

**WHO  
MAKES THE  
NEWS?**



## **Pacific**

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# **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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### 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 subjects were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The first statistically significant change in women's overall presence in the news was registered in 2005 in the third iteration of the research.<sup>3</sup> Women comprised 21% of news subjects, a three percentage point increase over the period 2000 to 2005. Their near invisibility 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 the case of stories by women journalists (25%) than in those by male journalists (20%).
- A second statistically significant change was noted in the results of the Fourth GMMP in 2010. In data collected from 108 countries, some progress in women's presence in the news was evident.<sup>4</sup> 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 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. Encouragingly, 44% of people providing popular opinion in the news were women – a ten percentage point increase from 2005. As newsmakers, women were under-represented in professional categories. Similar to the Third GMMP, the Fourth in the series confirmed the finding on differences between female and male journalists in the gender dimensions of stories they reported. The likelihood of selection of female news subjects 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 – 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 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.

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

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

In the Pacific region we are seeing a growing interest in using the Global Media Monitoring Project as a tool to both quantify and qualify the representation of women (or lack of) in the media in line with gender equality commitments.

According to the Secretariat of the Pacific Community Pacific islands countries and territories have all committed to progress gender equality through the 2012 Leaders Declaration on Gender Equality, the Revised Pacific Platform for Action (2005-2015), the Millennium Development Goals, and more recently from the S.A.M.O.A. Pathway.

There is also a growing recognition of the media as a critical instrument to in transforming people's attitudes and behaviour by relaying information, listen to public's voice, and strategize with actors of the civil society and the government to effectively progress gender equality.

The power of the media to address gender inequality and the role of the GMMP to qualify and quantify the portrayal of women in and through the media was actually acknowledged at the 12<sup>th</sup> triennial conference of Pacific women held in Rarotonga in October 2013.

However, effectively progressing gender equality entails significant social change and there are several institutional, economic, social and cultural barriers. Therefore, it requires good communication strategies to convey the benefits of gender equality – or the repercussions of gender inequality – using the right arguments to convince a diversity of stakeholders and generate mobilisation about those issues. This will be discussed more in the Actions section of this report.

## Regional context

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

*“We need to understand the systems and processes, between CEDAW and the BPA. They know media plays a crucial part in the overall gender work. We can all play a role in networking so no part of the critical areas are left out. Media has always revolved in the urban areas and work has been done in communities. The latter never gets news promotion. It's a lack of media releases on it.” - Samoa GMMP Coordinator (Pacific Learning Exchange, July 2015)*

- The connection between ICTs and women's empowerment has been slow to be made in the Pacific region. In 1994, before the United Nations Fourth World Conference on Women, Pacific Island Governments attended the South Pacific Commission's Triennial Meeting for Pacific Women's Ministries in Noumea, New Caledonia “Women and Media” issues were not recognized as a Pacific priority for inclusion in the Pacific Platform for Action (PPA) however by 2004, Media and ICTs was reaffirmed as key to support the advancement of women.

While the Pacific Beijing+20 Report (Full report available <http://reliefweb.int/sites/reliefweb.int/files/resources/Beijing20.pdf>) highlights some progress in fostering women's political participation such as the introduction of reserved seats for women candidates in elected bodies, either at the national or local level which is likely to have important effects on the uptake of women's concerns, gender norms and political and socio-economic factors continue to limit women's political representation at all levels. Most Pacific Island Countries and Territories (PICTS) have specific, overarching national gender policies, but the human and financial resources dedicated to their implementation are usually insufficient. There is a need to translate commitments made through gender policies into national development and sectoral strategies, where gender issues are usually either not mentioned, or are featured in a separate section rather than mainstreamed throughout all development goals and strategies. The few examples of gender being at least partly mainstreamed in the sectoral work of government tend to be in the areas of health and education. Additionally since the adoption of the Beijing Platform for Action (BPA) there is a cadre of national women's machineries established across the region and are proving critical in promoting gender-responsive public policies, they remain highly marginalized within government; they are typically insufficiently funded and short-staffed, which limits their capacity to influence national and sectoral policies, and their coordination and monitoring mandates are not always clear.

Efforts have been made to increase the availability of sex-disaggregated data and statistics is increasing in the region. The capacity to use this information to inform policies across government needs to be strengthened. There is also a need to expand the scope of data generated to increase the level of understanding of issues such as pay disparity, gender roles in food security and in the information economics sector, the value of unpaid care support, and the cost of domestic violence.

There is also need to support more consistent progress by Pacific Island Countries and Territories (PICTS) to support the promotion of a balanced and non-stereotypical portrayal of women in the media. Since 1995 PICTS have invested little in gender and media work for national-level action, other than UNESCO's and SPC's joint investment in the development of the Pacific Women in Media Action Plan 2006.

There is a need to challenge the existing roles and responsibilities of the mainstream media to improve the portrayal of women in contemporary Pacific society, and to counter the existing factors that inhibit women's engagement with mainstream media.

