



Australian Government
Australian Sports Commission

Towards a Level Playing Field: *sport and gender in Australian media*



January 2008–July 2009

University of New South Wales Journalism and Media Research Centre
and Media Monitors joint research for the Australian Sports Commission

Towards a Level Playing Field: sport and gender in Australian media

January 2008–July 2009

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Acknowledgments

Many people assisted in the production of this research. Thank you to Dr Petra Nolan for providing excellent assistance in the project management and editing of the Journalism and Media Research Centre section of the report, and Ciara Ward for her care in editing the Media Monitors sections of the final document. A significant debt of gratitude is owed to Hope Clutterham and Carly Logan at Media Monitors for their invaluable input into the conception and execution, respectively, of Sections Two to Five. Particular acknowledgment goes to Sareh Aminian for her contribution to Section Two, David Vallence for outstanding work on Section Four, and Iain Wright and Peter Prior for Section Five. Special thanks to Peter Hannagan, Bill Hawker, Dayne Smith and Ilse Steyn for their painstaking research assistance, and Lilla Smee for her excellent data analysis.

The Australian Sports Commission is the Australian Government agency that manages, develops and invests in sport at all levels. It was established in 1985 and operates under the *Australian Sports Commission Act 1989*. The Commission's national leadership role is achieved through the six operational areas: the Australian Institute of Sport, Sport Performance and Development, Community Sport, Corporate Services, Commercial and Facilities, and Finance. The Australian Sports Commission forms part of the Health and Ageing portfolio.

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ISBN 978 1 74013 108 7

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Executive summary

The promotion of women in sport has been identified by the Australian Government as a key focus area for the future development of sport in Australia. The Australian Sports Commission (ASC), through its Women and Sport unit, is working towards achieving greater recognition of women's sport and female athletes in the media, and improving leadership opportunities.

The Commission engaged the Journalism and Media Research Centre at the University of NSW and Media Monitors Pty Ltd to undertake research that would provide a broad and rich picture of how much coverage there is of women's sport and female athletes in radio, television and print media relative to the coverage of male sport, male athletes and mixed sport. The research also focused on how women's sport and female athletes are portrayed: whether female athletes are routinely stereotyped, sexualised or trivialised in the media, and how they are depicted relative to male athletes.

Key findings

Volume of media

Towards a Level Playing Field: Sport and gender in Australian media confirms that female sport and male sport receive starkly disproportionate amounts of coverage on Australian television, despite the ongoing successes and strong participation levels of women in sport:

- Coverage of women in sport made up 9% of all sports coverage in Australian television news media, while 7% of non-news programming content on television was devoted to female sport. Male sport, on the other hand, occupied 81% of television news reporting, and 86% of non-news programming on television (see Section Five, Chart 105).
- Television news reports on female sport had the lowest average duration of all the types of sport analysed, with reports on male sport having an average duration of 30 seconds longer than reports on female sport. To put this into context, horseracing

received more air time than women's sport in Australian television news (see Section Two, Table 38).

- The relatively low volume of reporting and comparatively low duration of air time given to female sport when compared to women's success and participation rates implicitly give male sports more significance than female sports in Australian television.
- The ABC's above-average representation of women in sport should be noted: female sport was the focus of 11% of television news coverage on ABC1 Sydney and Melbourne (see Table 1), while in non-news programming in the Sydney market, ABC1 and ABC2 were the only stations with more female sport than male sport coverage by duration (see Section Five, charts 112 and 113). In television news coverage, Channel Nine Sydney and Channel Ten Melbourne were at the lower end of the spectrum, with 6% of all sports coverage on these stations devoted to female sport (see Section Two, Chart 40).

Tone and theme of coverage

- Despite the extreme disparity in the amount of focus on male and female sport across all media surveyed, it is important to note that the tone and content of reports on female athletes and female sport have markedly improved when compared to previous studies. In the print and television commentary and reporting, analysed in depth in this research, there was a remarkable absence of stereotyping of female athletes. They were very rarely portrayed in a sexual way and most frequently portrayed as competitive and successful. Glamourised shots of female athletes (for example, the swimmer Stephanie Rice) were concentrated in entertainment media and were balanced by equally glamourised shots of male athletes (for example, cricketer Michael Clarke).
- Coverage of female sport was more favourable than coverage of male sport, both in year-round coverage and reporting on the Olympics. This can largely be attributed to unfavourable coverage focusing on the behaviour of some male athletes in year-round coverage, and the media's presentation of female

Table 1: Television news coverage of Australian sport by sport type (per cent)

Gender	Overall	ABC1	SBS	Channel 7	Channel Nine	Channel Ten
Male sport	81.1	80.7	84.8	81.4	78.9	80.9
Female sport	8.7	11.2	8.9	7.8	7.4	8.6
Other	7.4	5.1	3.5	8.6	9.4	7.9
Mixed sport	2.8	3.0	2.7	2.2	4.2	2.6

Olympians as more successful (or at least, less unsuccessful) than their male counterparts. However, the comparatively favourable tone of media coverage of women's sport is a double-edged sword, as it also reflects the fact that female athletes need to win in order to secure media coverage, whereas male athletes tend to be discussed in media coverage regardless of their success. Although the media presented some male sport unfavourably, it should be noted that the media's interest in the questionable behaviour of some male athletes, both on and off the field, stems from an acknowledgment of them as sporting professionals (and therefore role models) in a way that was not as apparent in coverage of female athletes.

- Reinforcing the male dominance of sporting culture in Australia, in both coverage of the Olympics and year-round television news reporting on sport, the media is more likely to present men as having something interesting to say about sport than women (male sport, female sport or the administrative side of sport). Furthermore, the proportion of men speaking about female sport was in both cases greater than the proportion of female spokespeople quoted discussing male sport.
- Gender stereotyping in press and television coverage of women's sport was minimal; in fact, coverage of sport in Australia would appear to challenge key aspects of both male and female gender stereotypes. Female athletes were more often presented as actively pursuing their goals, as driven and ambitious (thereby challenging the stereotype of women as passive); meanwhile, analysis of television news reporting showed that male athletes were more frequently described or depicted as displaying negative emotions, such as sadness and disappointment (thereby challenging the stereotype that females are more prone to emotional displays, while males are more stoic).
- While gender-based stereotypes in news reporting on sport were rare, sport in Australia was represented as a traditionally male culture that draws on a rich spectrum of narratives, with female sport as its less-complex, more-novel other. Television news coverage of male athletes was multi-faceted, in that it was subject to more consistent levels of reporting year round, with journalists and networks exhibiting a more sustained interest in the activities of male athletes between games, and even between seasons. Coverage of female athletes was comparatively one-dimensional, in that it was largely event-driven and confined to the reporting of results. Male athletes were more often framed domestically (for example, pictured with their families) or as subjects of discipline, and male sport was much more likely to be discussed as a professional industry.

Coverage during the Olympics

- The analysis of television news coverage of the Olympics shows coverage of the Games to be an example of how equal year-round sporting coverage could be, quantitatively and qualitatively. Unlike year-round coverage of sport, the two genders received an equal proportion of time in television coverage, and women were more likely to be discussed in contexts beyond simply results (such as training and preparation, and in a sporting industry context).

Range of coverage

- The range of female sports mentioned in television news coverage was comparatively narrow, and primarily extended to the individual sports of tennis (where women were discussed almost as frequently as men), surfing, cycling and golf, as well as the team-based sport of netball. The research confirms that, in non-news programming, tennis had the most equal gender split in terms of both participants and audiences. This is unsurprising given the expense of team sports and the infrastructure they require, both of which are more readily available for male sports, given the core male audience for sport. Individual sports can subsist on the talent of few individuals which, when proven, can lead to sponsorship and other forms of funding.

Journalists reporting on female sport

- 250 television journalists reported on male sport, while only 82 journalists reported on female sport. This is, in part, a reflection of the fact that male sport tends to more readily spill over into the main news section of an evening news report, as opposed to being confined to the sports section. It also reflects that more journalists are better equipped and commissioned to report on male sport. While individual stations have clear specialists on male sport (for example, Channel Nine's Danny Weidler can be expected to report on rugby league, and ABC1's Duncan Huntsdale can be relied on to report on cricket), there are fewer journalists who are 'specialists' on female sports, with the attendant historical and statistical knowledge such specialisation brings.

Find out more

For more information, or to access the full *Towards a Level Playing Field: Sport and gender in Australian media* report, visit ausport.gov.au/information or contact the Women and Sport unit at the Australian Sports Commission (email: women@ausport.gov.au).

Introduction

Background

The Australian Sports Commission (ASC), through the Women and Sport unit, is working towards achieving greater recognition of women's sport and female athletes in the media, and improving leadership opportunities for women. The promotion of women in sport has been identified by the Australian Government as a key focus area for the future development of sport in Australia.

The 2006 Senate Estimates Committee inquiry into women in sport and recreation in Australia reported that '[t]he committee is disappointed at the continuing poor coverage of women's sport by all media ... and the committee suggests that the ASC undertake an annual survey of coverage of women's sports'. The inquiry recommended 'that the government fund the Australian Sports Commission to replicate in 2008–09 the surveys and analysis performed in the 1996 report *An Illusory Image*'.

Following this recommendation, the ASC commissioned the Journalism and Media Research Centre (JMRC) at the University of New South Wales (UNSW) and Media Monitors to undertake qualitative research and identify new initiatives to address the promotion of women's sport, particularly in the media. The research project presented here is the first study commissioned by the ASC since the 1996 study. It extends and refines the methodology used in the 1996 study in line with contemporary scholarly approaches and industry best practice in the fields of media studies and media content analysis.

The 1996 report focused on the percentage of media coverage of female sport versus male sport and was largely quantitative in its analysis. No raw figures were offered, only percentages, and there is no available archive of stories gathered for the report. The absence of an archive or raw figures meant that it was not possible to fully benchmark this current study against the 1996 study in any detail. A decision was taken to focus on the qualitative aspects of coverage of female athletes and female sport, with a view to understanding the texture, tone and overall quality of the coverage. Anecdotally, it is well known that women receive, quantitatively, far less coverage than men in sport. While having the quantitative data to support this is extremely valuable, it is equally valuable to understand the **quality** of that coverage, its tenor and mood. Sections One to Three of this report, therefore, investigate not only the amount of media coverage of female athletes in a given period, but also look in depth at the content, tone and focus of this coverage.

These sections include visual as well as textual analyses and a full explanation of the methods of coding and analysis, to ensure that future studies in the area can be benchmarked against this report.

The research was done by two organisations — the JMRC at UNSW and Media Monitors — and divided on the basis of relevant expertise and infrastructure. Cognate methodologies were used and the key researchers from each organisation collaborated on this final report. Section One was conducted by the JMRC at UNSW, and lays out the qualitative methodology that Sections Two and Three follow. Section One covers a two-week period from 25 November to 8 December 2008. Quantitative figures are provided for all media types and in-depth qualitative analysis was conducted on press coverage. Sections Two and Three, which were conducted by Media Monitors, complement and extend on Section One by focusing on television coverage and analysing male sport as a reference point to compare the volume, proportion and qualitative tone of coverage of female sport. Section Four provides top-line quantitative analysis across press, radio and television for the 2008 calendar year, while Section Five provides quantitative details of the volume and proportion of non-news sports broadcasting on television in Australia, and the audiences watching this content.

Sections One to Three find that there has been a notable improvement in the tone, scope and balance of media coverage of female athletes and women in sport since the 1996 study commissioned by the ASC. Improvements noted include a stronger focus on women's athleticism and performance on the field, a general absence of gender stereotyping in reporting, and coverage of a wider range of sports associated with female athletes.

This study finds that the coverage of women's sport on television in Australia, while scant, is more favourable than that of men's sport, and that the tenor of both press and television coverage of women's sport is a positive basis for growth. The research also finds, however, that while there is significant evidence that the tone, scope and balance of media coverage of female athletes and women's sport have improved over the past decade, there remains much work to be done to achieve a level playing field for media coverage of women's sport versus male sport. Male sport and athletes still receive a disproportionately large amount of media coverage when national and international success, spectatorship and participation rates are taken into account.

Methodology

Section One

Section One was conducted using a mixed methodology approach, combining the following four methods:

- a literature review
- a quantitative analysis of media coverage of women's sport in newspapers, magazines and on television (including pay television)
- a qualitative analysis of media coverage that contextualises and analyses the focus of the coverage and enables a comparison with relevant coverage of male sport
- interviews with key stakeholders in the sport and media sectors.

Four mass media outlets were examined during a two-week period, from 25 November to 8 December 2008. They were selected according to media tracking lists provided by the media monitoring service Slice Media. The media outlets were surveyed on a national, metropolitan and regional level and included:

- newspapers (national, capital city daily and regional daily)
- magazines (lifestyle)
- radio (national and state/territory-based metropolitan stations)
- television (national, including pay television, and state/territory-based metropolitan stations).

The sample period did not overlap with any major international sporting tournaments. However, the announcement, on 8 December 2008, of the death of marathon runner Kerryn McCann did inflate the numbers for sports reporting covering athletics and the figures for radio reporting, as that was where the story first broke in the media. There were no newspaper reports on this news event as the sample period ended on 8 December (the day of the announcement).

The data were collected using keyword search strings (which allow for this study to be replicated in future), that were distributed among several tracking folders. Information about the stories collected for analysis in this research project was stored in an electronic relational database management system.

Given budgetary constraints, only the print media items in the archive could be analysed in a qualitative manner. Information collected on radio and television broadcasts formed part of the general quantitative content analysis. The archive was, however, checked manually to ensure that irrelevant stories were not counted in the final analysis.

Section Two

This section is a qualitative analysis of television news coverage of sport on the five free-to-air television stations in the Sydney and Melbourne markets (in order to achieve a balance between AFL and NRL-dominated markets), and national markets where appropriate. The following stations and programs were analysed:

- ABC1: *ABC News* from the Sydney and Melbourne markets
- Channel 7: *Seven News* from the Sydney and Melbourne markets
- Channel Nine: *National Nine News* from the Sydney and Melbourne markets
- SBS: *World News Australia*, which is broadcast nationally
- Channel Ten: *Ten News* from the Sydney and Melbourne markets, as well as *Sports Tonight* early edition and *Late News with Sports Tonight*, which are broadcast nationally.

Given budgetary constraints, sampling was required and, therefore, the relevant news reports from the above programs were selected from the first six days of each month, from October 2008 to July 2009. A total of 3424 reports were analysed.

In order to provide consistency with Section One, this qualitative analysis adopts much of the linguistic and visual analysis framework used in that section. Where Section One analyses an article's headline and accompanying still images, Section Two examines the first sentence of television news reporting and any imagery in the studio backdrop. More than simply allowing continuity with Section One, however, analysis of these components of television news reporting is important as they can, to a certain extent, predispose the viewer to a particular opinion.

Section Two extends on Section One by applying the same linguistic and visual analysis framework to television reports in their entirety, in order to identify any further trends. It should be noted that, as many of these approaches were designed to analyse written as opposed to spoken language (for example, Martin and White [2005] — on whose work the framework for emotion lexis used in Section One was partly based — concentrate on print journalism and other instances of the written word), minor modifications in approach have been made. For example, pronouns (gendered and gender-neutral) were analysed in Section One but have not been tracked in the analysis of television sports reports in their entirety, conducted in Section Two, as pronouns are a basic unit of spoken language and, while it is useful to examine their use in headlines, they are a necessary part of English grammar.

As a more medium-specific framework, Section Two also included analysis of the narrative frames deployed in television coverage of sport, following the work of Vande Berg and Projansky (2003), who analysed television coverage of women's and men's US professional basketball games in 1996–97.

Beyond these categories of discourse analysis, Section Two also:

- timed the duration of each news report
- tracked the sports and specific leagues mentioned in coverage
- analysed a range of issues related to event training and preparation (including training, fitness, results and drug testing) and the corporate side of sport (including management and sponsorship) in order to identify any gender-specific trends in the finer details of sports reports on television
- included a story order analysis for the same set of television news programs for the period 1–10 March 2009, in order to identify the privileging, or otherwise, of particular sports news reports in the evening news line-up
- in line with the CARMA[®] methodology used by Media Monitors, tracked favourable and unfavourable messages about sports and athletes, noted all spokespeople quoted in coverage, and provided a measure of favourability. For a more detailed description of the CARMA[®] methodology, see Appendix A.

Section Three

Section Three is a qualitative media analysis of the television news coverage of the Beijing 2008 Olympic Games in the Melbourne market. The scope of this analysis was limited to the evening news on ABC1, SBS and Channels 7, Nine and Ten over the period 1–26 August 2008.

This section adopts the same methodology as outlined for Section Two, with the special study on the Beijing Olympics designed to explore the variances in gender representation at an international event where commercial interests (in terms of sponsorship) are less dominant.

Section Four

This section provides quantitative media analysis of coverage appearing in press, radio and television in Australia for the period 1 January–31 December 2008, providing a top-line analysis of female sport and women in sport using general sport as a reference point.

This analysis identifies and quantifies reports about female athletes and teams as a proportion of all

sports-related coverage in the Australian media over the period.

Reports about female athletes and teams have been identified using sets of female-related terms in proximity to sports-related terms. Sports-related terms by themselves were then used to measure total sports coverage. Results are therefore indicative of actual results; this approach is not intended to account for every individual report, but is a transparent and replicable method of characterising coverage as a whole.

Note that although the broadcast charts provide data for general sports coverage as well as female-related sports coverage, press charts (and associated tables) in Section Four present female-related data only. This is due to different retrospective searching methodologies used for each media type as well as the prohibitive scale of total press data available. Note also that syndicated broadcast data have not been included in this analysis.

Section Five

Section Five provides a quantitative media analysis of all non-news programming of sports on Channels 7, Nine and Ten; ABC1 and ABC2; SBS; and Fox Sports 1, 2 and 3 over the period 1 January–31 December 2008 in the Sydney and Melbourne markets (although it should be noted that the duration figures for ABC2 and Fox Sports 1, 2 and 3 can be considered national). This component analyses all sports coverage on these channels that is not considered sports news or current affairs. This does not include television news, magazine-style programming and the like (which may have featured activities around sport, such as interviews, but did not primarily display sports competitions or matches).

The sport gender type indicates which gender was the focus of the television coverage. As with Sections Two and Three, the 'mixed' category has been used for sports in which men and women were competing with or against each other (for example, team tennis) or in which they were likely to have appeared to be competing in the same event at the same time (for example, marathon). All other sports, where possible, have been classified according to program details (a small proportion were indeterminate and have been labelled as such). In some cases where the gender of participants was not clear, historical data for male and female coverage of the given sport have been applied.

In addition to providing a breakdown of the air time devoted to men's versus women's sport on these stations, Section Five also provides information about the audience watching these sports in the Sydney and Melbourne markets.

All data used in Section Five were obtained from OzTAM Australia.

SECTION ONE

Quantitative figures and qualitative
media analysis of press coverage

25 November–8 December 2008

Volume of stories by publication date

Table 2: Number of stories by publication date*

Publication date		# of stories
November	19	1
	21	1
	24	1
	25	8
	26	45
	27	32
	28	30
	29	42
	30	40
December	1	35
	2	26
	3	25
	4	33
	5	25
	6	25
	7	33
	8**	96
	13	1
15	1	
Total		500

* Media monitoring took place between Tuesday 25 November and Monday 8 December 2008. A few stories fell outside these media monitoring dates as the publication times for magazine stories were either weekly or monthly.

