1 FM	IETV CCN TV6 Tobago News Channel 5	Newsday.co.tt	

Annex 4. Women and Men in the News in Caribbean Countries

Percentage of Females ■

Percentage of Males ■



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