Some notable progress in the region has included Samoa reported its support of the Asia Pacific Journalism Centre – a leadership initiative for journalists from Pacific Islands Forum countries. This centre aims to improve news reporting on economic issues involving women. The programme promotes women as news media leaders, with special attention on reporting business and economic news in a way that properly addresses the role and place of women in local economies, appeals to women as audiences, and develops women’s economic literacy. It also addresses the broad spectrum of issues concerning women, including human rights issues, such as maternal health, equal opportunity and access to resources (both physical and intellectual), and gender-based violence.

Palau reported significant progress in gender equity in the production and dissemination of media programmes by women.

In 2001 Roll’em Productions began operations with female executive producers and female reporters. In 2007 OTV began production with a local Palauan female producer and a female programme, sales, and marketing manager. Since 2007 OTV’s producer has regularly attended regional workshops on the Millennium Development Goals that included gender, climate change, freedom of expression and micro-enterprises.

Since 2004 each of the governments of Republic of the Marshall Islands, Tonga and Fiji has granted broadcast licences to women-led community radio stations operated by women’s organisations (WUTMI in the Marshall Islands, Ma’afafine moe Famili in Tonga and FemLINKPACIFIC in Fiji). Efforts have been made in some PICTs to organise professional women’s media networks, with mixed results.

The regional women’s community media network, FemLINKPACIFIC, links women peace activists in Fiji, Bougainville, Solomon Islands and Tonga, using media initiatives as a platform for collective policy advocacy for the advancement of the UN Security Council’s (UN SCR) women, peace and security resolutions.

NGOs such as Fiji Media Watch (FMW) and FemLINKPACIFIC, as well as Fiji Women’s Crisis Centre and Fiji Women’s Rights Movement, conduct media monitoring activities. FMW is the national coordinator for the Global Media Monitoring Project, while FemLINKPACIFIC is the regional coordinator. Content development has taken place mostly through feminist media networks and FemLINKPACIFIC’s community video and radio programmes, which also provide spaces for other organisations, including faith-based groups.

The Fiji Government’s National Gender Policy (February 2014) includes specific strategies linked to ‘increasing the participation and access of women to the expression of their opinions and to decision-making in and through the media including their involvement in new technologies of communication; promoting a balanced and nonstereotyped portrayal of women in the media through training.’

In 2013 the Pacific Media Assistance Scheme (PACMAS) adopted a gender policy to strengthen its approach to gender, with many of the recommendations taken up. According to these recommendations and commitments, gender has been addressed through PACMAS activities, project partnerships, operations and communications.<sup>5</sup>

At the 2013 12th Triennial Conference of Pacific Women PICTS reaffirmed the need to challenge the existing roles and responsibilities of the mainstream media to improve the portrayal of women in contemporary Pacific society, and to counter the existing factors that inhibit women’s engagement with mainstream media:

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<sup>5</sup> PACMAS Gender Report 2015

- *Called for governments to recognise that community media and women's media networks are important for collaboration and partnerships. (Paragraph 74)*
  - *Called for governments and NWMs to use the Global Media Monitoring project to conduct quantitative and qualitative analysis of content to be able to ensure that government communication and media strategies effectively promote their gender-equality commitments. (Paragraph 75)*
  - *Called for Pacific Island Countries and Territories to recognise and fully respect the traditional knowledge of indigenous peoples, especially the knowledge held by women, as well as in territories and areas conserved by indigenous peoples and local communities. (Paragraph 76)*
  - *Called for research with gender analysis by Pacific Island countries and territories, in collaboration with development partners, on the impact of inappropriate uses of Information and Communication Technologies, and called for the development of national regulatory infrastructure and policy. (Paragraph 77)*
- In 2010 media monitoring data available from Australia, New Zealand, Fiji, Papua New Guinea, Solomon Islands and Tonga provided evidence of the general under-representation of women in power and decision making structures. It was that when women are not present in formal structures of decision making and power, including within the public service, there is a link to the unequal presence of women in the news. In the Pacific/Oceania region, less than 30 % of the subjects of the news are women (28% in newspapers, and 22% for radio and television news). This was comparable to the percentages of female announcers or reporters producing the news on the day (28% of stories in newspapers and 22% for radio and television featured female news staff).

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

Politics and Government issues (19% each in Print and Radio and 11% of Television) also featured prominently in the news.

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

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

## Executive Summary

The key news topics across the Pacific Islands for the 2015 GMMP Report included Celebrity, Arts and Media and Sports (79% in traditional media and 47% in online media), followed by Social and Legal (61% in traditional media and 41% in online media) while Crime and Violence was the third most common news topic making up 60% in traditional media and 37% in online media content. Politics and Government also featured prominently across the region (41% in traditional news media and 36% in online media).