** The announcement of the death of marathon runner Kerryn McCann distorts the figures for this date.

Media format, publication date and publication type

Table 3: Number of stories by media format and publication date

Publication date	Newspapers	Magazines	Radio	Television	
November	19	1			
	21	1			
	24			1	
	25			5	3
	26	37		8	
	27	21		8	3
	28	22		6	2
	29	42			
	30	26		10	4
December	1	31	3	1	
	2	25		1	
	3	7	1	17	
	4	30		3	
	5	24		1	
	6	25			
	7	31		2	
	8	23		54	19
	13		1		
15		1			
Total	344	8	116	32	

Table 3 shows the total number of stories, by publication date, produced by the major news media of print newspapers and magazines, and broadcast radio and television. Newspaper stories dominated the sample period with a total of 343 stories collected. The Slice Media monitoring service also provided information on the types of publications (across all media) categorised by region, and this is summarised in Table 4.

Volume of stories by publication type

Table 4: Volume of stories by publication type

Publication type	# of stories	% of total corpus
Capital city daily	179	35.8
Regional daily	154	30.8
Metro	146	29.2
National	21	4.2
Total	500	100

The categories 'capital city daily' and 'regional daily' were applied to newspapers, so, for example, *The Sydney Morning Herald* was classified as a 'capital city daily', while *The Morning Bulletin* (Rockhampton) was classified as a 'regional daily'. There was one national newspaper recorded in this study, which was *The Australian*. Magazines were classified as 'national'. Radio and television stations were classified as either 'metro' or 'national'. All television stations were assigned the category 'metro', as they were all identified by location (state capital) in the media tracking files. For example, *Fox Sports News* was classified a 'metro' television station as it identified Sydney as its broadcast location. Only two radio broadcasters were defined as 'national'. These were Triple J and Radio National, both of which are ABC radio stations.

Publication type

Newspapers

In the following section, general analyses of newspapers are offered in terms of the major publications in which stories were published (Table 5).

Table 5: Story count by newspaper

Publication	# of stories	% of corpus
Syndicated copy	35	10.2
<i>The Canberra Times</i>	25	7.3
<i>The Age</i>	22	6.4
<i>The Courier-Mail</i>	17	5.0
<i>Herald Sun</i>	16	4.7
<i>The Sunday Mail</i>	12	3.5
<i>The Sunshine Coast Daily</i>	11	3.2
<i>The Australian</i>	11	3.2
<i>The Newcastle Herald</i>	10	2.9
<i>Illawarra Mercury</i>	10	2.9

Of all of the reporters in the archive, female journalist Merryn Sherwood, who writes for *The Canberra Times*, produced the largest number of stories (12). She was followed by Paul Malone (seven stories), who is a renowned sports reporter currently writing for *The Courier-Mail* (Brisbane). Of the top 13 named reporters, seven of them were female. A total of 76 stories in the print newspaper and magazine corpus were written by named female journalists.

Table 6: Story count by reporter*

Name of reporter	# of stories
Unattributed	120
AAP (Australian Associated Press)	12
Merryn Sherwood	12
Paul Malone	7
Chris Roots	5
Andrew Aloila	4
Dan Silkstone	4
Ellen Whinnett	4
Josh Leeson	4
Nicole Jeffrey	4
AAP and John Salvado	3
Jackie Epstein	3
Jesse Hogan	3
Kristen Burrows	3
Linda Pearce	3

* Table 6 shows the top 15 reporters. Of these stories, 48.4% were in general news and 44.6% were located in the sports pages.

Magazines

Only eight stories in the whole corpus were sourced from magazines. The following table summarises the data collected on magazine stories. Seven of the eight magazine articles made use of photographs in their stories. The one story that did not use an image was the news report on the death of an Indigenous netballer in the *Koori Mail*.

Table 7: Story count by magazine

Publication	# of stories	% of corpus
<i>The Australian Jewish News</i>	1	12.5
<i>Koori Mail</i>	2	25.0
<i>LOTL</i>	1	12.5
<i>TV Week</i>	1	12.5
<i>Who Weekly</i>	1	12.5
<i>Woman's Day</i>	1	12.5
<i>ZOO Weekly</i>	1	12.5
Total	8	100

Radio

A total of 116 stories were collected from radio broadcasters. Tables 8 and 9 present the general analysis of data collected on radio programs. In contrast to the newspaper reporting on sportswomen (which tended to include quite long stories), nearly 60% of radio stories were short, that is, less than one minute in duration. Furthermore, only seven female presenters were identified as participating in any radio discussion.

Table 8: Story count by radio station

Station	# of stories	% of corpus
3AW	10	8.6
2GB	8	6.9
2UE	6	5.2
4BC	6	5.2
ABC 702 Sydney	6	5.2
SEN	6	5.2
2SM	5	4.3
Mix FM	5	4.3
Nova	5	4.3
6PR	4	3.4
6RTR	4	3.4
ABC 666 Canberra	4	3.4
ABC 774 Melbourne	4	3.4
ABC 936 Hobart	4	3.4
5AA	3	2.6
98.5 Sunshine FM	3	2.6
ABC 612 Brisbane	3	2.6
ABC 891 Adelaide	3	2.6
SEA FM	3	2.6
4KQ	2	1.7
ABC 720 Perth	2	1.7
Cruise	2	1.7
Curtin FM	2	1.7
GOLD FM 104.3	2	1.7
Heart FM	2	1.7
HOFM	2	1.7
Triple M	2	1.7
2KY	1	0.9
Channel 9	1	0.9
FM104.7	1	0.9
JOY 94.9FM	1	0.9
Radio National	1	0.9
Sport 927	1	0.9
Triple J	1	0.9
WS FM	1	0.9
Total	116	100

Table 9: Story count by radio program

Program	# of stories	% of corpus
News	80	69.0
Morning	6	5.2
Morning Glory	5	4.3
Breakfast	4	3.4
Sports Today	4	3.4
Afternoons	2	1.7
Burning Down the House	2	1.7
The Big Sports Breakfast	1	0.9
Drive	1	0.9
Grandstand	1	0.9
Nightline	1	0.9
Nights	1	0.9
Sport Central	1	0.9
The Sports Factor	1	0.9
Sports Show	1	0.9
Steve Gordon	1	0.9
The Good Life	1	0.9
The Run Home	1	0.9
Today	1	0.9
Weekend Wireless	1	0.9
Total	116	100

Television

A total of 32 news items relating to female sport were retrieved from television stations during the sample period.

Table 10: Story count by television station

Station	# of stories	% of corpus
Channel Ten	8	25.0
Channel 7	7	21.9
ABC1	6	18.8
Fox Sports	5	15.6
Sky News Australia	4	12.5
Channel Nine	2	6.3
Total	32	100

Table 11: Story count by television program

Program	# of stories	% of corpus
News	26	81.3
Sunrise	3	9.4
Early News	1	3.1
Sports Tonight	1	3.1
Today	1	3.1
Total	32	100

Other general information

- Total number of stories about sportswomen with disability: 5
- Total number of stories about Indigenous sports and/or sportswomen: 2
- Total number of stories about regional or amateur sports: 5
- Total number of stories with a specific focus on gender issues: 10

Analysis according to sport

A total of 500 stories were analysed according to the sports on which they reported. Table 12 lists all the sports and the number of stories on each. The number of stories on athletics was inflated by the death of marathon runner Kerryn McCann, which attracted 62 news reports in one day.

Table 12: Story count by sport

Sport	# of stories	% of corpus
Athletics	105*	21.0
Surfing	51	10.2
Swimming	45	9.0
All	39	7.8
Cricket	37	7.4
Tennis	35	7.0
Netball	28	5.6
Cycling	27	5.4
W-League football (soccer)	26	5.2
Football (soccer)	15	3.0
Golf	15	3.0
Women's National Basketball League/basketball	11	2.2
Hockey	7	1.4
Softball	6	1.2
Squash	6	1.2
Ironwoman	5	1.0
Rugby union	5	1.0
Australian rules football	5	1.0
Triathlon	4	0.8
Diving	3	0.6
Rowing	3	0.6
Boxing	3	0.6
Sports industry	3	0.6
Motor sports	2	0.4
Rugby league	2	0.4
Canoeing	1	0.2
Roller derby	1	0.2

Sport	# of stories	% of corpus
Basketball	1	0.2
Gay Games	1	0.2
Gymnastics	1	0.2
Polo	1	0.2
Youth Olympic Games	1	0.2
Sailing	1	0.2
Water polo	1	0.2
Windsurfing	1	0.2
Total	498	100

* 62 of these stories concern the death of marathon runner Kerryn McCann.

The reason for two separate football (soccer) categories is due to some stories being about football in general, for example, the Homeless World Cup held in Melbourne, while others were reporting on the Australian women's national soccer competition (the W-League). The same reason applies to the use of 'Women's National Basketball League' and 'basketball'. The category 'all' was used when news reports were discussing sports in general, with or without specific reference to particular sports, or when sportswomen across several sporting disciplines were discussed in the same news item.

The following tables show the distribution of the sports across each of the publication types.

Table 13: Story count in newspapers by sport

Sport	# of stories	% of corpus
Athletics	38	11.1
Surfing	38	11.1
Cricket	35	10.2
Swimming	29	8.5
All	26	7.6
Tennis	26	7.6
W-League football (soccer)	25	7.3
Golf	15	4.4
Netball	15	4.4
Cycling	13	3.8
Football (soccer)	11	3.2
Women's National Basketball League	11	3.2
Hockey	7	2.0
Softball	6	1.7
Squash	6	1.7
Australian rules football	5	1.5
Ironwoman	5	1.5
Rugby union	5	1.5
Triathlon	4	1.2
Rowing	3	0.9

continued over

Sport	# of stories	% of corpus
Boxing	2	0.6
Diving	2	0.6
Motor sports	2	0.6
Rugby league	2	0.6
Sports industry	2	0.6
Basketball	1	0.3
Canoeing	1	0.3
Gymnastics	1	0.3
Olympics (general)	1	0.3
Polo	1	0.3
Roller derby	1	0.3
Sailing	1	0.3
Water polo	1	0.3
Youth Olympic Games	1	0.3
Total	342	100

Table 14: Story count in magazines by sport

Sport	# of stories	% of corpus
All	2	25.0
Swimming	2	25.0
Gay Games	1	12.5
Netball	1	12.5
Soccer	1	12.5
Tennis	1	12.5
Total	8	100

Table 15: Story count in radio by sport

Sport	# of stories	% of corpus
Athletics	49	42.2
Cycling	13	11.2
Surfing	12	10.3
All	11	9.5
Netball	8	6.9
Tennis	8	6.9
Swimming	6	5.2
Football (soccer)	3	2.6
Cricket	2	1.7
Diving	1	0.9
Sports industry	1	0.9
Windsurfing	1	0.9
W-League football (soccer)	1	0.9
Total	116	100

Table 16: Story count in television by sport

Sport	# of stories	% of corpus
Athletics	18	56.3
Swimming	8	25.0
Netball	4	12.5
Cycling	1	3.1
Surfing	1	3.1
Total	32	100

Qualitative findings: media coverage, sport and gender

There are ample studies available that have investigated the extent to which sports can be considered gender-specific or gender-neutral (see Jones 2003:108–11 for an overview of the research on the ‘gender appropriateness’ of sports). Decisions about the gender appropriateness of sports are based on traditional concepts of what is deemed ‘appropriate’ female behaviour (Kane and Greendorfer 1994; Jones, Murrell and Jackson 1999). This means that sports that emphasise power, physical strength and contact are considered male-appropriate sports, since they require active, aggressive and autonomous behaviour, while female-appropriate sports are said to emphasise aesthetics and beauty and discourage physicality (Jones, Murrell and Jackson 1999:1–2). Daddario (1998) offers the following guidelines for determining the gender appropriateness of sports:

Inappropriate sports [for women] are those requiring bodily contact, conflict, or face-to-face opposition, or those requiring heavy equipment, padded uniforms, or protective armor. [F]eminine sports ... include those that depict females in aesthetically pleasing motions and poses, often emphasizing the erotic physicality of the female body [and include] gymnastics, swimming, tennis, golf and diving. Unlike sex-inappropriate sports, these also give the appearance of posing little physical risk and being unlikely to cause bodily injury to the athlete. [S]ex-differentiated sports [have been identified] not only according to their required levels of strength, risk, and aggression, but according to their competitive orientation. Masculine sports tend to be team-oriented, with athletes competing directly against others in a challenge for power and control. By contrast, feminine sports tend to be individual-oriented, where an athlete competes against herself or a pre-set standard of excellence, such as a personal best, world record, or an opponent’s score (Daddario 1998:11–12).

Jones (2003:108) also suggests that gender stereotypes have been reinforced in the media by 'restricting media coverage to appropriate female sport, and by portraying women athletes according to the sex-appropriateness of their sports'. This is supported by a study of the *The Newcastle Herald* that found that the 'female sports' of tennis, golf and swimming accounted for almost half of the sports coverage for women (Brown 1995:28). Coverage of both the 1992 and 1996 Olympic Games featured women participating in physically attractive sports, such as diving, swimming and gymnastics, rather than hard contact sports (such as judo) and sports involving explosive strength and physical power (Higgs and Weiller 1994:235; Tuggle and Owen 1999:5; see also Kinnick 1998 and Daddario 1998).

Another issue that has been noted in research on the Olympic Games is that there is considerable disparity between the number of medals that women win and the amount of coverage they receive in the media. As Jones (2003) notes:

In rowing, US women won two medals to the one for US men, yet received less than one third as much coverage. NBC broadcast nearly 24 minutes of men's weightlifting, although no US men gained a medal. By comparison, two US women weightlifters won a gold and a bronze medal, but their success warranted no prime time coverage (Tuggle, Huffman and Rosengard 2002:372, cited in Jones 2003:109).

In line with this research, this study has summarised the classification of sport by gender in Table 17. The contents of this table were then compared to the sports that were identified in our research project on the coverage of women's sports in the media. Sports in our study that were identified and reported on in the media with specific reference to female participation are shaded in the table. The percentage of coverage in the current study is given in the final column. As the table indicates, the Australian media coverage of women participating in sport covers a wide range of sports of which, research would suggest, most are deemed not appropriate for females. Only five of the sports covered in the current research would be termed 'female appropriate', and two are 'gender-neutral' sports.

Table 17: Classification of sports according to gender

Sport	Female appropriate	Male appropriate	Gender neutral	% of corpus
Archery			✓	
Athletics		✓		21.0
Australian rules football		✓		1.0
Baseball		✓		
Basketball		✓		2.4
Beach volleyball			✓	
Boxing		✓		0.6
Canoeing		✓		0.2
Cricket		✓		7.4
Cycling		✓		5.4
Diving	✓			0.6
Equestrian			✓	
Football (soccer)		✓		8.2
Golf			✓	3.0
Gymnastics	✓			
Hockey		✓		1.4
Ice skating	✓			
Ironman		✓		
Ironwoman	✓			1.0
Judo		✓		
Motor sports		✓		0.4
Mountain biking		✓		
Netball	✓			5.6
Polo		✓		0.2
Roller derby	✓			0.2
Rowing		✓		0.6
Rugby league		✓		0.4
Rugby union		✓		1.0
Sailing			✓	0.2
Shooting			✓	
Softball		✓		1.2
Squash				1.2
Surfing		✓		10.2
Swimming	✓			9.0
Synchronised Swimming	✓			
Taekwondo		✓		
Tennis			✓	7.0
Trampoline	✓			
Triathlon		✓		0.8
Volleyball			✓	
Water polo		✓		0.2
Windsurfing		✓		0.2

Compiled from studies by Jones 2003; Jones, Murrell and Jackson 1999; Daddario 1998.

The shaded areas indicate the sports that were covered in the current research project.

Text type analysis

We analysed our media archive according to genre, to see whether media coverage of women's sports was located primarily in sports news, general news, or feature or opinion pieces. For the purposes of analysis, we broke these four categories down further, into news reports and briefs; comment and opinion; human interest, features and profiles; advertising, quizzes and gossip; and match reports and previews. In the analysis of this sports story corpus, a total of 15 text types were identified. Table 18 summarises these text types according to the categories outlined above.

Image analysis

The media monitoring service used for this research project allowed for the capture of images from print publications only. No moving or still images were available from the television stories. The total number of print stories that made use of photographs was 174. This meant that 49% of newspaper stories included a photograph of a sportswoman and 88% of magazine stories included photographic images, as shown in Table 19. One magazine story did not include any photographs (#476). This was a story that appeared in the *Koori Mail*, and concerned the death of an Indigenous netballer. The vast majority (87%) of all images were in colour.

Research suggests that the photographic representation of sportswomen in the media is relatively rare (Kachgal 2001) and, when it does occur, 'a substantial proportion of it is actually derogatory or focused exclusively on the sportswoman's physical appearance' (Donohoe 2003:4). Alternatively, it focuses on women competing in so-called 'feminine sports', such as gymnastics or diving, which emphasise the aesthetics or beauty of performance, rather than the physicality of the sport (Kane 1996; Lumpkin and Williams 1991). Heavy gender bias in sports photography has also been noted by Duncan (1990) who suggests that this can be seen in excessive focus on the physical appearance of women, showing them in poses with sexual connotations, the excessive use of images with emotional display, such as tears, and by portraying women as passive participants in sports while men are depicted as active competitors (see also Lumpkin and Williams 1991; Hardin et al. 2002). In order to test this notion of female passivity in photographs, Jones (2006) examined the use of images of female athletes competing in the 2004 Olympic Games on the website of Australia's national public broadcaster, *ABC News Online*. She defined subjects as 'passive' if they were photographed motionless, photographed from the neck up, posing for the camera or celebrating (Jones 2006:116). Active subjects, she suggested, 'were clearly doing something; that is, they were shown

Table 18: Text type categorisation

Text type	General to all news reporting	Specific to sports reporting	Timebound	Less timebound	'Objective'	'Subjective'
News report (event and issues)	✓		✓		✓	
News brief	✓		✓		✓	
Comment/opinion	✓		✓			✓
Interview	✓		✓			✓
Gossip	✓		✓			✓
Book review	✓		✓			✓
Human interest	✓			✓	✓	
Feature	✓			✓	✓	
Profile	✓			✓	✓	✓
Advertising	✓			✓		✓
Quiz	✓			✓	✓	
How to ...	✓			✓	✓	
Match report		✓	✓		✓	✓
Match preview		✓	✓		✓	✓

Table 19: Image count by publication

Publication	# of images	% of image corpus	% of print corpus
Newspapers	167	96	49
Magazines	7	4	88

competing in or about to compete in their sport' (Jones 2006:116). From a total of 80 images of female athletes, she found that 48 (60%) displayed women 'actively' participating in their sports and 32 (40%) in 'passive' roles.

In line with Jones's research, the photographs of sportswomen in this research project were also analysed with respect to activity or passivity. The results are displayed in Table 20. A further category of 'posed action shots' was added in this study since a small number of photographs included sportswomen performing certain actions for the camera. For example, Story #64 showed a Canberra United soccer player demonstrating the football skill of heading the ball. If we include the posed action shots in the action category, then we can see an almost even split between images showing sportswomen in active and passive poses.

Figure 1: Example of action/posed shot



Action shot [#229]

Table 20: Image count by action versus posed shot type

Publication	Action shots		Posed shots		Posed action shots	
	#	%	#	%	#	%
Newspapers	66	40	90	54	11	7
Magazines	3	43	4	57		

As far as poses with sexual connotations are concerned, very few of the images that appeared in the newspapers in this study could be said to be glamorised or sexualised (although there will always be debate about which images belong in either category). Magazines were the main source of glamorised or sexualised images. The results are shown in Tables 21 and 22. One thing that should be noted, however, is that Stephanie Rice was consistently photographed in 'glamorous' poses. There was one special case in the use of overtly sexualised images in the magazine *ZOO Weekly*.

Table 21: Image count by use of glamour/fashion shots

Publication	# of images	% of corpus
Newspapers	13	8
Magazines	3	43

Table 22: Image count by sexualised and glamour shots

Publication	# of images	% of corpus
Newspapers	2	1
Magazines	2	29

The 1996 ASC report on the media coverage and portrayal of women's sport in Australia suggested that female athletes tend to be photographed with their families (Phillips 1996). In the current 2008 study, only six images showed sportswomen in relationship photographs and, in each of these instances, the focus of the story was actually on that aspect of their lives, for example, having a baby (#70), or wanting to say thank you for the support of family members (#290).

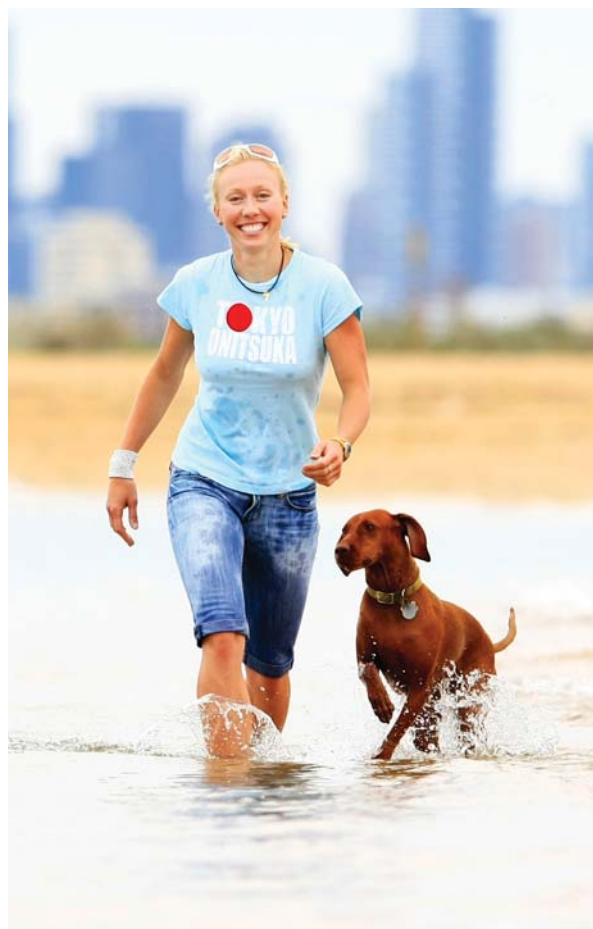
Figure 2: Example shots of athletes in family/relationship context shots



Mo'onia Gerrard with her brother [#367]
(Nick Cubbin/Fairfax photos)



Heather Langman with her father [#290]
(Newspix/Justin Sanson)



Tamsyn Lewis with her dog [#286] (Newspix/Aaron Francis)

We also looked at the relationship that images potentially set up with the viewer on the basis of research (Kress and van Leeuwen 2006; Hall 1964, 1966), which suggests we each carry with us a set of invisible boundaries that determine the distance we keep from others (for a fuller explanation of these sensory configurations see Kress and van Leeuwen 2006:124–5). In terms of press photography, a close-up shot allows a more intimate relationship with the person photographed. A mid shot, usually cut off around waist level, enacts a social relationship, while a long shot is seen as enacting a public relationship between the viewer and represented participant.

Of course, there are many other visual conventions that affect the way we understand an image. For example, some sexualised images show the body from a distance and may include the woman or man averting their eyes to encourage the viewer to feel comfortable with gazing at their body. In our survey then, the measure of social distance from the viewer is only presented as a general measure of the intimacy with which viewers are encouraged to engage with female athletes, not as a definitive test. Our qualitative analysis of images of female athletes also relied on a wider range of visual conventions that gave us a more contextual sense of whether a woman was being sexualised or set apart for her physical attributes.

In our archive, nearly 90% of all images were shot from either a public or social distance, which means that female athletes were usually photographed from either the waist up or showing their full body. Few images (13%) were close-up shots. Table 23 summarises the results for social distance analysis.

Table 23: Image count by social distance

Social distance	# of images	% of corpus
Public	65	37
Social	87	50
Intimate	22	13

The majority of mid to full-length shots of female sports players did not focus in any particular way on their bodies. The only images that might be understood as glamorising and/or sexualising were published in magazines and the majority of these were published in contexts where male athletes also appeared in similar poses. The trend towards glamorising and sexualising star athletes appears to work across gender boundaries.

Figure 3: Examples of social distance



Close-up shot enacting an intimate relationship [#20]
(Newspix/Aaron Francis)



Mid-length shot enacting a social relationship [#141]
(Orlando Chiodo/Fairfax photos)



Long shot enacting a public relationship [#111]

We also looked at images to understand how female athletes are depicted when it comes to expressions of emotion (see Martin and Rose 2003; Martin and White 2005). The 1996 report found that the majority of females were portrayed as smiling or happy. Our findings, perhaps not surprisingly, were that the emotion depicted depended very much on the setting in which the image was taken. Women photographed in action tended to be focused and women who were posed tended to be smiling or looking happy.

Table 24: Analysis of emotional display in relation to action versus posed images

Emotion	In action		Posed		Posed action	
	#	%	#	%	#	%
Happy	9	5	87	48	6	55
Focused	55	30			2	18
Serious	1	1	6	3	2	18
Aggressive	1	1				
Enthusiastic			1	1	1	9
Relieved	1	1				
Shock	1	1				

The use of action versus posed shots in relation to text type is shown in Tables 25 and 26. Other combinations of image analysis with sports and emotional display are offered in Table 27.

Table 25: Analysis of action shots

Genre	# of stories	%
Match report	23	29
News report	16	20
Feature	10	13
Profile	8	10
Match preview	7	9
Human interest	7	9
News brief	2	3
Advertising feature	2	3
Issues based	1	1
Interview	1	1
How to ...	1	1
Comment/opinion	1	1
Book review	1	1

Table 26: Analysis of posed shots

Genre	# of stories	%
Human interest	25	24
Profile	21	20
Feature	17	17
News report	15	15
Match preview	6	6
News brief	5	5
Match report	5	5
Issues based	5	5
Interview	1	1
How to ...	1	1
Gossip column	1	1
Comment/opinion	1	1

Figure 4: Displays of facial affect



Happy [#4]



Focused [#118]



Serious [#20]
(Newspix/Aaron Francis)



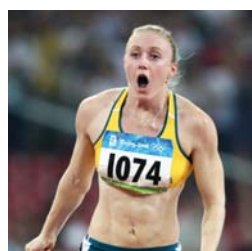
Aggressive [#95]
(Newspix/Peter Ward)



Enthusiastic [#21]
(Newspix/Kevin Bull)



Relieved [#96]



Shock [#72]
(Newspix/AFP Valery Hache)

Table 27: Analysis of emotional display according to sport

Sport	Happy	Focused	Aggressive	Enthusiastic	Relieved	Serious	Shock
All	11	2				1	
Athletics	12	4			1	3	1
Australian rules football	2	2					
Basketball		1					
Boxing			1				
Canoeing	1						
Cricket	9	7					
Cycling	4	1					
Diving						1	

Headline analysis

In analysing the reporting on sportswomen, we were interested to see to what extent stories drew attention to gender and away from performance as athletes. One of the simplest and most obvious ways of drawing attention to gender is through the use of gendered naming devices, such as first names (for example 'Stephanie' and 'Libby'), pronouns ('she' and 'her') or other gendered noun phrases ('woman', 'girl' and 'sister'). Placing these references in a headline draws attention to the fact that the story is about female sports players. It should be noted, of course, that use of a first name can also be a sign that the player is seen as popular with readers and instantly recognisable.

Our analysis found that gendered naming devices were used in 105 headlines. This means that only 25% of all headlines made any explicit reference to the female gender. Examples of gendered naming devices are given in Table 28, along with the number of instances of each.

Table 28: Use of gendered naming devices

Gendered naming device	Example	#
First name only	Amy, Leisel, Susie Q, Jessica	54
Abbreviated first name	Steph, Em, Jess	3
Pronoun	her	4
Other noun phrases	women, sister, fairer sex, mother, girl	37

It is interesting to note that there were only six instances of 'girl' or 'girls' in the headlines, which goes against previous suggestions that sportswomen are 'always "girls" in sporting parlance' (Tebbel 2000:135). Furthermore, three of these instances combine 'girls' with 'golden' or 'glory' (as in the Perth W-League football team), which suggests that the use of 'girls' may have more to do with alliterative effects, rather than an attempt (deliberate or otherwise) to frame sportswomen as young or 'softer' than their male counterparts (Sigley and Holmes 2002:143).

This is reinforced by the fact that in the gender-neutral naming analysis only five age references are made, to either 'teen/ager' or 'young'. The female athletes referred to in our study are rarely identified in relation to their age. There are only three instances of abbreviating a sportswoman's name in the corpus. Other diminutives are not used at all. Furthermore, there is no evidence of the use of other constructions of gender identity such as the use of objects ('old bag'), animals ('bitch'), or food ('peach' and 'tart'). There is one story (#117) that frames a male athlete (Chris Rawlinson) in terms of his relationship with his partner (Jana Rawlinson), also an athlete, referring to him as Jana's 'hubby'/'husband'.

As far as the analysis of headlines for gender-neutral naming devices is concerned, female athletes were most commonly named by their family name only. The next most common method of naming women was to use other gender-neutral noun phrases such as 'sporting star', 'champion', 'hero' or 'guns', which all have positive evaluative meanings. Table 29 summarises the findings regarding the use of gender-neutral naming devices.

Table 29: Use of gender-neutral naming devices

Gender-neutral naming device	Example	#
Family name	Dokic, Gerrard, Gilmore, Beachley	184
Other noun phrases	sporting stars, heroes, champs, guns, ace, sensation	64
Team name	Bendigo Spirit, Canberra United, Pride, Jets	30
Position	judge, player, runner, Olympian, rookie, goalie	16
Sport/competition name	netball, Twenty20, World Cup	16
Nationality	Kenyan, Aussie	6
Pronoun	they, we, I	6
Age reference	teen, youngster	5
State/country name	Qld, NSW, Australia	5

We also note that the frequent use of family names, and occasionally first names, to identify sportswomen in the headlines, without further identifying reference to their sports, carries with it the assumption that the reader is already familiar with the person or the sport in question. Headlines can also hint at very specific knowledge of sporting terminology, for example, in the headline ‘Sally gets sponsor, joins the big league’, reference is made to the US\$1 million IAAF Golden League series, which is commonly termed ‘big league athletics’. Sally McLellan is an Australian Olympic athlete.

We also looked at headlines to see how they portrayed the athlete or team in emotional terms. Stereotypes have it that women express more emotions than men (Galasinski 2004:12), but in the sporting arena — a highly emotional and stressful context — emotions clearly run high. The 1996 ASC report suggested that emotion was stressed in the coverage of sportswomen, while sportsmen displayed little emotion; rather, they were applauded for their toughness.

For the purpose of this study, the expression of emotions was classified as either positive, as in ‘happy’, ‘enjoy’ or ‘enthusiastic’; or negative, as in ‘sad’, ‘disappointed’ or ‘scared’ (for a comprehensive categorisation of emotion lexis see Martin and White 2005; Bednarek 2008). As can be seen in Table 30, there were relatively few instances across the entire corpus of the use of emotion lexis in the headlines, with slightly more positive emotion words appearing than negative emotion words.

Table 30: Use of emotion lexis

Emotion lexis	Example	#
Positive	enjoy, having a ball, happy, joy	17
Negative	fear, scare, sad, blues, irks, sorry	12

We also looked at emotivity, which is concerned with ‘the journalist’s, news actor’s or source’s evaluation of events, things, people, activities or other evaluated entities as good or bad, positive or negative, that is, with the expression of approval or disapproval’ (Bednarek forthcoming). In terms of sports reporting, such evaluations would encompass the preparations and performance of sportswomen in the sporting arena, their skills and abilities, and their behaviour/conduct both on and off the field. For example, the following headlines (Story #6) appeared in newspapers following an incident at the Reef Hawaiian Pro that cost Australian surfer Layne Beachley the opportunity to win the surfing title:

- ‘Tour judge **applauds** Beachley’
- ‘Beachley **praised for keeping cool** after drop in’
- ‘Layne **cool** with Coco’s final heave-ho’
- ‘Beachley’s **reaction wins praise**’

- ‘Beachley **praised for not making waves** over gaffe’
- ‘Layne **hailed**’
- ‘**Praise** for Beachley’
- ‘Beachley **praised for sportsmanship**’
- ‘Beachley **good sport**’
- ‘Beachley **not making waves**’

In each of these headlines, Layne Beachley is being positively evaluated for her conduct over the incident with Coco Ho. They document her demonstrating poise, calmness and good sportsmanship, all of which are positive attributes in any sports player. Negative evaluations also appeared in this corpus, however, there were very few in comparison to positive evaluations of emotivity. Again, they related mostly to performance and conduct in the sporting arena. Table 31 shows the distribution of positive and negative emotivity in the headlines in this news story corpus. As the table indicates, in this corpus the instances of evaluation of positive emotivity far outweigh the instances of evaluation of negative emotivity.

Table 31: Use of emotivity

Emotivity	Example	#
Positive	gets set, poised, an ambassador, shines, breaks injury cycle	163
Negative	unlucky, falls short, blows chance, forced to graft	14

From Table 31, there appears to be very little negative evaluation of sportswomen. Whether this comes as a result of general good conduct/performance is open to question and would require more detailed analysis of the body text of these stories. However, from looking at the headlines alone, there appears to be an overall positive stance taken on female athletes, on their professional conduct, on their fitness, and on their skills and abilities.

Tied in with the notion of emotivity are the analyses of the source and the target of the evaluation. For example, the source (the ‘doer’) of an evaluation can be the journalist (as in the headline ‘Beachley not making waves’), another named source (as in ‘Tour judge applauds Beachley’, in which it is the tour judge evaluating Beachley positively) or another external source that is not identifiable from the headline alone (as in ‘Beachley praised for not making waves over gaffe’, in which the passive structure does not explicitly tell us the source of the evaluation). In this corpus, the target of the evaluation — that is, what/who is evaluated — can be a news actor (as in the example above with surfer Layne Beachley), a team, an event or a sport.

Table 32: Source of evaluation

Source of evaluation	#
Journalist	157
Named source (tour judge, NSW Sports Institute, Beachley)	11
Source not identifiable from headline alone	9

From Table 32 we can see, at least as far as female sports reporting is concerned, journalists appear to stand as 'experts', in that they have the licence to evaluate news actors themselves. This is an interesting result that warrants further investigation as to whether these are male or female journalists evaluating female athletes.

Table 33: Target of evaluation

Target of evaluation	Example	#
Named person	Dokic, Beachley, Gilmore	113
Unidentified sportsperson	sporting stars, goalie, champ, teen	31
Team	Glory, Spirit, Lynx, Mariners	20
Event	games, match, netball	6
Other	fathers, mother	6
News actor outside sport	Obama	1

Again, it is interesting to note that the target of evaluation in this corpus is predominantly the individual rather than the team as a whole. When this evaluation is overwhelmingly positive, it can serve to boost the targeted individual. However, when very negative, it can prove quite damaging to the individual.

The third parameter of evaluative meaning examined in our research was the extent to which the sportswomen identified in the headlines were seen to be acting in accordance with their own wishes or intentions, or if they were being compelled to do something against their will. This subcategory of evaluative meaning has been termed 'volition' (Bednarek forthcoming). In the corpus there were 59 instances of sportswomen acting according to their own wishes/intentions and only one instance in which a sportswoman was 'forced to' do something. Table 34 summarises the results for volition.

Table 34: Use of volition

Use of volition	Example	#
Volition	aiming for, wants	59
Non-volition	forced to	1

It is worth looking at volition in more detail since it has important implications regarding the evaluative stance of the newspaper towards the news event (Bednarek forthcoming). One story (#5) concerned tennis player Jelena Dokic. This was a syndicated story that appeared in 17 different publications on the same day. The body text remained consistent across all stories and only the headlines changed slightly. As can be seen in the following examples, Dokic is framed as actively pursuing a berth at the Australian Open for 2009; that is, she is acting of her own volition to secure a spot in the tournament. She has control of her situation and she is acting on her own intentions. However, one headline in this group of texts reads 'Dokic forced to graft Open entry'. The use of 'forced to' suggests non-volition on the part of Dokic, and consequently puts her in a less powerful position — indeed the situation appears to be beyond her control. These are two very different ways of framing Dokic and result in quite different meanings being made at the beginning of these texts.

One final category of analysis of the headline corpus involved the notion of agency. In this study, we took the concept of agency to mean the one who is actively involved in the doing of something in the headline text; that is, an agent is the doer of the activity. There are 217 instances of female athletes or teams involved as agents in the doing of something in the headline text, as the examples below demonstrate.

Table 35: Use of agency

Story	Headline
#13	' Mwangi beats Gillard to the top'
#14	' Carswell defeats Bailey in open singles title at Glenorchy'
#15	' Dokic determined'
#17	' Sykes unlucky not to find back of net'
#20	' Henry rules out a comeback in Rome'
#114	' Women fight for World Cup spots'
#153	' Girls hone cricket skills at Vic Spirit camp'
#131	' Rookie rips in'
#181	' Olympic legends line up for our Great Run'
#217	' Sports stars ready to tackle the next level'
#243	' Rebels encounter Eagles'
#244	' Darwin Suns out-shine the Foxes'
#299	' NSW cruises'
#360	' Spirit closes in on top five position'

The state of media game: stakeholder interviews

We conducted interviews with nine key figures in sports management, promotion and journalism, and asked them about their view of the current state of media coverage, what worked and what did not work in promoting female athletes and women in sport. We asked them to nominate initiatives that would support better media coverage in the future.

There was general (although not universal) agreement that female athletes and women's sport now got broader and less stereotyped coverage than might have been the case a decade or more ago. At the same time, many of those interviewed qualified their positive remarks by noting that there was still an overwhelming bias towards covering male sport, and this coverage was not necessarily a reflection of the quality of the athleticism on display or the popularity of the sport with spectators.

Exemplifying this perspective, Shelley Maher, president of Women's Lacrosse Australia, said:

There is a better breadth of sports being exposed and a stronger focus on quality of athletes. So it's not simply the exploitation of female bodies versus them being recognised as athletes in their own right. But it's still not satisfactory and not enough. The ABC has probably given the greatest ongoing support for women's sport.

Maher went on to note:

From a minor sport perspective [such as lacrosse], Australia is number one in the world in women's lacrosse and yet a very small percentage of the population would even know about our sport, let alone that we were champions.

Jacquelin Magnay, a senior sports journalist at *The Sydney Morning Herald*, believes she has been consistent in her approach to covering women's sport in the past ten years but notes that, on an anecdotal basis, she thinks there is slightly less coverage of women's sport today.

As a very experienced sports reporter, Magnay offered some important insights into this process, which can influence news judgment on a day-to-day basis. On one hand, she noted:

I think it's very much a cultural thing that is driven from the top. It's driven by the editor and in particular the sports editor and he can determine whether a journalist covers certain events and how they cover them. I say 'he' because there are no female sports editors.

On the other hand, she acknowledged that news values are framed around well-known individuals who are able to 'brand' themselves for an interested public: '[There needs to be a] realisation that sport is a business and people are more interested in sportspeople and their lives rather than just the sport itself.'

A strong dissenting voice was that of Carrie Graf, coach of the Canberra Capitals and Australian Opals. Of current media coverage, she said: 'I think [the media coverage of women's sport] is still substandard and it's poor, where literally dogs and horses get outrageously more coverage on the sports pages than women in sport.'