In the Pacific, female reporters reported on more news topics including the Economy (17%), Science and Health (10% women) and Social and Legal items (23% women). The biggest difference between male and female reporters was found in news topics covering Science and Health where female reporters were three times as likely to report on this topic as their male counterparts.

The leading topic on the Internet was Crime and Violence (27%) followed by Social and Legal (23%), Politics and Governance (16%). News items on the Economy and Science and Health made up 11% of internet topics followed by Celebrity, Arts and Media stories (10%).

Overall the presence of women in news items averaged at 25% (26% in traditional media and 24% in online media). Women were more present in news topics on Science and Health (54% women) in traditional media. However, in the remaining 6 topics, women were present far fewer times than men in both traditional and online media sources.

The top three story topics which featured the most female news subjects were Employment with 75%. Female subjects made up 67% of stories on Celebrity, Arts and Media while sources on Medicine, health, hygiene and safety topics featured 65% female news subjects. Women also made up 50% of stories featuring Beauty contests, models, fashion and cosmetic surgery.

Overall males were portrayed as victims more commonly than females (59% males and 41% females) across a wider range of situations. However females were more likely to be victimised in situations of non-domestic sexual violence, assault, rape (11% females and 4% males).

Out of the total number of news stories featured in newspapers in the region, stories that featured women were more likely to be photographed compared to news stories featuring male news subjects (34% of news stories featuring women were photographed and 19% of news stories featuring men were photographed).

Overall 45% of reporters in the Pacific region were female. While there were 47% of reporters and presenters in print who were female and 46% of television reporters were female in radio 61% of announcers were female.

Across the 7 major news topic categories women were the central focus in only 16% of stories including 2% in Politics and Governance, 11% in Economy, 29% in Science and Health, 15% in Social and Legal, 20% in Crime and Violence, 23% in Celebrity, Arts and Media and Sports and 20% in other categories.

Only 5 out of a total 359 news stories (1%) raised issues of gender equality/inequality: Women politicians (20%), other domestic policies (20%), Employment (20%), Human rights (20%) and Legal system (20%).

Overall, the majority of major news topics did not challenge gender stereotypes – an average of 1% of stories clearly challenged stereotypes.

Female news sources were more likely to be found in stories reported by females (35% of all female sources were interviewed by female reporters while 26% of all female sources were interviewed by male reporters).

Overall the gender of reporters made no difference in the proportion of stories that challenged stereotypes (97% of stories by female reporters did not challenge stereotypes while 98% of stories by male reporters did not challenge stereotypes).

Online media was analysed from data predominantly available from Australia and New Zealand. Women were present in 10 out of 55 news item categories on Twitter and only 2 major news topics were covered entirely by women on the internet - Economy and Science and Health.

Gender equality or stereotypes were not raised/challenged in the majority of news except non-violent crime (50% Australia) and Family relations (50% Australia) while women were the central focus in only 7 out of 40 news items online.

## A DAY IN THE NEWS IN THE PACIFIC

The main stories for the Fiji print media was the preparation for the Hong Kong 7s series while the main story for the day for both television channels was the opening of the Government funded housing for families who were previous squatter settlers. In radio news, the top stories varied from stories on reporting on dengue fever and the opening of a new health centre, a story on infanticide, assault and Fiji's aid assistance to Vanuatu following Tropical Cyclone Pam.

Women made the news in the Solomon Islands on Wednesday March 25<sup>th</sup> not only because Wednesdays are designated women's day by two newspapers in Solomon Islands but also because the Leader of the Opposition which was covered by the Solomon Islands Broadcasting Corporation highlighting women and children's. It was also the 3<sup>rd</sup> day of the Women's Exposition which continued until 27<sup>th</sup> March and Two out of three radio stations as well as all three national newspapers covered a training programme focusing on gender-based violence as the Lisa Horiwapu the Solomon Islands GMMP National Coordinator at Vois Blong Mere reported:

*“An article titled ‘Concerns over high violence against women’ focused on training workshops which aimed to target gender-based violence in the country. But it only included the views and opinions of men. While including men is important to break down gender-stereotypes and target gender-based violence women should also be given the opportunity to give their opinions about the training too – how they see this training making a difference and how it could benefit themselves as active agents of change”.*

## THE CONTEXT

The diversity of the Pacific Media was well covered for GMMP 2015. Countries included Tonga which includes one National (government owned) Radio station as well as one private station, a national TV station and weekly newspapers to New Zealand which has no national newspaper but a number of regionally based newspapers, a highly regulated radio sector with one only public service broadcaster (Radio New Zealand) and 4 public broadcast TV stations and 2 commercial TV stations. New Zealand also has several online news publications, linked to media organisations as well as stuff.co.nz which only publishes online.