An important issue that arose spontaneously in our interviews was the pressure that female sports reporters feel to 'represent' female athletes, or advocate for the inclusion of female sports in coverage. Magnay was particularly aware of this issue:

There is this assumption that because you're a female journalist in sport that it's our role that we should be promoting women's sport and that's not our job at all. I have an interest in women's sport and I'm keen to see women's sport in the paper but I am not going to cover women's sport because I'm female. The cricket writer should be writing about women's cricket.

In a similar vein, Dr Sue Brown, a lecturer in sport management at the University of Ballarat, observed:

The other area of improvement is we definitely have more women as sports commentators but I'm not really convinced that they are in a position to talk up or promote women. They're doing their job. Most of them are commentating on their sport of expertise, but they keep it very gender neutral. They're not being employed to speak about women's sport and talk it up.

A key concern about the coverage of women's sport that has been frequently raised in academic and popular literature is the perception that female athletes are routinely trivialised, patronised and, in particular, sexualised in media coverage. It was interesting to note that none of the stakeholders we interviewed believed this was a substantial issue when it came to the coverage of women's sport. On the contrary, many of those we interviewed, including female journalists and sports management executives, observed that the appetite for glamorous and visually appealing depictions of individuals now applied across sporting contexts and genders.

Advocates of female athletes argued that, if anything, the media appeal of healthy and fit young women playing sport, if appropriately positioned, could be an opportunity to promote media coverage, rather than a regressive step. As Graf noted:

All sports market sport with some sort of sex appeal. Male sports do it too. Of course they do. Athletes, male and female, have wonderful bodies and they are great to look at from an artistic point of view or sex appeal or whatever. So I think there is an element you can use to market [your sport] in the media.

Chris Giannopolou, the director of client management at IMG Australia, who has represented Cathy Freeman and Karrie Webb, observed: 'The aesthetic part of female sport can attract viewers, sponsors and spectators alike and the interest from sponsors and media partners has increased.'

In relation to media coverage, there was general consensus that celebrity and/or appealing looks would no longer elevate a female athlete to 'star' media status and that, for both genders, performance was primary. As Giannopolou said: 'First and foremost it comes back to their performance in their field of endeavour.'

Reinforcing this view, Bonita Mersiades, head of corporate and public affairs at the Football Federation Australia, noted:

More than anything else I think success gets coverage. We noticed when our national women's team, the Matildas, made the women's World Cup and did better than people expected in the 2007 World Cup it did get coverage.

A key theme that emerged in interviews with those involved in sports management was the importance of promoting women's sport through more general media. As Mersiades observed:

We do actively try to get women's football in non-football media such as *Women's Weekly*, *Women's Health* and *New Idea*, not least because we think it's also good for mums and girls to see female athletes doing something healthy and hopefully to encourage more young people to play sport, any sport ... [It's] much better value having a story on breakfast television than having a third back page in the sports section in terms of where your core audience comes from.

In terms of changing the extent of media coverage of women's sport, the sponsorship of it, and the breadth of interest in watching or reading about it, all participants in our interviews were in agreement that although substantial strides have been made there is much more to be done. There was general agreement that, outside media training initiatives for female athletes and women's sporting organisations, the real focus has to be on changing social attitudes to women's athletic capacities and the capacity of women's sport to be as exciting to watch as male sport.

SECTION TWO

Qualitative and quantitative media analysis

October 2008–July 2009

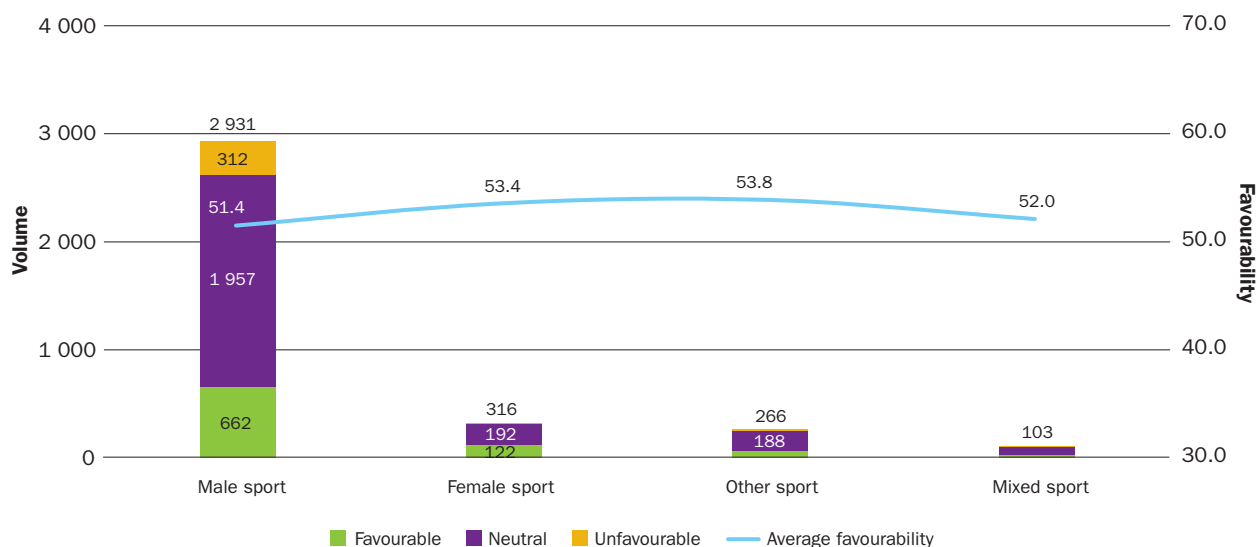
Key metrics

Table 36: Key metrics, quantitative media analysis, October 2008–July 2009

Key metrics	Female sport	Male sport	Mixed sport	Other sport
Total volume of media reports	316	2931	103	266
Average favourability	53.4	51.4	52.0	53.8
Leading story focus (reports)	Athlete performance (248)	Athlete performance (1619)	Athlete performance (49)	Athlete performance (102)
Leading message (mentions)	Athletes are successful (65)	Athletes are successful (319)	Athletes are successful; athletes are driven and/or ambitious (5 each)	Athletes are successful (56)
Leading spokesperson (mentions)	Serena Williams, tennis player (26)	Ricky Ponting, Australian cricket team captain (140)	John Coates, Australian Olympic Committee (6)	Bart Cummings, horse trainer (47)
Leading media (number of reports)	Channel Ten national (54)	Channel Ten national (424)	Channel Ten national (16)	Channel Ten Melbourne (53)

Gender overview

Chart 1: Volume of coverage by sport type



In line with Section One and the 1996 ASC study, throughout this analysis 'male sport' denotes activities only men participate in (for example, men's tennis), 'female sport' refers to activities only women participate in (for example, women's tennis), 'mixed sport' includes activities in which both females and males participate in (for example, mixed doubles tennis) and 'other' includes sports where the primary participants are not people (for example, horseracing — indeed, horseracing made up the vast majority of this coverage and, throughout this report, 'other' can be read to refer almost exclusively to the horseracing industry).

The majority of coverage of all gender combinations was neutral in tone as a result of reports presenting a balanced view of successful and unsuccessful athletes, or coverage simply reporting on the facts in a neutral fashion. However, coverage of male sport was the least favourable on average. This can be mostly attributed to coverage of male athlete behaviour, which will be discussed further in this report. The two unfavourable reports on mixed sport focused on Pat Rafter and John Newcombe's critique of Lleyton Hewitt's performance at the Hopman Cup, a mixed tennis event. There was negligible unfavourable coverage of female or 'other' sport, and this coverage was more favourable overall than male sport or mixed sport.

Share of voice

Charts 2 and 3 show the share of voice of each sport type by volume and duration. While there were clearly more individual reports mentioning female sports than other sports, more air time was given to coverage of other sports. Table 38 shows that reports on female sport had the lowest average duration of all the types of sport analysed, with reports on male sport having an average duration of 30 seconds longer than reports on female sport.

Augmenting the disparity in average duration, in some instances reporting on female competitions was added on to the end of more prominent reports about the corresponding male competition. For example:

- Channel 7 Melbourne's *Seven News*, on 4 July 2009, discussed the men's Wimbledon tennis tournament semifinal results for 64 seconds before wrapping up with an 11-second mention of results in the women's draw.
- Channel Nine Sydney's *National Nine News*, on 4 April 2009, reported on male cricketer Philip Hughes's win of the Steve Waugh Medal, with a duration of 26 seconds. The final three seconds of this report noted that female cricketer Leah Poulton had won the Belinda Clark Medal.
- Channel Ten Sydney and Melbourne's *Ten News*, as well as *Late News with Sports Tonight* (national), reported on the athletics meet in Melbourne in March 2009, giving 78 seconds to previews of events including male athletes Asafa Powell, Craig Mottram and Steve Hooker, and only 13 seconds to female athlete Sally McClelland.

While they were relatively isolated, these instances served to contribute to the disparity in duration of coverage between male and female sport, and to implicitly give male sport more significance than female sport in Australian media.

Chart 2: Share of voice by volume and sport type

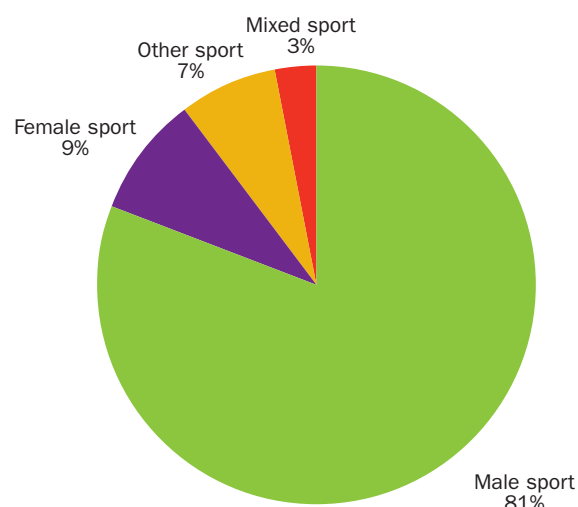


Chart 3: Share of voice by duration and sport type

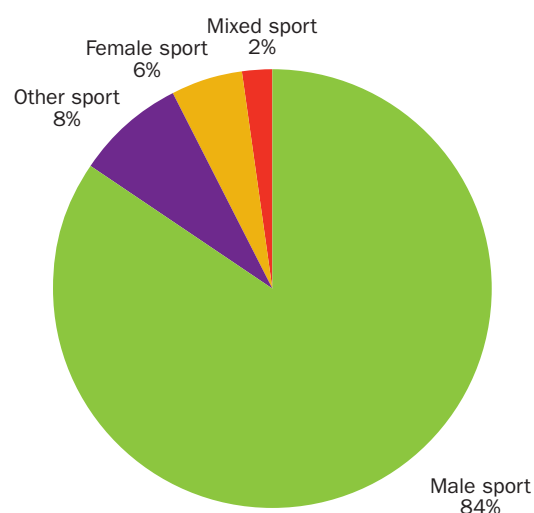


Table 37: Share of voice by total duration and sport type

Sport type	Duration (hh:mm:ss)
Male sport	66:36:14
Other sport	6:23:00
Female sport	4:29:06
Mixed sport	1:57:10
Total	79:25:30

Table 38: Share of voice by average duration and sport type

Sport type	Average duration
Other sport	0:01:26
Male sport	0:01:22
Mixed sport	0:01:08
Female sport	0:00:51

Story order

Charts 4 and 5 show the volume and breakdown of sports by the order in which they appeared in the sporting news section (on Channels 7, Nine and Ten, and SBS and ABC1 evening news bulletins) between 1 and 10 March 2009, for female and male sport, respectively. Chart 6 shows the running order of male sports-related news reports when they appeared in the main news section of the evening news bulletin. It is significant that no reports on female sport were included in the main news section.

Cricket and NRL were the dominant male sports that were reported on in the first four reports of an evening. All 22 breaking news reports on cricket aired between 3 and 6 March 2009, in the wake of the terrorist attack on cricketers and officials in Lahore. Channel Ten most frequently included this report first in the main news bulletin (eight reports), followed by Channel 7 (five reports). ABC1 only reported this news as the first item once.

All nine breaking news reports on NRL were broadcast between 7 and 10 March 2009 and focused on the allegations of sexual assault against Manly Sea Eagles player Brett Stewart. Channel Nine included this as the first news report most often, while ABC1 did not report this topic as the leading news story at all.

These two topics — international terrorism and sexual assault — unarguably locate these stories outside the realm of traditional sports reporting and within the realm of newsworthiness. However, despite the complexity of the decisions made by producers to include these topics as leading stories, it is not unreasonable to assume that had they not involved sporting identities they would not have been accorded the same degree of prominence. That none of these items involved female athletes, teams or officials compounds the finding made in relation to duration (page 21) that female sport appears to occupy a blind spot in the news on Australian television.

Chart 4: Female sport — sports coverage

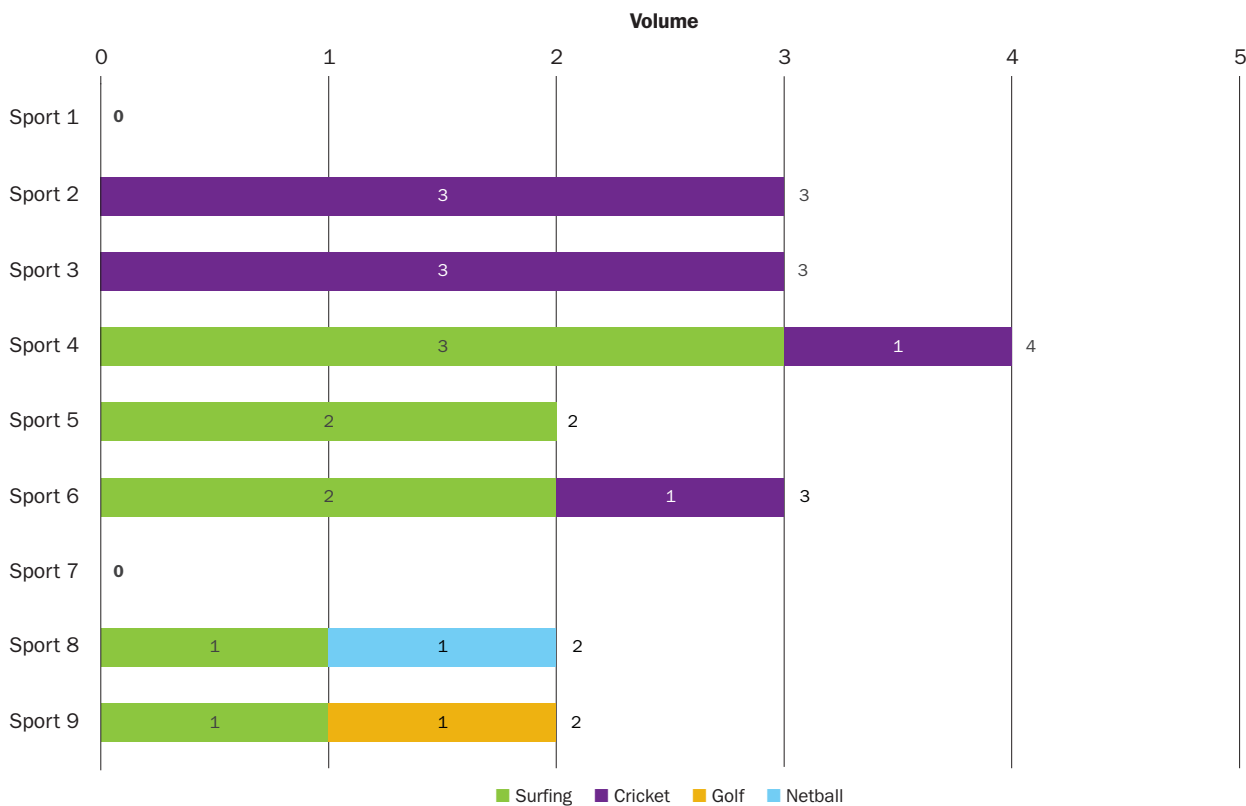


Chart 5: Male sport — sports coverage

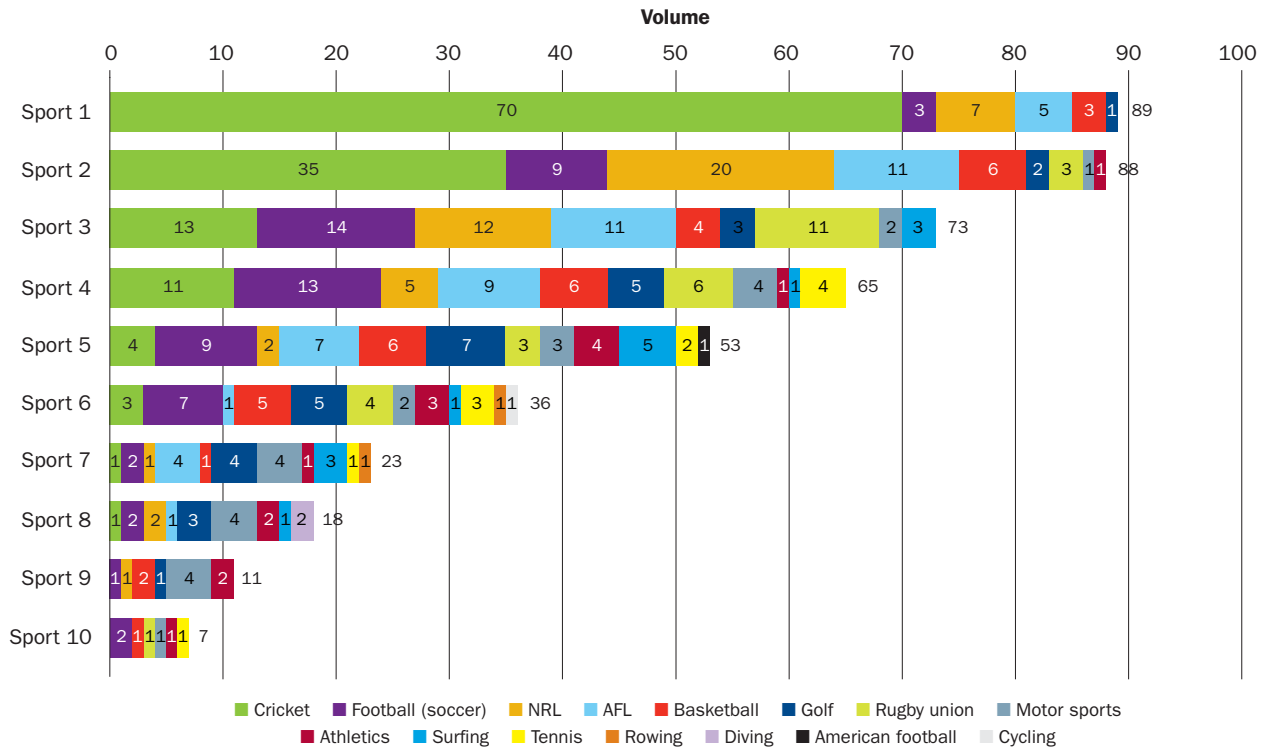
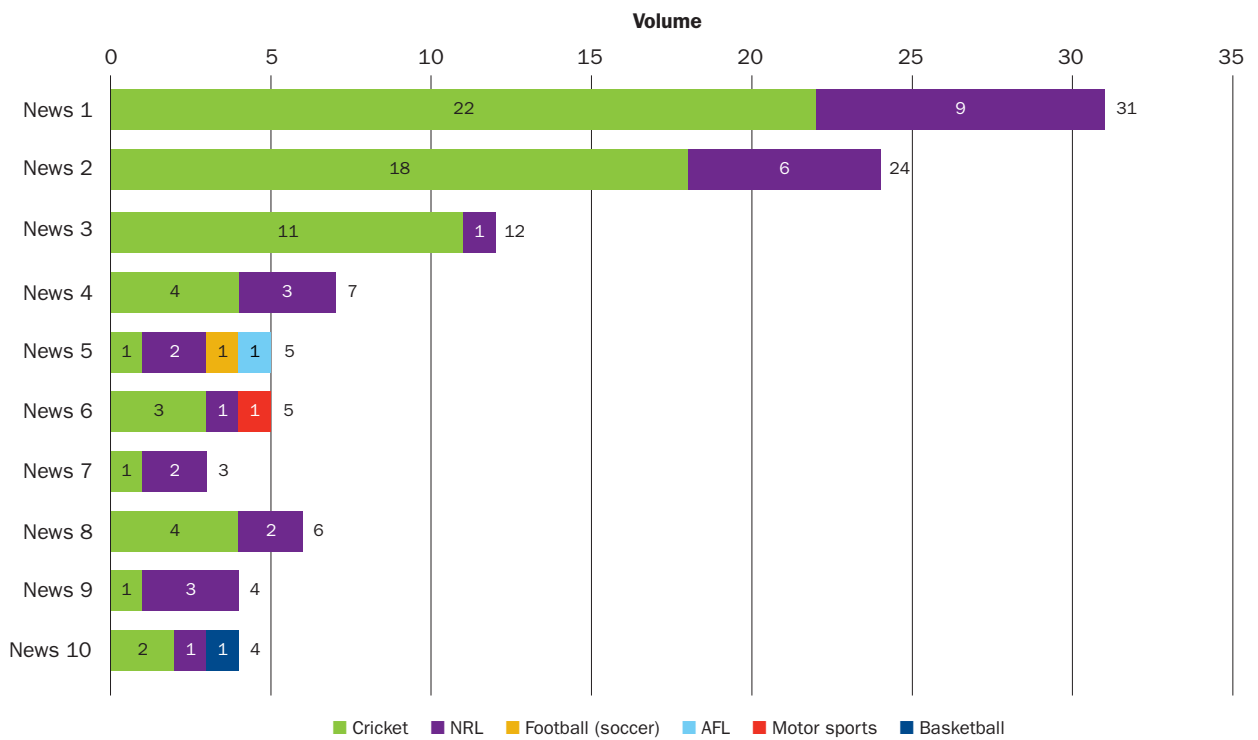


Chart 6: Male sport — news coverage



Primary story focus

Chart 7 shows the main focus of the television reports analysed, giving the overall context in which sport was discussed. Each report has only one story focus, but may discuss a number of different individual topics.

As can be expected, athlete performance was the main focus of television coverage of both male and female sport. Highlighting that coverage of female sport tends to be more results-driven whereas coverage of male sport is more constant across the sporting event cycle, male sport was comparatively over-represented in coverage focusing on training and preparation (this made up 21% of coverage of male sport, but only 13% of coverage of female sport).

Similarly, female sport was comparatively under-represented in coverage focusing on the sporting industry, suggesting that female sport is not discussed in its commercial context in television coverage as much as horseracing (which made up almost all 'other' sport) and mixed sport (3% of coverage of female sport focused on the sporting industry, compared to 12% for male sport, 35% for other sport and 33% for mixed sport).

The greatest proportion of athlete behaviour-focused reports discussed male sport (8%, compared to 2% for female sport), with this coverage being least favourable overall.

Nationality of athletes

The reports analysed were designated as fitting in one of two categories: 'Australian' or 'other' (see Chart 8). All reports that had a reference to an Australian athlete (no matter how brief) were included as 'Australian', while all reports referring exclusively to athletes of another nationality were included as 'other'.

While 16% of coverage of male sport focused exclusively on the exploits of international athletes and teams, 24% of coverage of female sport focused on the performance of athletes of a nationality other than Australian. This would suggest that not only are female sports under-represented in Australian television news, but **Australian** female sports are particularly under-represented.

Chart 7: Primary focus of television report by sport type

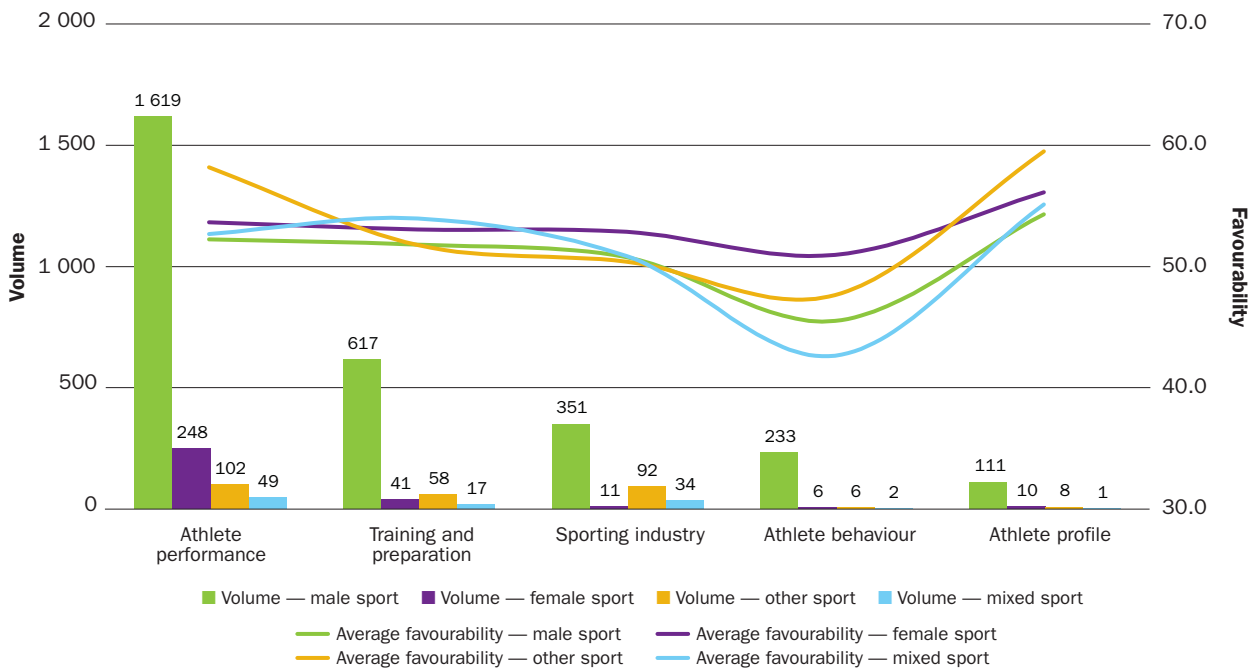
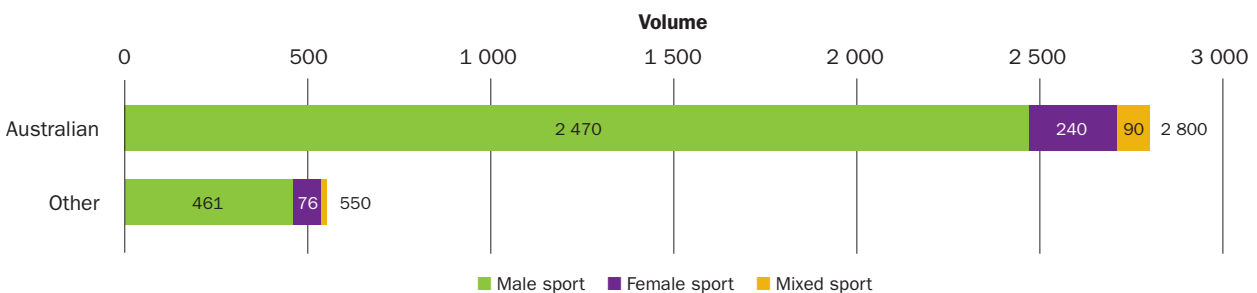


Chart 8: Coverage of nationality of athletes by sport type



Text type

The categorisations of text type have been adapted from Section One, and Table 39 shows the volume of each included in this analysis. For the purposes of analysing television, 'news briefs' denoted the 30-second reports that provide a rapid round-up of results across a range of sports in quick succession, and 'feature' referred to reports with a long duration.

Narrative frame

Chart 9 shows the narrative frames deployed in television news reporting on sport, following the six frames identified by Vande Berg and Projansky (2003). Each report was allocated at least one narrative frame, although, if appropriate, more than one narrative frame could be chosen.

From the outset it should be noted that Vande Berg and Projansky (2003) devised these frames for an analysis of sporting commentary rather than news reporting,

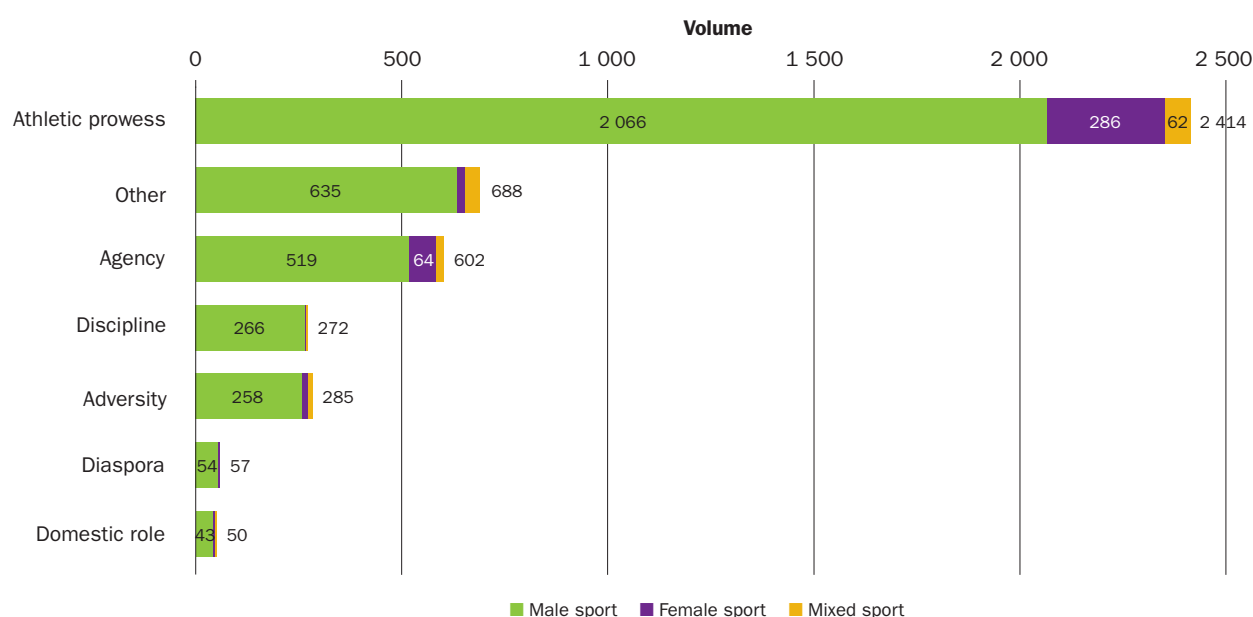
which is a different kind of text with different norms and conventions. Moreover, their analysis was of US basketball, rather than a range of sporting disciplines across television news media in Australia. The cultural and sport-specific differences in the coverage selected for this analysis should be taken into account; all departures from Vande Berg and Projansky's findings made here are not intended to undermine their approach but rather are the inevitable product of applying a framework designed for a particular text in a particular culture to a different text in a different culture. The 'other' narrative frame has been introduced for this analysis to avoid characterising reports inaccurately. These reports covered a variety of issues, including the terrorist attack on Sri Lankan cricketers in Pakistan, the commercial aspects of the sporting industry, the involvement of fans in sport and the involvement of sporting identities in charities.

Athletic prowess was the most prominent narrative frame, and was used in 70% of coverage of male sport and 90% of coverage of female sport. While this could

Table 39: Text type by sport type

Text type	Male sport	Female sport	Mixed sport	Other sport	Total
Match report	1 207	221	66	96	1 550
News report	1 022	49	20	91	1 182
Match preview	581	39	8	62	690
Profile	56	2	1	8	67
Human interest	27	1	4	2	34
News brief	23	2	2		27
Comment/opinion	3	1	1	5	10
Interview	7	1		2	10
Feature	5		1		6

Chart 9: Narrative frames used in television reports by sport type



suggest that female athletes and teams are more likely than their male counterparts to be presented as ‘heroes whose outstanding ability, expertise, courage, perseverance, dedication to goals, creativity, versatility and spectacular ability to perform under pressure enables them to succeed in winning competitions’ (Vande Berg and Projansky 2003:29) than their male counterparts, more likely it shows that the repertoire of television news reporting on female sport in Australia is quite limited to results. The data also suggest that women need to participate in events successfully in order to be deemed newsworthy, while their male counterparts receive much more sustained coverage of a range of training and preparation-related topics, as well as topics only loosely connected to their sporting lives.

Examples of agency were invariably reports on a team or individual’s ability to determine their own success, and this narrative frame was used almost equally in reporting on both male and female sport (20% and 21%, respectively). The narrative frame of ‘agency’ covers the same ground as ‘volition’, as used in Section One as a measure of the agency, or lack thereof, accorded to the athlete or team (see page 15). Examples of reporting that portrayed athletes or teams in a position of agency included:

- ‘Having spent most of his career fighting for attention, now Victor Darchinyan wants to cash in on his world title success. The Armenian–Australian returned home today as the first man to collect all three belts in the super flyweight division, but he is hungry for more ... “I can fight any weight division. I feel my power, my power coming from every fight. I’m ready for any champion ... I’m not going to sit and defend my title. I wanna fight more berths. I want my name to become higher,” [says Darchinyan]’ (*Late News with Sports Tonight*, Channel Ten national, 5 November 2008).
- ‘While Roger Federer and Rafael Nadal ready themselves for tonight’s men’s finals, our women’s champion Serena Williams has already flown out, vowing to return and go back to back. Her fourth Australian Open title and tennis slam in total came almost too easily last night, disposing of Dinara Safina in under an hour ... Williams had her way in a 20-minute wipe out ... the demolition got done in just 59 minutes’ (*Seven News*, Channel 7 Melbourne, 1 February 2009).

Injuries were a common topic of sports reporting, and many of the reports deploying a narrative frame of ‘adversity’, for both genders, did so through the context of injury and individuals pushing through pain and injury to succeed. However, other examples of adversity included unexpected wins and the trials of young athletes emerging into fields of elite athletes, for example:

[Compere:] After sending the Swans a DVD of his playing talents just last year, former Canadian rugby player Mike Pyke will complete a remarkable achievement at the SCG on Sunday.

[Paul Roos, Sydney Swans coach:] Injury forced Mike Pyke to quit rugby union, he was looking for a new sport and a new challenge; it is a fantastic effort from Mike to be playing his first senior game so early in his development as an AFL footballer (*Ten News*, Channel Ten Sydney, 1 May 2009).

Vande Berg and Projansky argued that discipline as a narrative frame is used by US basketball commentators to depict female athletes ‘as subservient order-takers’, which was not seen in coverage of male basketball (2003:28, 34). However, Chart 9 shows that in Australian television news coverage, male athletes were much more likely to be described by reporters ‘as children who need to be scolded, disciplined, and given orders by expert adults’ (Vande Berg and Projansky 2003:34) than their female counterparts (9% of coverage of male sport used this frame, where only 0.3% of coverage of female sport — or one report — described the athletes in these terms). This was the result of widespread reporting on the behaviour of Australian male athletes both on and off the field. Examples included, but were not limited to:

- the problematic drinking culture of AFL clubs and the AFL Players’ Association’s efforts to develop policy to address this
- the uncertain future of cricketer Andrew Symonds following a series of alcohol-related incidents
- allegations of sexual assault against a group of players from the Balmain Ryde Eastwood Tigers, with club officials and police taking action
- claims of violence against women levelled against NRL player Greg Bird
- disciplinary action taken against the Brisbane Lions’s Jared Brennan for head-butting another player
- NRL player Nate Myles’s suspension for six matches following behaviour described by Channel Ten newsreader Sandra Sully as ‘bizarre and sickening’ (*Late News with Sports Tonight*, Channel Ten national, 6 July 2009).

Similarly, Vande Berg and Projansky (2003) argued that diaspora (the necessity for athletes to move overseas in order to further their professional careers) and domestic narratives are exclusively used in commentary of female basketball in the United States. As with 'discipline', it would seem that Australian television news reporting of sport challenges this trend: Chart 9 shows that a low volume of coverage described male athletes as needing to go overseas to further their careers, and that male athletes are presented in their domestic context (with friends and families) more frequently than their female counterparts. Examples of diaspora included references to various NRL players considering playing in Japan or Europe in order to earn more money, while many male athletes were pictured with their families (see Figure 5).

Figure 5: Examples of male athletes presented in a domestic context



Lewis Hamilton as a child with his father (World News Australia, SBS national, 3 November 2008)



Sea Eagles centre Steve Bell spends his grand final preparation time with his family (Seven News, Channel 7 Sydney, 3 October 2008)

Visual analysis — studio backdrop

Charts 10–12 show the qualitative content and social distance of imagery accompanying the studio introduction to television news reports on sport, adapting the categories used to analyse print media imagery in Section One.

As in Section One, both the studio backdrop in the introduction to television reports and the images in the reports themselves were analysed based on whether they were action, posed, glamour or domestic shots.

Reinforcing the finding that television news coverage of female sport is more closely focused on events and results (as opposed to preparation or the lives of the athletes beyond sport), a higher proportion of studio backdrop imagery presented female athletes in an action shot compared to their male counterparts (31% and 25%, respectively).

The series of facial affects presented in Chart 12 can be understood as existing along a spectrum, with the more neutral 'serious' and 'focused' at one end, and the more intense 'aggressive', 'sad' or 'despondent', and 'happy' at the other end. Female athletes were more likely to be presented as 'happy' (14%) or 'focused' (17%) than male athletes (11% and 10%, respectively). Male athletes were more often presented as 'sad' or 'despondent' (no reports showed female athletes looking 'sad' or 'despondent' in the studio introduction), and twice as likely to be shown displaying 'serious' facial affect (7% of male sport coverage compared to 3% of coverage of female sport). These findings undermine the stereotype that women are more prone to emotional displays than men (as discussed in Section One, page 14), at least in the use of visual content in framing television news reports on sport.