The media landscape of Solomon Islands is one that is vibrant and actively participates in disseminating information to the populace including the rurals. While the country does has broadcast, print, TV and social media most of these outlets are either based in Honiara or can only be accessed in the capital and a few urban centres. Solomon Islands' sole daily newspaper is the Solomon Star with cross-media ownership of commercial radio station Paoa FM which has a predominantly women-led management. The Solomon's Women's newspaper is the only women-owned newspaper in the country which is published every Wednesday. The publishers also produce the Sunday Isles which publishes on Sundays. Public service radio Solomon Islands Broadcasting Corporation (SIBC) is state owned radio station, under the Prime Minister's Office. It is semi commercial. SIBC also operates two provincial radio stations in two of the country's nine provinces including Radio Hapi Lagun in the Western Province and Radio Temotu in the far Eastern Province of Temotu. The other stations are FM stations including 7 commercial radio stations and one community radio as well as 3 church run radio stations.

In Australia, the following news media were monitored: Newspapers: The Age (Melbourne), Herald Sun (Melbourne) Sydney Morning Herald (Sydney), West Australian (Perth), The Courier-Mail (Brisbane), Daily Telegraph (Sydney), GMMP 2010 Pacific Islands/Oceania Regional Report, Page 6 Radio: 2GB (873AM, Sydney), 3AW (693AM, Melbourne), 4BC (1116AM, Brisbane), 6PR (882AM, Perth), 612 ABC (Brisbane), 774 ABC (Melbourne), Television: Seven (Brisbane), Nine (Brisbane), ABC (Brisbane), ABC (Melbourne), Nine (Melbourne), Online: ABC Online ([www.abc.net.au](http://www.abc.net.au)), Brisbane Times ([www.brisbanetimes.com.au](http://www.brisbanetimes.com.au)), News.com.au ([www.news.com.au](http://www.news.com.au)), Nine MSN ([www.ninemsn.com.au](http://www.ninemsn.com.au)), Sky News ([www.skynews.com.au](http://www.skynews.com.au)), Sydney Morning Herald Online ([www.smh.com.au](http://www.smh.com.au)), WA Today ([www.watoday.com.au](http://www.watoday.com.au)) and The Age Online ([www.theage.com.au](http://www.theage.com.au)).

In Fiji the following news media were monitored: Print – Fiji Times Ltd; Fiji Sun Radio – Radio Fiji Gold & Legend FM News TV – Fiji Television (Fiji One)

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

## TOPICS IN THE NEWS

The key news topics across the Pacific Islands for the 2015 GMMP Report included Celebrity, Arts and Media and Sports (79% in traditional media and 47% in online media), followed by Social and Legal (61% in traditional media and 41% in online media) while Crime and Violence was the third most common news topic making up 60% in traditional media and 37% in online media content. Politics and Government also featured prominently across the region (41% in traditional news media and 36% in online media).

In the Pacific, female reporters reported on more news topics including the Economy (17%), Science and Health (10% women) and Social and Legal items (23% women). The biggest difference between male and female reporters was found in news topics covering Science and Health where female reporters were three times as likely to report on this topic as their male counterparts.

## THE NEWS

Overall the presence of women in news items averaged at 25% (26% in traditional media and 24% in online media). Women were more present in news topics on Science and Health (54% women) in traditional media. However, in the remaining 6 topics, women were present far fewer times than men in both traditional and online media sources.

In cases of all print, radio and television mediums, females sourced on average 23% of all news topics. Females made up 28% of all sources in Print mediums, 17% in Radio and 24% in Television.

Females appeared more commonly as news subjects in local news (30%) followed by 27% for sub-regional and foreign/international news. Females made the least appearances as news subjects (22%) in national news.

The top three story topics which featured the most female news subjects were Employment with 75%. Female subjects made up 67% of stories on Celebrity, Arts and Media while sources on Medicine, health, hygiene and safety topics featured 65% female news subjects. Women also made up 50% of stories featuring Beauty contests, models, fashion and cosmetic surgery.

News items that featured no women include Peace, negotiations and treaties, National defence, Human rights and women's rights, Family law and Media.

Women made up less than half of news subjects in the following stories: Women politicians (40%), Domestic politics (22%), Economic policies (15%), Poverty (31%), Rural economy including agriculture and farming (17%), Science, technology and research (25%), Environment (29%), Education (39%), Legal system (25%), Disaster including accidents and natural disasters (31%), Non-violent crime (20%), Violent crime (24%), Gender violence based on culture (38%), Child abuse (33%), Celebrity news (43%), Arts (35%), Sports (8%).

There were 28 categories on the position or occupation of news sources. The top three positions/occupations women news sources identified themselves as were health workers (70%), office or service worker in a non-management position and homemaker (67%) or Unemployed (60%). Women made up of 50% of news sources who identified as villager. Women whose occupation was not stated made up 44% of news sources. The occupations that women least occupied were sportsperson (2%), criminal (5%) and science/technology professor (7%).