Chart 10: Image analysis — studio backdrop, by sport type

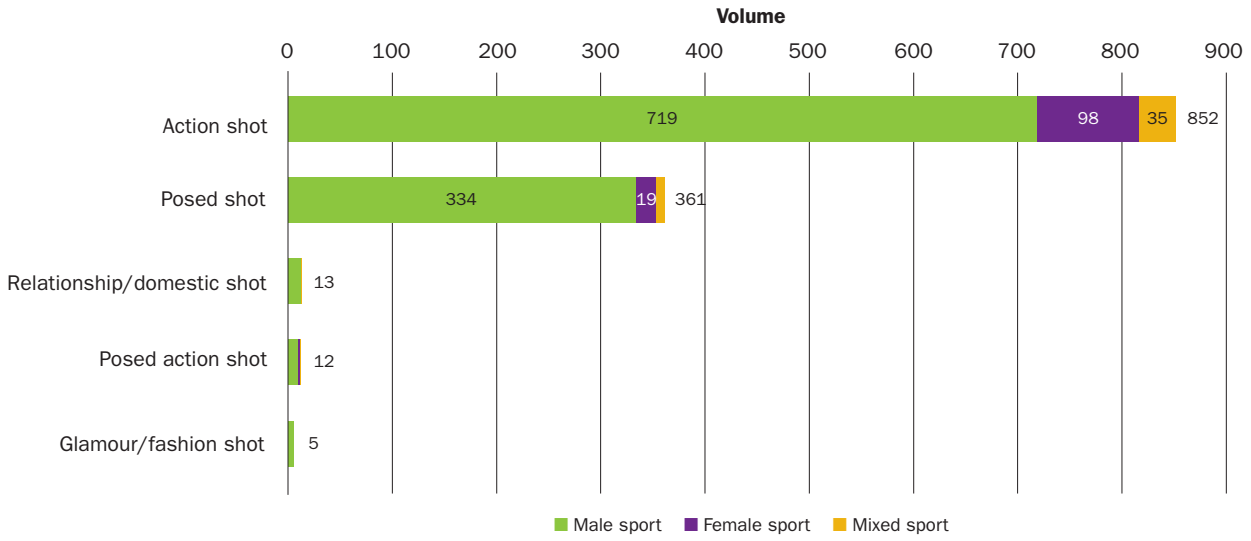


Chart 11: Social distance of image — studio backdrop, by sport type

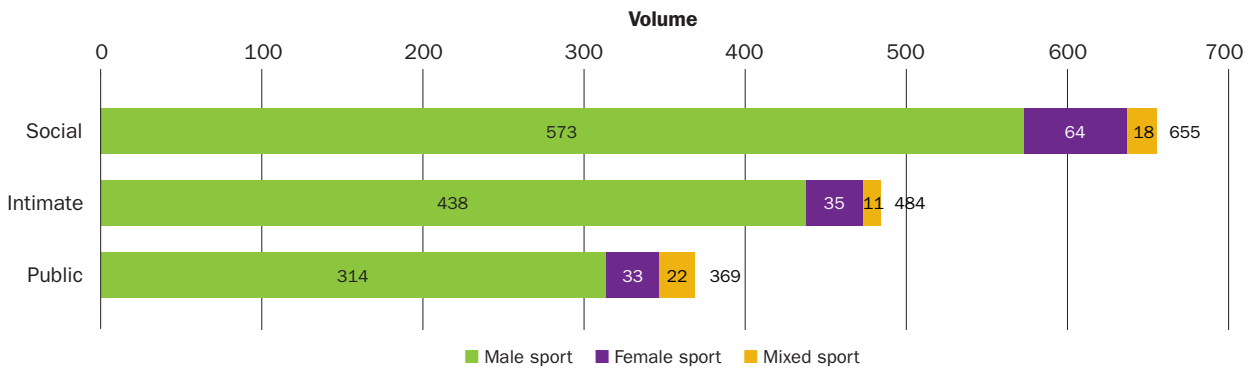
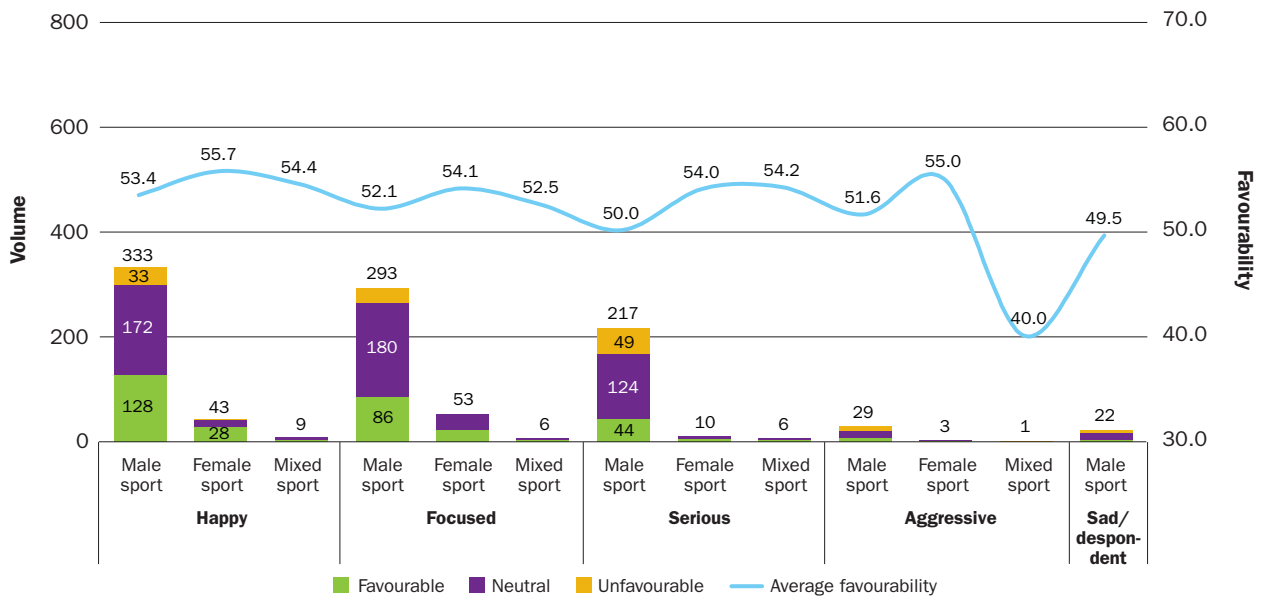


Chart 12: Emotional display — studio backdrop, by sport type



Linguistic analysis – studio introduction

Charts 13–19 show the results of discourse analysis of the first sentence spoken by a journalist in television news reporting on sports. The various tools used have been adapted directly from Section One.

In Section One, naming devices were analysed to identify to what extent stories drew attention to the gender of athletes and away from their performance (pages 13–14).

Only 8% of the total coverage analysed for this report contained gendered pronouns in the first sentence, although it is interesting to note that this was slightly skewed towards discussions of female sport (11%, compared to 8% for male athletes). This tendency to more frequently identify the gender of female athletes or competitions than that of male athletes or competitions in the opening sentence reinforces the notion that male sport is seen as normal and female sport as a novel exception. However, the majority of introductory sentences referred to gender-neutral sport or competition (see Chart 14), or mentioned individual athletes using their full names.

Diminutive noun phrases ('girls', 'boys' and 'lads', for example) were hardly ever used in the first sentence of television coverage, although they were more likely to appear in coverage of female sport than coverage of male sport (0.3% of male sport, 2% of female sport).

Figure 6: Examples of gendered noun phrases in studio backdrop

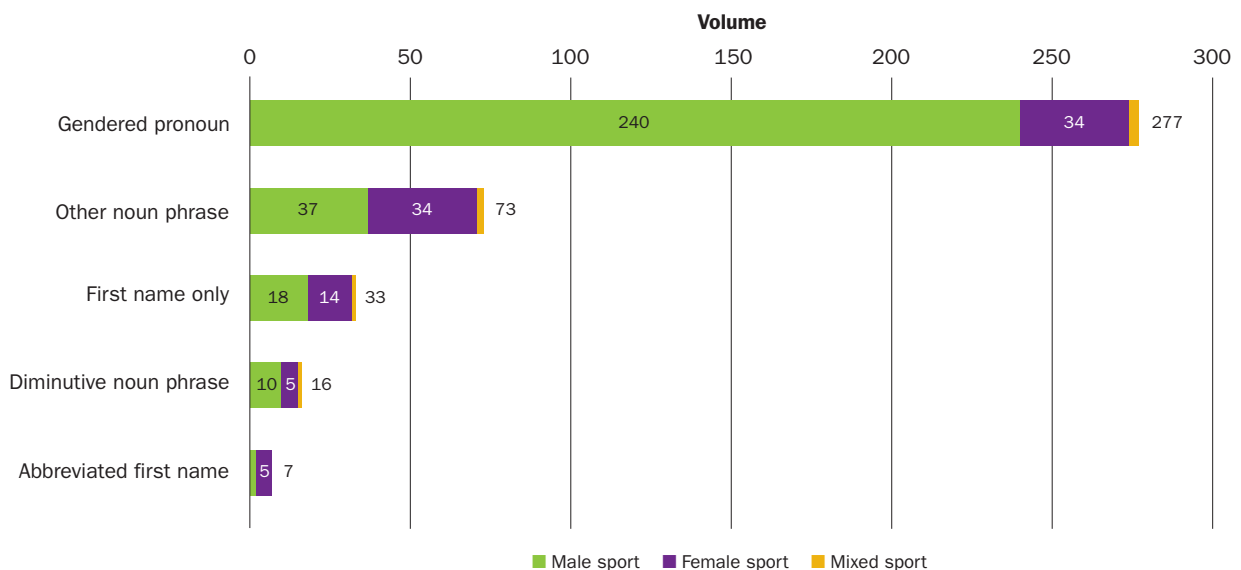


'King Roger' (Seven News, Channel 7 Melbourne, 6 July 2009)



'Woman winner' (National Nine News, Channel Nine Sydney, 1 November 2009)

Chart 13: Gendered naming devices — studio introduction, by sport type



It was more common for gender-neutral naming devices to be used in studio introductions than gendered naming devices, with the sport or competition name, team name or player's position the most frequently used. Examples of other gender-neutral noun phrases used included 'champions', 'movers and shakers' and 'marquee names'.

As introduced in Section One, emotion lexis is a measure of the emotions (positive or negative) displayed by, or attributed to, athletes and other sporting agents in media coverage. Accordingly, emotion lexis can serve as a linguistic (rather than visual) measure of the stereotype that women are more prone to emotional displays than men (page 14).

The majority of emotion lexis used to describe athletes' behaviour in studio introductions was positive. As with the analysis of visual emotional display, this skewed towards coverage of female rather than male sport (25% and 16%, respectively). By contrast, examples of negative emotion lexis, while lower in volume, skewed towards coverage of male sport (7%, compared to 3% of coverage of female sport). While negative emotion was not particularly common, coverage of men's sport was more often framed in terms of the 'anguish' of male athletes. Examples (with emotive language bolded) included:

- **'Disappointment** for the Western Force today, beaten convincingly by the Chiefs in New Zealand' (*Sports Tonight* late edition, Channel Ten national, 6 March 2009).

Chart 14: Gender-neutral naming devices — studio introduction, by sport type

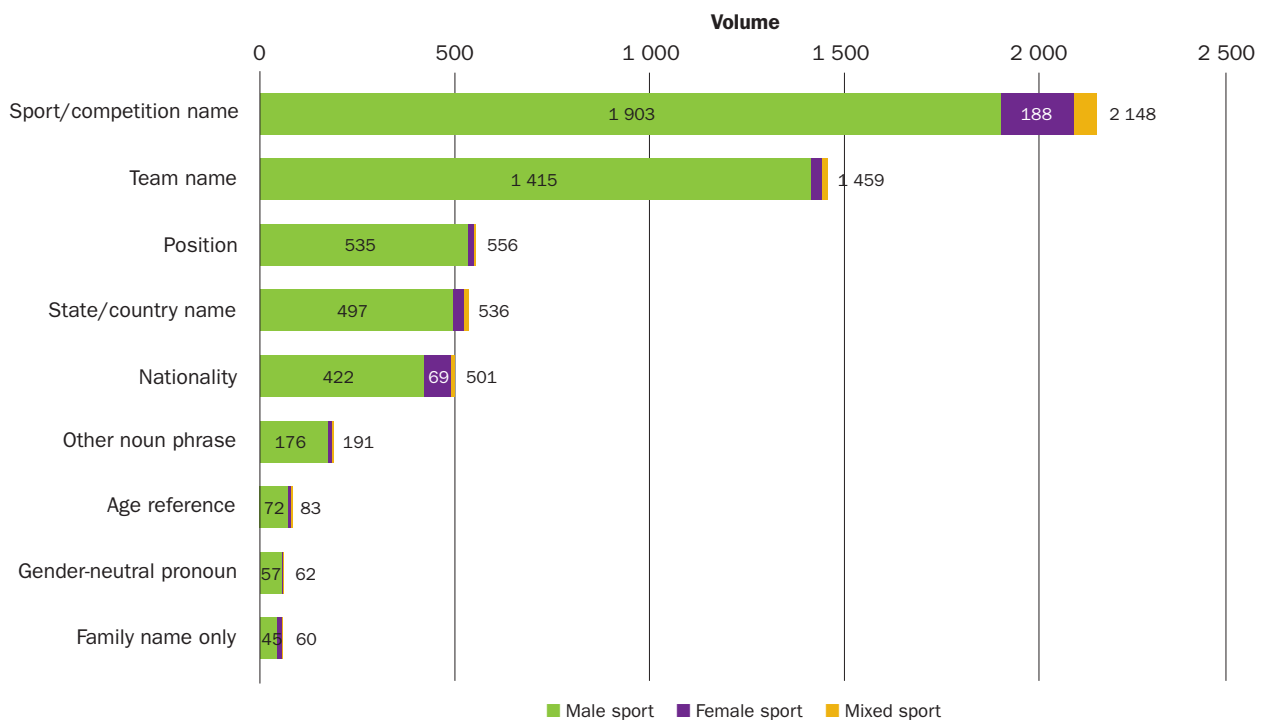
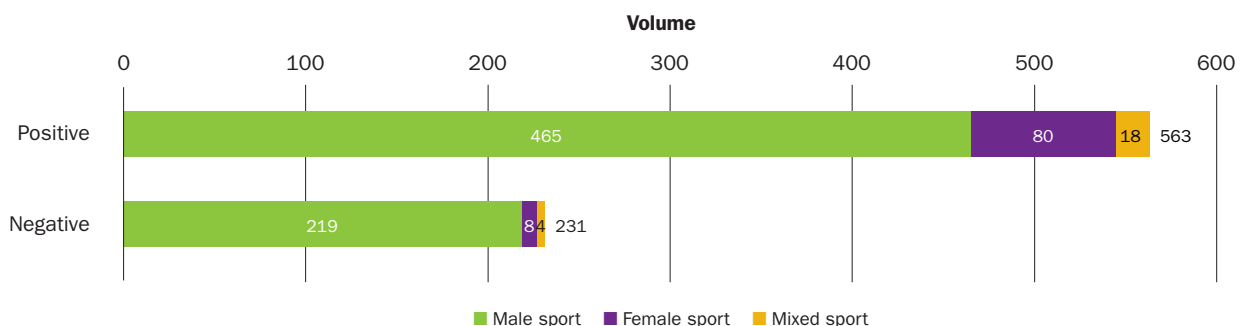


Chart 15: Emotion lexis — studio introduction, by sport type



- ‘It’s been a **sad** 24 hours for the New Zealand Warriors — the NRL club is in shock after rising league star Sonny Fai was swept out to sea yesterday evening’ (*World News Australia*, SBS, 5 January 2009).
- ‘Melbourne footballer Nathan Jones says he’s **angry** and **disappointed** by a weekend bashing at the MCG that’s left his father with a broken nose and ribs’ (*National Nine News*, Channel Nine Melbourne, 6 April 2009).

Chart 16: Emotivity — studio introduction, by sport type

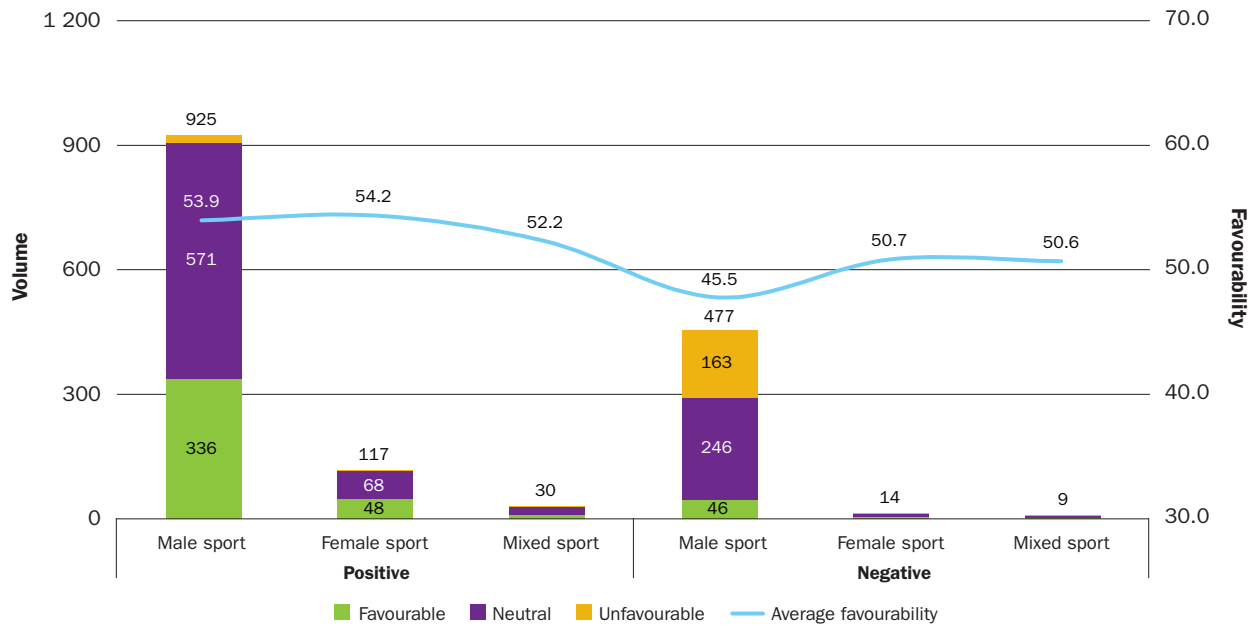


Chart 17: Source of evaluation — studio introduction, by sport type

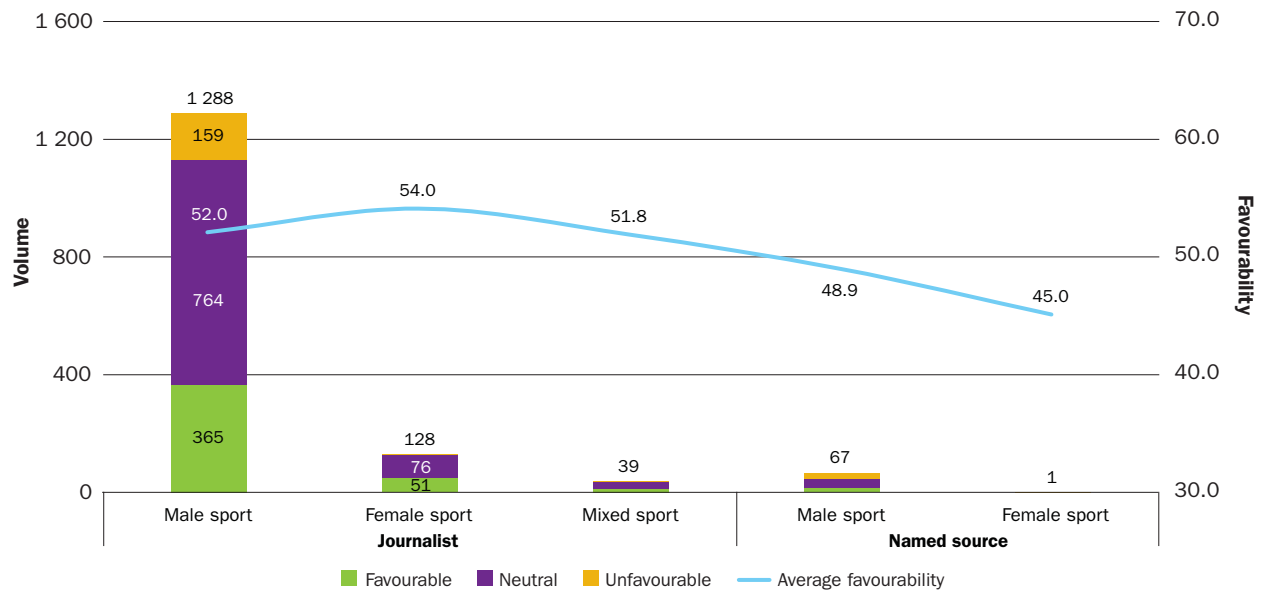
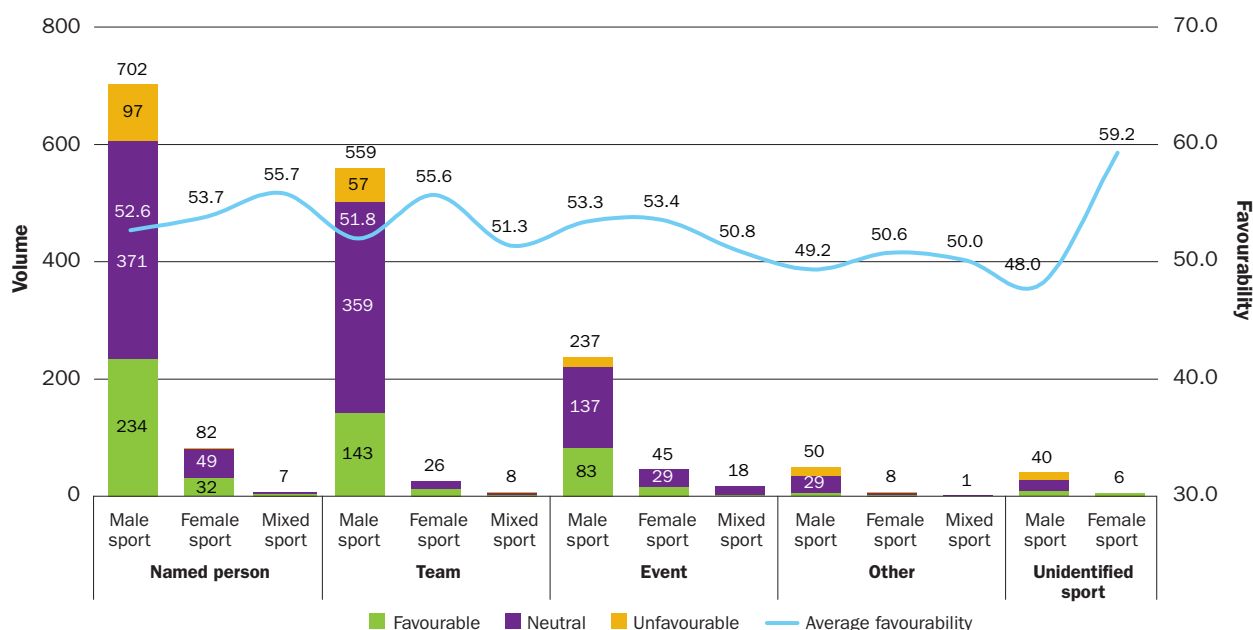