Women also identified themselves in the following occupations: Government figure including politician or minister (22%), Government employee or public servant (30%), Police (12%), Academic expert (28%), Doctor (25%), Media professional (14%) Lawyer (11%), Business person (18%), Tradespersons and Agriculture (14%), Activist (22%), Celebrity (36%), Student (45%), Child (28%), Retired pensioner (36%).

There were no women news sources who identified as Royalty or Religious figures.

Almost half (48%) of female news subjects were featured as personal eye witnesses in news stories. Females were quoted on average 24% in the following categories: subjects (26%), spokespersons (24%), eye witnesses (21%) and in popular opinions (25%).

Overall males were portrayed as victims more commonly than females (59% males and 41% females) across a wider range of situations. However females were more likely to be victimised in situations of non-domestic sexual violence, assault, rape (11% females and 4% males).

In cases where news subjects were portrayed as victims of accidents 46% were female. In cases of domestic violence 16% of news subjects were female. In cases of non-domestic violence 8% were female and none were male. In cases of other non-domestic crimes women made up 19% of victims. In cases of violation based on religion or tradition no women were portrayed as victims while 2% of men were victimised.

In cases of war no women were victimised while 4% of male news subjects were portrayed as victims. In cases of discrimination based on gender, race, ethnicity etc. neither men nor women were portrayed as victims. In other cases of victimisation women were portrayed as 11% of the victims.

Female news subjects were more likely to be portrayed as survivors than men in the following categories: survivor of domestic violence or rape (8%, female), survivor of non-domestic violence or rape (8% female) and survivor of non-domestic crime (3% female). In cases where news subjects were survivors of accidents and natural disasters 11% were female.

Female news subjects were more likely to be identified by family status than male news subjects (34%)

Out of the total number of news stories featured in newspapers in the region, stories that featured women were more likely to be photographed compared to news stories featuring male news subjects (34% of news stories featuring women were photographed and 19% of news stories featuring men were photographed).

## WHO DELIVERS THE NEWS?

While 47% of reporters and presenters in print who were female and 46% of television reporters were female in radio 61% of announcers were female.

In TV news female presenters/announcers were more likely to be younger (55% of females aged 19 – 49 years old while male presenters/announcers were more likely to be aged 50-64 years old (54%). There were more than double the number of female reporters aged 19-34 years than males who were not seen in the news but whose voices were heard (56%, 18%). However older male reporters aged 35-64 years were more likely to provide voice overs for news items (17%, 50%).

Male reporters outnumbered female reporters in national stories (38% male and 30% female) and foreign stories (27% male and 25% female). There were more female reporters in local stories (29% female and 22% male) and sub-regional stories (16% female and 13% male). However female reporters made up 45% of the overall reporters in all domestic and foreign stories.

Overall 45% of reporters in the Pacific region were female. Female reporters reported more on stories on the Economy (17% female and 13% male), Science and Health (10% female and 2% male) and Social and Legal (23% female and 20% male). The biggest difference between male and female reporters was found in news topics covering Science and Health where female reporters were three times as likely to report on this topic as their male counterparts.

## GENDER AND THE NEWS

Across the 7 major news topic categories women were the central focus in only 16% of stories including 2% in Politics and Governance, 11% in Economy, 29% in Science and Health, 15% in Social and Legal, 20% in Crime and Violence, 23% in Celebrity, Arts and Media and Sports and 20% in other categories.

Only 5 out of a total 359 news stories (1%) raised issues of gender equality/inequality: Women politicians (20%), Other domestic policies (20%), Employment (20%), Human rights (20%) and Legal system (20%).

More stories did not raise issues of gender equality/inequality than those that did (354 out of 359 news stories or 99%) including Sports (18%), Disaster (11%), Other domestic policies (10%). Non-violent crime and Violent crime did not raise gender equality in 8% of news stories. Transport and Celebrity news did not raise gender equality in 4% of news items. Economic policies, Medicine, Education, and Other news items did not raise gender equality in 3% of news stories. Foreign politics, Poverty and War did not raise gender equality issues in 2% of news items. Stories in the following news topics did not raise issues of gender equality in 1% of news items including: National defence, Rural economy, Consumer issues, Science, Environment, Family relations, Human rights, Religion, Family law, Legal system, Gender violence based on culture, Child abuse,

Overall, the majority of major news topics did not challenge gender stereotypes – an average of 1% of stories clearly challenged stereotypes.

In Politics and Governance stories 100% of stories reinforced stereotypes. In Economy stories 98% of stories reinforced stereotypes while 2% of stories neither challenged nor reinforced stereotypes. In both Science and Health stories and Crime and Violence stories 1% clearly challenged stereotypes while 99% of stories reinforced stereotypes.

Female news sources were more likely to be found in stories reported by females (35% of all female sources were interviewed by female reporters while 26% of all female sources were interviewed by male reporters). Female reporters were also more likely to have female sources (59%) than male sources (48%). Male reporters were more likely to have male sources (52%) than female sources (48%).

Stories with women as the central focus were nearly twice as likely to be reported on by female reporters (30%) than male reporters (17%). However the majority of all stories did not have women as the central focus (70% of stories by female reporters and 83% of stories by male reporters).

The sex of the reporter made no major difference in whether gender equality was raised in 18 different story topics including Economic policy, Poverty, Rural economy, Science, Environment, Consumer issues, Transport, Family relations, Religion, Education, Disaster, Riots, Non-violent crime, Violent crime, War, Celebrity news, Arts and Sports. However stories on Women politicians were more likely to raise issues of gender equality if reported on by a male reporter than a female reporter while stories on Domestic policy, Employment and the Legal system were more likely to raise issues of gender equality if reported on by a female reporter than a male reporter.

Overall the gender of reporters made no difference in the proportion of stories that challenged stereotypes (97% of stories by female reporters did not challenge stereotypes while 98% of stories by male reporters did not challenge stereotypes).

## GENDER TRENDS IN INTERNET AND TWITTER NEWS

### Overview: The digital news world

The leading topic on the Internet was Crime and Violence (27%) followed by Social and Legal (23%), Politics and Governance (16%). News items on the Economy and Science and Health made up 11% of internet topics followed by Celebrity, Arts and Media stories (10%).

Data for the following was available for Australia and New Zealand.

In Australia the majority of stories published on Twitter were original tweets including Domestic politics (79%), International politics (92%), Transport (80%), Disaster (80%), Non-violent crime (80%) and Celebrity news (67%). 100% of stories on Economic policies, Economic crisis, Poverty, Science, Environment, Family relations, Other development issues, Legal system, Arts and Media were all original tweets. There were more retweets on Sports news items (38%) than original tweets (62%).

In New Zealand stories in the following categories were 100% original tweets: Domestic politics, Economic policies, Rural economy, Medicine, Birth control, Environment, Religion, Migration, Education, Famine, Non-violent crime, Violent crime, Celebrity news, Arts, Media, Sports and Other news items.

### News subjects in the digital world

Data for the following was available for Australia and New Zealand.

In Australia there were more men in online stories across all major news topics including Politics and Government (74%), Economy (67%), Science and Health (59%), Social and Legal (64%), Crime and Violence (69%) and Celebrity news (70%).

In New Zealand there were more men in online stories across the majority of major news topics including Politics and Government (67%), Economy (100%), Social and Legal (76%), Crime and Violence (60%) and Celebrity News (100%). In Science and Health stories women were present in 75% of stories while there was a 50-50 male to female divide in Other stories.

Women were present in 10 out of 55 news item categories on Twitter.

In news stories on domestic politics more males were present in stories than women in all 5 participating countries; Australia (20% male, 10% female), Fiji (20% male, 10% female), New Zealand (13% male, 5% female), Samoa (13% male, 5% female), Solomon Islands (13% male, 5% female), Tonga (13% male, 5% female). There were also a high proportion of stories where the sex of the news subject was unknown.

The presence of women in stories on foreign politics were the same as domestic politics except in Australia and Fiji where the presence of women was 10% compared to 12% of men for both countries.

Women were present in 5% of medicine stories from New Zealand, Samoa, Tonga and Solomon Islands. Women were also the dominant presence in stories on Family relations; 10% on Australia and New Zealand and 5% in Fiji, Samoa, Tonga and Solomon Islands. These were the same figures for stories on the Legal system from each country.

In Non-violent crime women were the dominant presence: 30% in Australia and New Zealand and 15% in Fiji, Solomon Islands, Tonga and Samoa.

In Violent Crime while women were not present in any stories from Australia and New Zealand they made up 5% of stories compared to 14% male presence in the remaining countries.

In celebrity news women were least present compared to men in Australia and New Zealand (10% women, 24% men) while in Fiji, Tonga, Solomon Islands and Samoa women were the dominant presence (35% women, 18% men).

In Arts stories women were the dominant presence in all stories at 10% women compared to 2% men in Australia and New Zealand and 1% men in Fiji, Tonga, Solomon Islands and Samoa.

In Sports stories women were the least present at 10% in all countries compared to male presence of 20%.

It was not possible to ascertain the occupation of female news subjects.

In Australia the most common function of news subjects was as the source (60%) followed by 21% as spokesperson, 13% as expert or commentator, 3% as eyewitness, 2% as personal experience and 1% as other.

In Fiji 100% of news subjects were as experts.

In New Zealand, 41% of subjects were featured as spokespersons, 30% as subjects, 19% as experts, 6% as Personal experience, 4% as eye witnesses.

### **Delivering the news in digital spaces**

Data for the following was available for Australia and New Zealand

In stories on Politics and Government 27% of reporters were female in Australia while 50% of reporters from New Zealand were female.

In stories on the Economy 100% of reporters from New Zealand were female.

In Science and Health stories female reporters dominated the stories; 85% of Australian reporters and 100% of New Zealand reporters.