Chart 18: Target of evaluation — studio introduction, by sport type



As introduced in Section One, emotivity is a measure of whether an article evaluates, or presents a view evaluating, an object (including events, people and teams) as good or bad (page 14). Vital components of the notion of emotivity are the source (who said it?) and the target (who/what did they say it about?) of the evaluation.

Discussion of female sport in the first sentence had a higher proportion of positive emotivity; moreover, male sport had a higher proportion of negative emotivity (16% compared to 4% of female sport). In all sport, the majority of first-sentence evaluations were made by the journalists and were towards a named person or team.

Cricketer Andrew Symonds was among the more frequent targets of negative emotivity. Examples included:

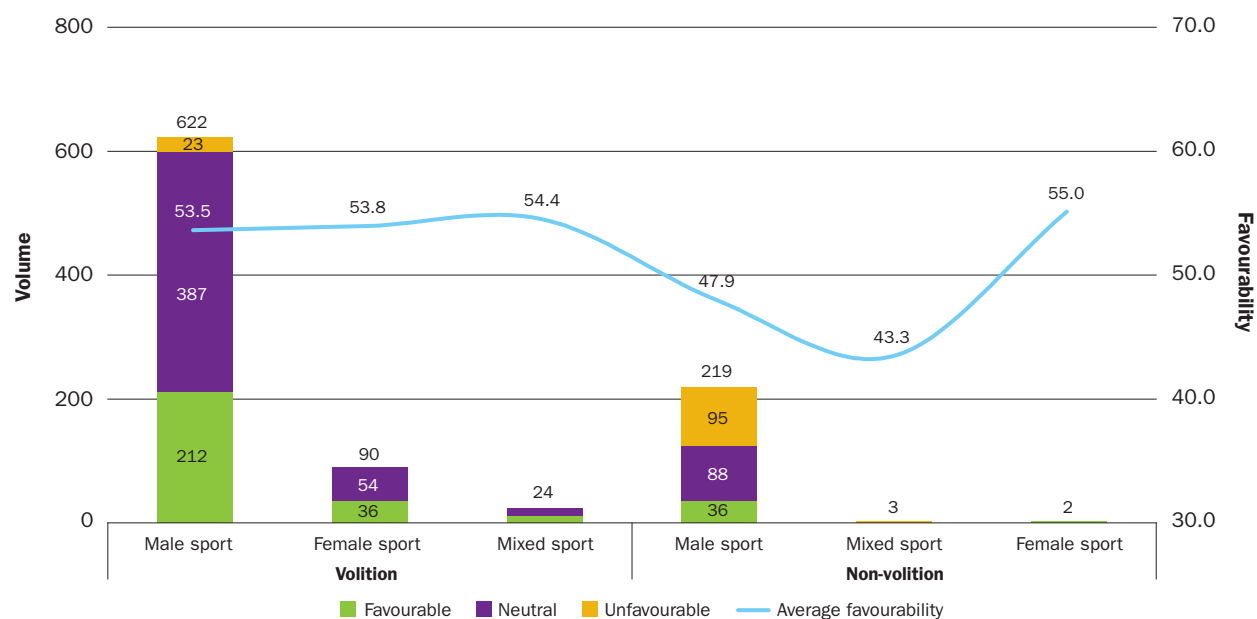
- 'Cricketer Andrew Symonds is considering his future in the sport after returning home from England in **disgrace**' (*Seven News*, Channel 7 Sydney, 6 June 2009).
- '**Troubled** cricketer Andrew Symonds has returned home staying tight-lipped about his latest indiscretion after being sent packing from England' (*National Nine News*, Channel Nine Melbourne, 6 June 2009).

Although there are debates about the value of this kind of reporting for male sport, the use of negative evaluation to discuss male sport is further evidence that Australian television news employs a wider range of ways to discuss male sport. While it is undeniably

sensationalist, audience interest in this information stems from an investment in the careers of people, such as Symonds, and concern about how their behaviour can impact on them (and their teams) in a professional context. This investment in the professions of male athletes does not appear to extend to female athletes.

Following Section One, the third measure of evaluation traced in this analysis was 'volition', understood as a measure of agency or lack thereof (page 14). As noted in the discussion of narrative frames (pages 25–27), 'volition' has a direct affinity with the narrative frame of agency, while 'non-volition' tends to accompany reports framing athletes as the subject of discipline. The majority of examples of volition in television news coverage of sport were positive for both female and male sport, although despite both genders receiving similar proportions of coverage, female athletes were more often reported as acting of their own wishes and aiming for strong results (28%, compared to 21% for male athletes), and were less likely to be presented in a position of non-volition than male athletes in the studio introductions (1%, compared to 7%). It is likely that this reflects the greater use of the narrative frame of discipline for discussions of male sport, which by extension, presents male athletes as subject to the discipline and regulation of a higher power (such as the police or a league's tribunal).

Chart 19: Volition — studio introduction, by sport type



First-sentence coverage of male and female athletes in a position of agency (bolded) included:

- ‘Australian Samantha Stosur will be **aiming for** a spot in the French Open semifinals when she takes on Romanian teenager Sorana Cirstea tonight’ (ABC News, ABC1 Sydney, 3 June 2009).
- ‘In just over an hour’s time, the Socceroos will be **fighting for** World Cup qualification against Uzbekistan at the same stadium where their last World Cup dream came true’ (Seven News, Channel 7 Melbourne, 1 April 2009).
- ‘The Australian test cricket team suddenly seems like a **formidable** force again’ (National Nine News, Channel Nine Sydney, 3 March 2009).

Meanwhile, examples of coverage depicting male athletes in a position of non-volition (bolded) in the first sentence included:

- ‘Manly will be praying test fullback Brett Stewart is cleared to return this week from a four-game ban for drunken behaviour after **slumping** to their fourth straight loss’ (Seven News, Channel 7 Sydney, 5 April 2009).
- ‘The future of Parramatta’s rugby league team is **under a cloud** tonight with their boss Dennis Fitzgerald saying he can’t guarantee their survival’ (National Nine News, Channel Nine Sydney, 4 April 2009).

- ‘Well the initial response was subdued, but Michael Phelps is now **paying a hefty price** for that infamous photo showing him smoking marijuana’ (Ten News, Channel Ten Sydney, 6 February 2009).
- ‘The AFL match review panel **has sent** Sydney player Brett Kirk **straight to the tribunal**, charged with making reckless contact with an umpire’ (Seven News, Channel 7 Melbourne, 6 April 2009).

Visual analysis — overall

Charts 20–22 show the qualitative content and social distance of imagery accompanying television news reports on sport, adapting the categories used to analyse print media imagery in Section One.

Almost all reports showed at least two different social distances of images. This is to be expected in television, where the head shot (intimate) is the standard shot for media conferences and interviews, while public and social distances lend themselves to action footage.

Reinforcing the observation made in the discussion of narrative frames earlier in this section, it was not uncommon for male athletes to be pictured in a domestic context, while the majority of coverage of both male and female athletes included some form of action sequence.

Chart 20: Image analysis — overall, by sport type

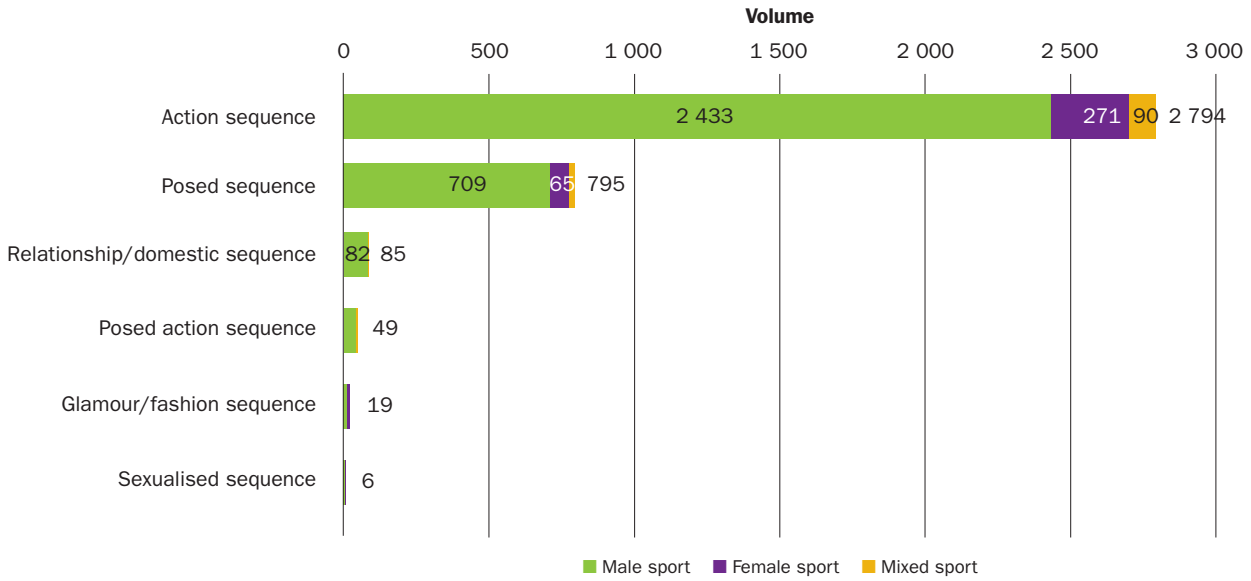


Chart 21: Social distance of image — overall, by sport type

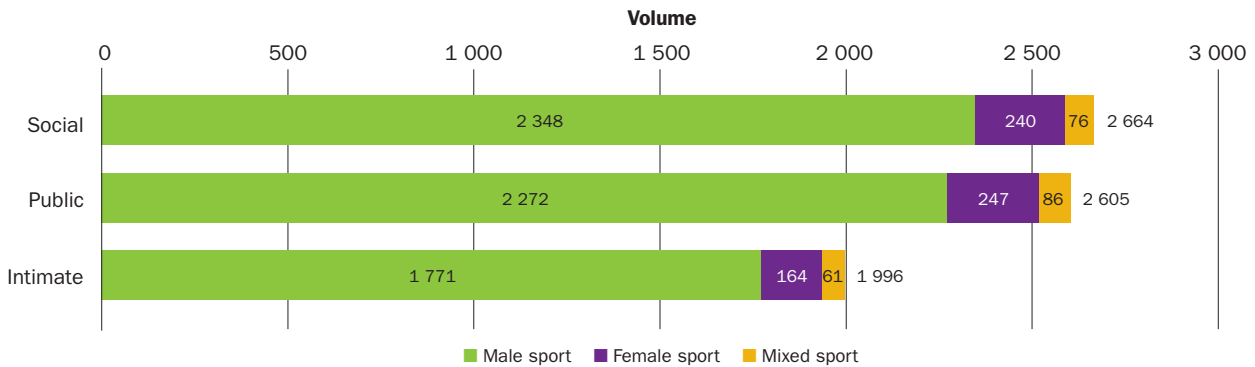
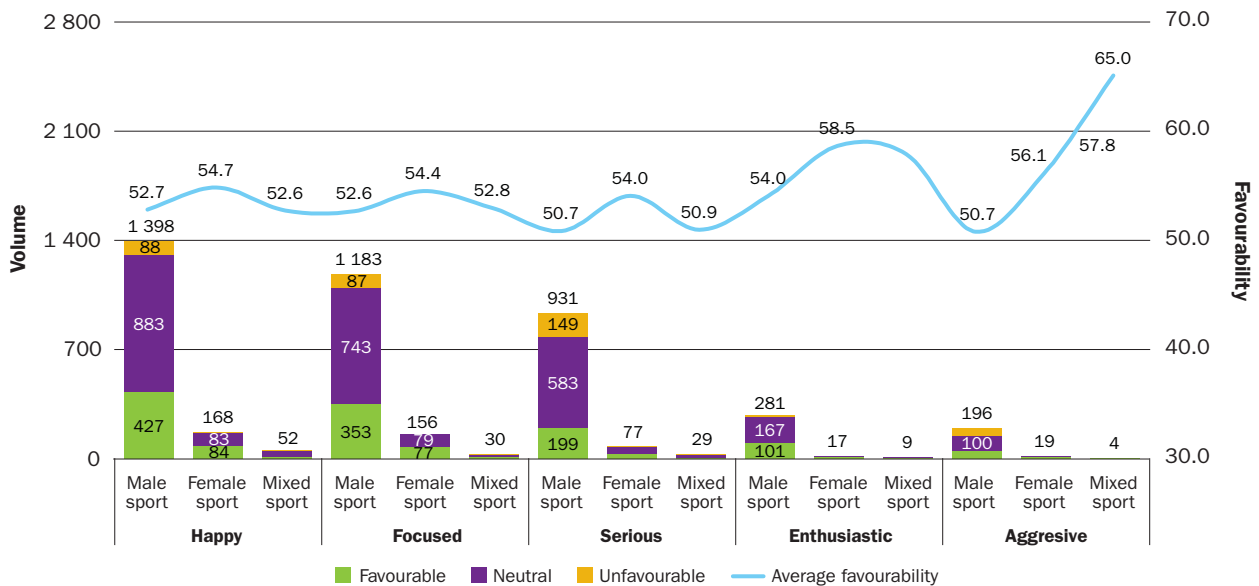


Chart 22: Emotional display — overall, by sport type



While the continuous nature of television imagery makes it less sound to place much emphasis on the emotional displays of athletes presented in overall reporting (as opposed to the studio backdrop, where images are more carefully and deliberately selected), a higher proportion of coverage pictured female athletes as 'happy' or 'focused' (53% and 49%, respectively, compared to 48% and 40% for male athletes), while male athletes were more often shown as 'serious' (32%, compared to 24% for female athletes).

In the analysis of footage overall, displays of 'aggression' were not as specific to male sport as might have been expected (with about 7% of coverage of each gender including such a display).

Figure 7: Examples of imagery accompanying television news reports



Serena Williams looking aggressive (ABC News, ABC1 Melbourne, 5 July 2009)



Boxer Victor Darchinyan in a domestic context (Ten News, Channel Ten Melbourne, 5 November 2008)



An upset Adelaide United player (ABC News, ABC1 Sydney, 6 November 2008)



Action shot of surfer Stephanie Gilmore (Sports Tonight late edition, Channel Ten national, 6 March 2009)



A serious Greg Bird walks to court (National Nine News, Channel Nine Sydney, 6 July 2009)



Australian rugby league players celebrate their win at the World Cup (Seven News, Channel 7 Sydney, 3 November 2008)



Intimate shot of golfer Anna Rawson (Ten News, Channel Ten Melbourne, 5 February 2009)

Linguistic analysis — overall

Charts 23–29 show the results of discourse analysis of television news reporting on sport. The various tools used have been adapted directly from Section One.

In overall coverage of female sport, a higher proportion of coverage mentioned female athletes by their first name only, compared to overall coverage of male sport. This can be accounted for, at least in part, by the frequent references to Serena Williams as ‘Serena’ to avoid confusion with her sister Venus. Meanwhile, the use of diminutive noun phrases in overall coverage was proportionally equal (mentioned in 2% of coverage of each gender).

Other gendered noun phrases were common. In coverage of female sport this included frequent references to Serena and Venus Williams as sisters, while in reporting on male sport, this included a variety of phrases such as ‘king of surfing’, ‘good guy’, ‘favourite son’, ‘bloke’, ‘the big fella’ and ‘elder statesman’.

Coverage of male sport was more likely to mention the name of a particular team, while in coverage of female sport, the most frequent naming device was the sport or competition name. This is likely to reflect the relative dominance of individual pursuits in coverage of female sport compared to male sport, where team-based contests dominate (see Chart 30, where tennis is over-represented in coverage of female sport and cricket, NRL and AFL dominate for male sport).