In Social and Legal 58% of reporters from Australia were female while 43% of reporters from New Zealand were female.

In Crime and Violence 50% of reporters from Australia were female and 33% of reporters from New Zealand were female.

In Celebrity stories 33% of reporters from Australia were female.

Data for the following was available for Australia only.

Only 3 female reporters tweeted stories in the following news topics: Politics and Government (33%), Science and Health (33%) and Celebrity (33%).

### **Gender in digital news content**

Gender equality issues were not raised in any stories on Domestic policies, Science, from Australia and New Zealand, Economic policies, Rural economy from New Zealand, Consumer issues from Australia.

Data for the following was available for Australia and New Zealand:

Stereotypes were clearly challenged in 33% of stories on Women's Movement in Australia and 67% of stories on Gender violence based on culture in Australia.

Stereotypes were not challenged in stories on Domestic politics (21% Australia, 6% New Zealand) and Economic politics (9% Australia, 6% New Zealand), Rural economy (6% New Zealand), Consumer issues (3% Australia), Climate change (2% Australia, 6% New Zealand), Science (2% Australia, 6% New Zealand), Medicine (3% Australia, 6% New Zealand), Environment (3% Australia), Human rights (3% Australia), Education (11% New Zealand), Disaster (16% Australia, 17% New Zealand) and other stories on social legal issues (6% New Zealand). Stereotypes were also not challenged on Non-violent crime (7% Australia, 6% New Zealand), Violent crime (7% Australia, 6% New Zealand), Gender violence based on culture (9% Australia), War (7% Australia), other crime and violence stories (6% New Zealand), Celebrity news (2% Australia, 6% New Zealand), Arts (2% Australia), Beauty contests (2% Australia) and Sports (3% Australia, 11% New Zealand).

Women were the central focus in 7 out of 40 news items including 6% of Domestic politics stories from Australia, 13% of Medicine stories from Australia and 33% from New Zealand, 13% of Human rights stories from Australia, 3% of Education stories from New Zealand, 6% of Women's movement stories from Australia, 6% of Disaster stories from Australia, 13% of Non-violent crime from Australia, 31% of Gender violence based on culture from Australia and 6% of Beauty contest stories from Australia.

The majority of stories on Twitter did not feature women as the central focus including: Domestic politics (100% Australia and New Zealand), Foreign politics (100% Australia), Economic politics (100% Australia and New Zealand), Economic crises and Poverty (100% Australia), Agriculture (100% New Zealand), Transport (100% Australia), Science (100% Australia), Medicine (100% Australia), Environment (100% Australia and New Zealand), Religion (100% New Zealand), Migration (100% New Zealand), other development issues (100% Australia), Education (100% New Zealand), Legal system (50% Australia), Disaster (100% Australia and New Zealand), Non-violent crime (60% Australia, 100% New Zealand), Violent crime (90% New Zealand), Celebrity news (89% Australia, 64% New Zealand), Arts (100% Australia, 50% New Zealand), Media (100% New Zealand), Sports (100% Australia and New Zealand), other celebrity news (100% New Zealand).

Stories on Twitter where women were focused on include Medicine and Birth control (100% New Zealand), Family relations (100% Australia), Legal system (50% Australia), Non-violent crime (40% Australia), Violent crime (10% New Zealand), Celebrity news (11% Australia, 36% New Zealand), Media (100% Australia).

Only 2 stories clearly challenged stereotypes: Non-violent crime (50% Australia) and Family relations (50% Australia).

### **Summary of findings**

It is clear from the findings that women are still underrepresented in news items in a vast majority of topics across the Pacific region in 2015. While Australia and New Zealand accounted for the vast majority of sheets, sources and reporters in the 2015 GMMP Pacific Report women were still marginally represented in the 7 main news topics - 26% of all news items in traditional media had women while 24% of all news items online featured women.

Women did not feature predominantly in news sources except for Science and Health stories in traditional media (54%) however only 28% of print sources, 17% of radio and 24% of television were female. Similarly in domestic and foreign news women were also less predominant.

## GENDER AND JOURNALISTIC PRACTICE

Country: Solomon Islands  
Title of Article: A Rugby Tournament  
Source: Radio (Solomon Islands Broadcasting Corporation)

The language used in the article was not gender-sensitive. It indicated that women were inferior to men in the area of sports as it did not include the players' names and it also undermined the credibility of women's capability of playing contact sports by terming a women's rugby tournament as a tournament for the "feminine gender".

Country: Solomon Islands  
Title of Article: Concerns over high violence against women  
Source: Newspaper (Sunday Isles – Women's Newspaper Solomon)

"An article titled 'Concerns over high violence against women' focused on training workshops which aimed to target gender-based violence in the country. But it only included the views and opinions of men. While including men is important to break down gender-stereotypes and target gender-based violence women should also be given the opportunity to give their opinions about the training too – how they see this training making a difference and how it could benefit themselves as active agents of change".

Country: Solomon Islands  
Title of Article: Five female political appointees confirmed  
Source: Newspaper (Sunday Isles – Women's Newspaper Solomon)

This article involved a gender-specific story which highlighted the appointment of several women into government. As the Pacific region holds the lowest number of female politicians in office this promotes women's leadership skills and qualities in a traditionally male-dominated area.

## SUMMARY AND CONCLUSIONS

The Pacific has participated in the GMMP since 1995 when Fiji was the sole Pacific Island country to contribute towards the global study. In 2010 Papua New Guinea, Tonga, Australia and New Zealand joined enabling data to be collated across the wider Pacific region. It is clear from the last 10 years of data that women are still in the minority of news topics reflecting the gender inequality in the formal structures of decision-making and power of Pacific media outlets.

In the Pacific region women make 25% of news subjects indicating that there has been no improvement in the presence of women in Pacific news in a decade. However it should be noted that there has been a marked increase in the number of female reporters and presenters making the news from less than 30% in 2005 to nearly 50% across a wider scope of traditional media outlets. Although more women have made it into mainstream media as the makers of news there still has not been a wider structural change in media institutions therefore not only is the content of media reflective of society it is at the same time as affected by the gaps in gender mainstreaming as any other organisation, company or community in the Pacific.

Due to the recent rise in online media platforms Twitter and Internet sources were also monitored in 2015 however there exists a digital divide between more developed countries such as Australia and New Zealand and Small Pacific Island Countries which accounts for the dominance in online data from the two former countries. Nevertheless online media is still largely dominated by male reporters and male news subjects. This highlights the growing need for newer forms of media sources to also be utilised as platforms for advancing gender-equality.

Participation from Solomon Islands provided an opportunity to monitor a female-owned newspaper which also employs a majority of female journalists.

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

While there have been advances in certain areas of media across the Pacific region large gaps continue to exist in both traditional and digital media outlets. Pacific women are challenging the status quo as the Producers of our own print and electronic media. Women also operate community radio stations, are media correspondents, producers of video documentaries, Information providers, Communicators and Media Activists.

To effectively represent women's role in media there is a need for media content to be able to redefine leadership through its content and ensure that language is empowering.

The signing of a Memorandum of Understanding between the Secretariat of the Pacific Community (SPC) and FemLINKPACIFIC signifies an important collaboration to promote the regional gender equality agenda by supporting Pacific islands countries and territories (“PICTs”) in building their capacity and developing strategies to improve their capacity to communicate their commitments towards gender equality to the large public including media coverage of key events as well as supporting the production of communication materials on gender perspective in relation to the SDGs and on gender mainstreaming approach and via the exchange of information, points of views and diverse experiences from women in the communities to regional development platforms, including throughout SPC's programs in different sectors.

Additionally, in order to prepare to utilise 2015 GMMP findings; regional and national coordinators of the Pacific GMMP gathered in Suva, Fiji 6-8 June 2015 for discussions on results of monitoring and activity planning and finalised a series of planned activities and focus areas for the continued monitoring and advocacy around GMMP across the Pacific. A monitoring and evaluation framework has also been developed to ensure that GMMP partners can track activities, monitor shifts and link to global and regional commitments to gender equality. It is intended as a working document which can be updated according to changes in context and gaps. All reporting and documentation will be collated and used as baseline information for the 2020 Global Media Monitoring Project.

### Actions:

1. A global advocacy campaign to promote **Fair and equal representation of women and men in news media** as a way to promote gender equality (in decision making whether at local or national level, on peace and security, in sports, etc)
2. Support the strengthening of / establishment of Media Watch networks in WACC regions to share media education modules and developed audience level awareness of sexist and misogynistic news media content.
3. Continue to monitor and advocate for fair and equal representation in news media through the following proposed activities: 2015 findings and recommendations shared and implemented through media policies, guidelines and codes of conduct to promote gender equality commitments; this should be done to also progress Section J of the Beijing Platform for Action by strengthening alliances with national women's machineries and working together to regularise national media monitoring
4. Engage with Media Associations and institutions to use GMMP results to:
  - a. advocate for gender policies to be implemented (and adhered to) through incorporation in editorial policies of all media organisations, but particularly public broadcasters
  - b. build capacity of news journalists to understand implications of biased reporting and to apply gender policy and increase audience awareness of implicit stereotypes in news content (media literacy)
  - c. to build capacity of journalists on gender sensitive news reporting during media training, both at a sectoral and tertiary level. Particular focus on redefining leaderships and reporting on root causes of and survivors of domestic violence rather than simply covering police reports or portraying women as victims.
5. Engage with community media organisations and citizens media networks including AMARC – the World Association of Community Radio Broadcasters to demonstrate and use the GMMP to advance gender equality in management, content production and broadcast/distribution activities

## **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

- Fiji Islands
- Solomon Islands
- Australia
- New Zealand

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