Chart 23: Gendered naming devices — overall, by sport type

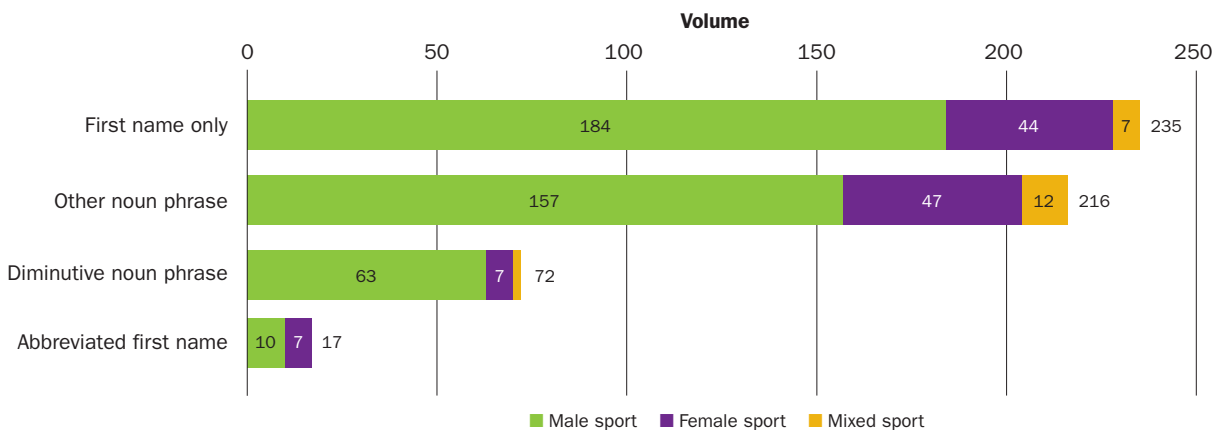
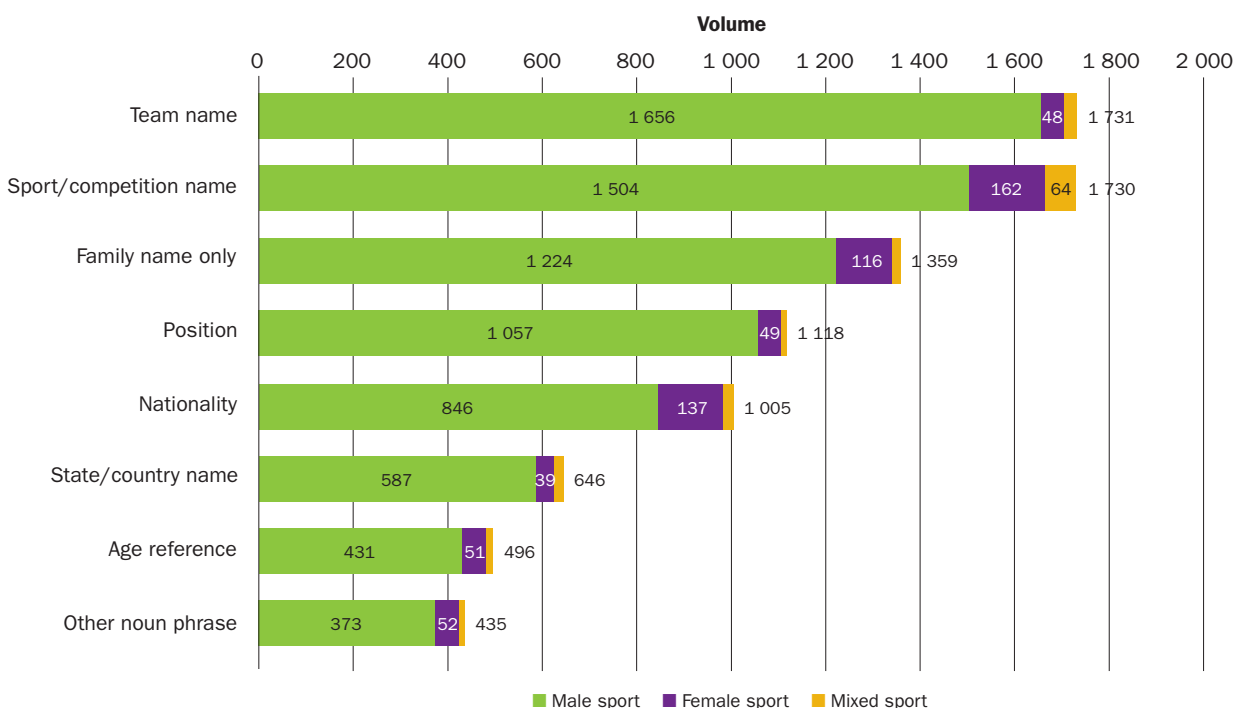


Chart 24: Gender-neutral naming devices — overall, by sport type



As with emotion lexis in the studio introductions of reports, a higher proportion of positive emotion was displayed by, or attributed to, female sport than to male sport overall (35% and 24%, respectively), while a higher proportion of negative emotion was displayed by, or attributed to, male athletes (12% for males and 3% for females). The more significant proportion of negative emotion lexis used in describing male athletes adds to the trend in coverage identified throughout this report that the stereotype of male stoicism is challenged in television news coverage of sport, and that television news has a broader inventory of narratives with which to discuss male sport.

The proportions of positive and negative emotivity in overall television coverage of female sport and male sport accentuated those of the studio introductions (see page 32). Female athletes were more often evaluated positively in the main body of reports (60%, compared to 49% for male athletes), while male athletes were more often evaluated negatively (25%, compared to 7% for female athletes). There was a higher proportion of evaluations from named spokespeople, which is not surprising as studio introductions are generally more focused on journalists' evaluations or facts, while the body of the report is more likely to include spokespeople giving their own evaluations.

Chart 25: Emotion lexis — overall, by sport type

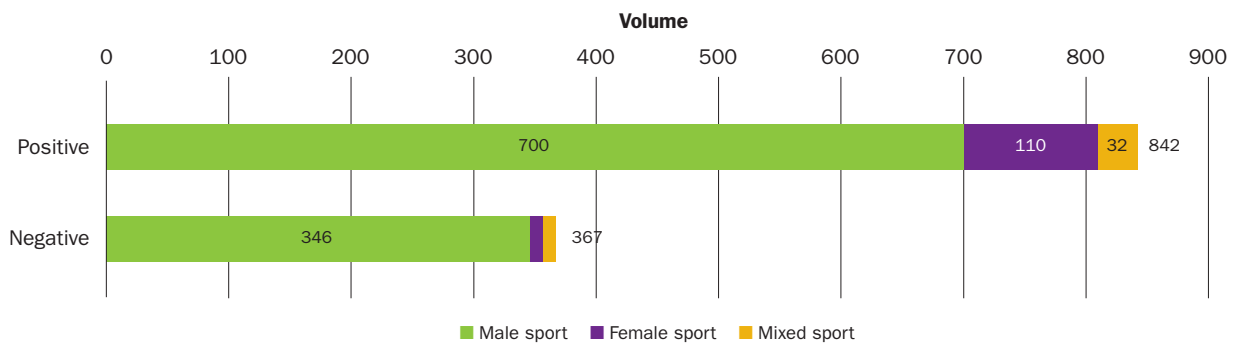
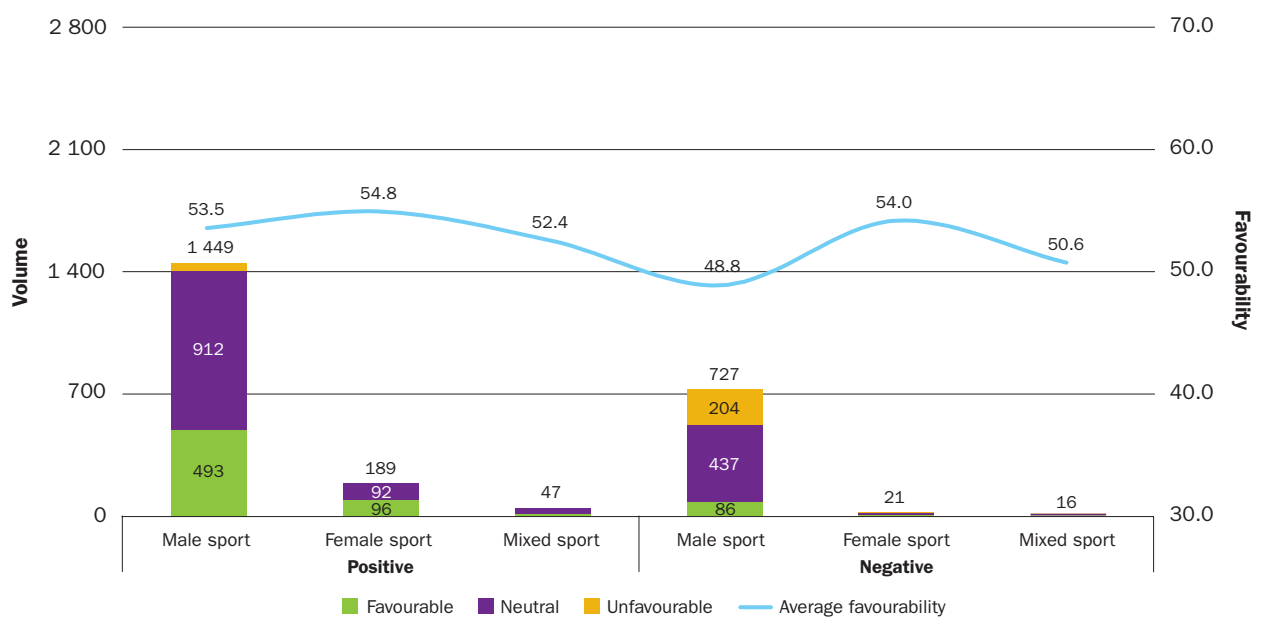


Chart 26: Emotivity — overall, by sport type



Examples of positive emotivity (in bold) included:

- ‘Kangaroo greats have **hailed** Billy Slater’s performance as **one of the best ever** for Australia in last night’s humiliating defeat of England ... [coach Ricky Stewart] described the performance as “Some of the **best individual pieces of talent** I’ve seen at this level of football”’ (Seven News, Channel 7 Sydney, 3 November 2008).
- ‘Two-time world surfing champion Stephanie Gilmore is on track to claim her first Roxy pro title since her rookie year in 2005. Gilmore **revelled** in the clean one-metre swirl, **easily outperforming** former world champion Chelsea Hedges ... The 21-year-old had **a nearly perfect ride**’ (Ten News, Channel Ten Sydney, 6 March 2009).

Chart 27: Source of evaluation — overall, by sport type

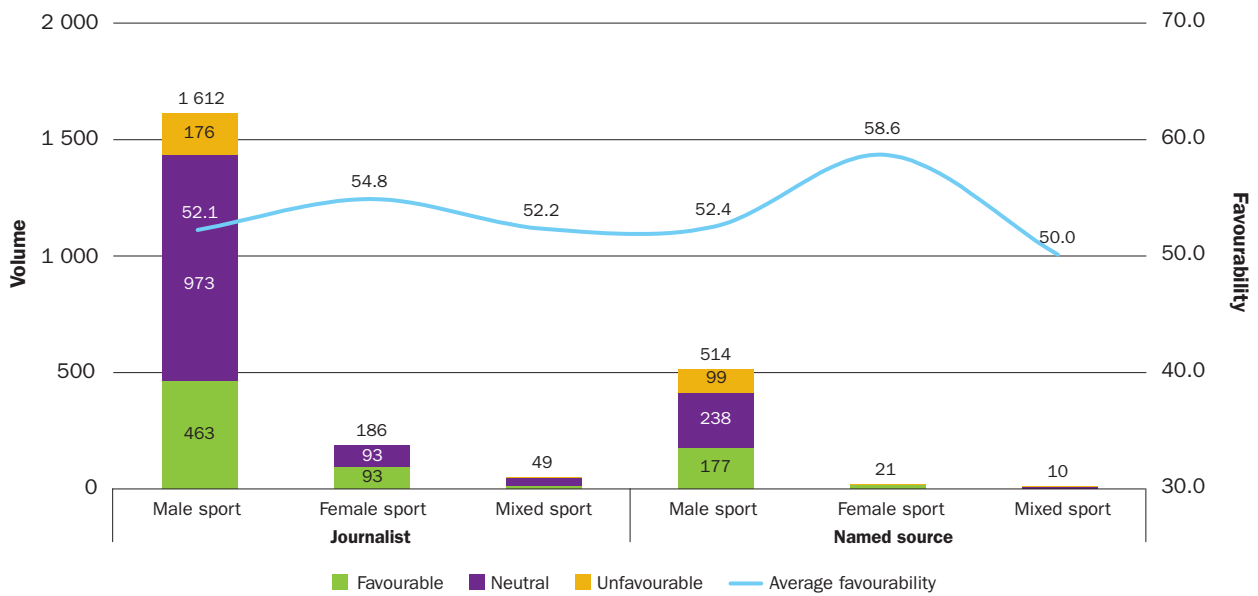
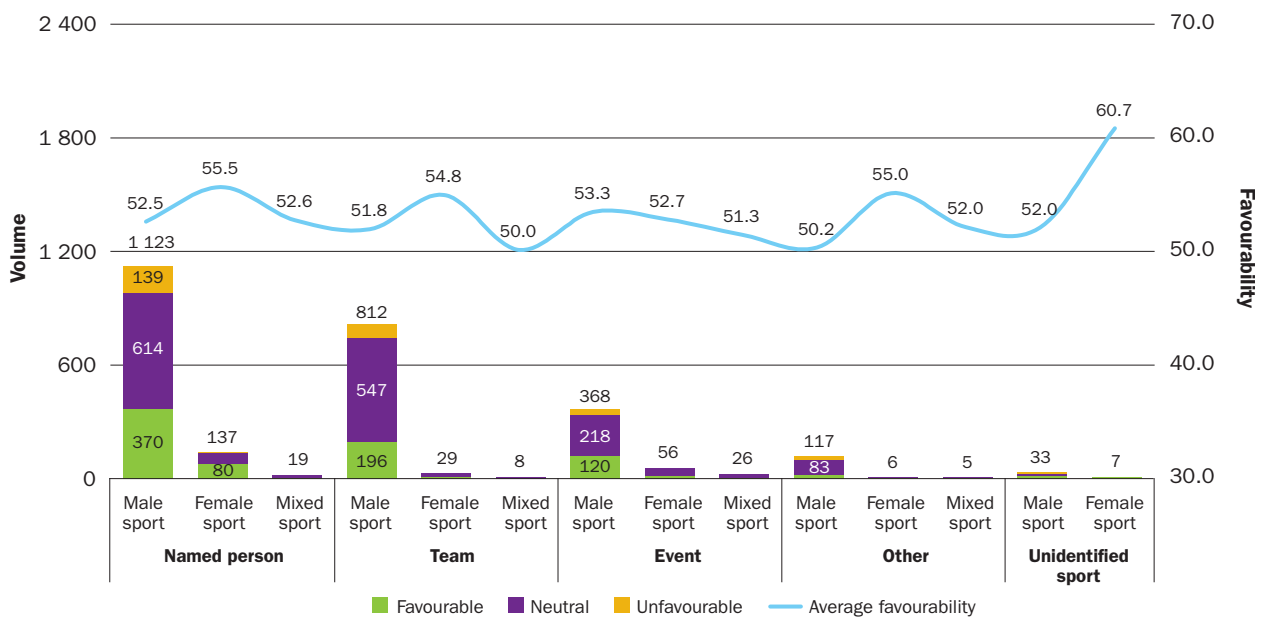


Chart 28: Target of evaluation — overall, by sport type



Examples of negative emotivity included reporting on Roosters player Nate Myles's six-match suspension, including the State of Origin, and the \$50 000 fine to his club for a drunken incident at a hotel on the New South Wales coast:

- Reporter John Hill stated: 'It's another blow for the Roosters and the NRL, which has been **plagued** all season by **drunken players behaving badly**'.
- ARL chairman Colin Love described the situation as 'very **disappointing**'.
- League expert Wayne Pearce criticised the whole code, saying 'I don't think it's just the Roosters. There is a bit too much alcohol, [from] drug to binge levels across the code; [it's] something that's got to change' (*Ten News*, Channel Ten Melbourne, 6 July 2009).

Negative emotivity was also used in discussions of male athletic performance, such as:

Two of Australia's greatest tennis players have warned Lleyton Hewitt to change his game or give it away ... as Hewitt arrived in Perth for the Hopman Cup, Pat Rafter and John Newcombe both dished out some blunt advice ... '**He can't play the way he was** playing seven or eight years ago. It won't cut it out there,' [said Pat Rafter]. (*Sports Tonight*, Channel Ten national, 2 January 2009).

Again, while examples of negative evaluation such as these do not necessarily do the sport or athletes any favours, it shows that Australian television news

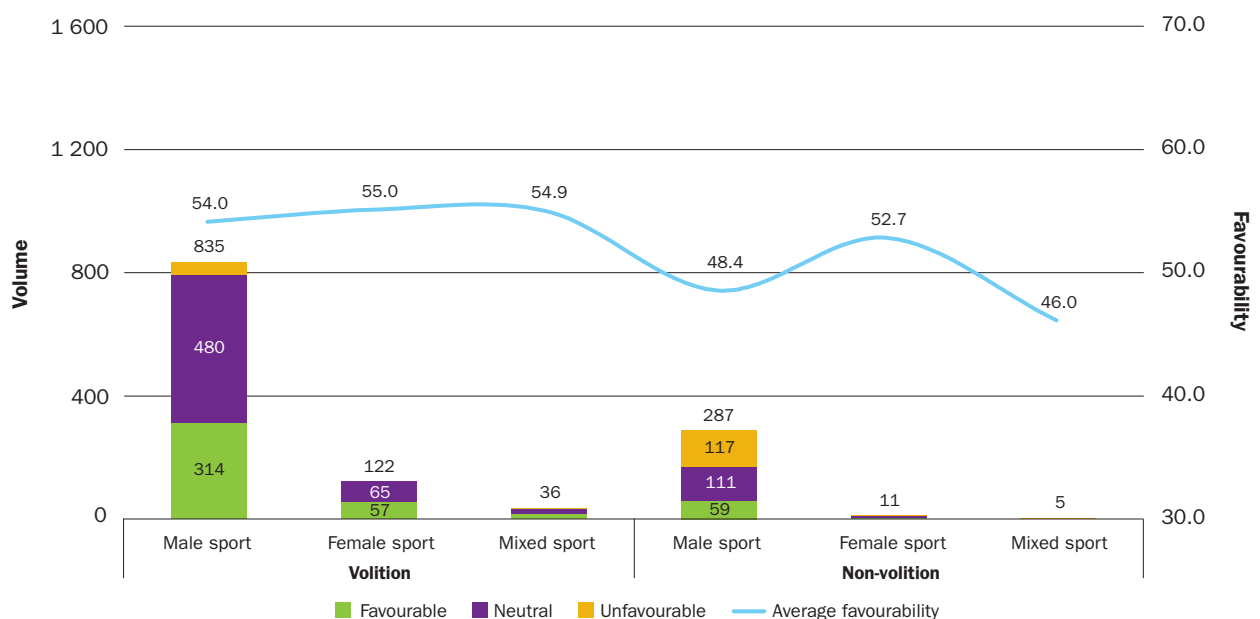
journalists have ways of framing male athletes and sport that do not apparently exist for female athletes and sport. Moreover, as noted previously, the focus on athlete behaviour, which much negative emotivity about male athletes is related to, is derived from an engagement with the professional path of athletes that such behaviour jeopardises.

As noted in the discussion of volition in first sentences (pages 32–33), volition has a direct relationship with the narrative frame of agency, while non-volition lends itself to reports framing athletes as the subject of discipline. As in the analysis of first sentences, female athletes were more often presented in a position of volition (38%, compared to 28% for male athletes), and they were less likely to be presented in a position of non-volition than male athletes in overall reports (3%, compared to 10%). This again mirrors the greater use of the narrative frame of discipline for discussions of male sport that present male athletes as subject to the discipline and regulation of a higher power.

Examples of volition (in bold) included:

- 'The New South Wales Swifts are **looking to** re-write the history books again this year with an unprecedented fourth consecutive netball premiership' (*Sports Tonight* late edition, Channel Ten national, 6 March 2009).
- 'Serena **smashes** Safina to claim her tenth Grand Slam title' (*Seven News*, Channel 7 Melbourne, 1 February 2009).

Chart 29: Volition — overall, by sport type



- 'Wakeboarding is a relatively new sport in Australia and one man has **ensured** the evolution maintains pace. [Josh Sanders has] **secured** the sport's future down under. In 2003 Josh **helped establish** Australia's own pro tour, to **create opportunities that didn't exist** when he was starting out. Josh is now starting out on a new endeavour: a pro wakeboard school based right here on the Shoalhaven. He's going to show the next generation just how it's done' (*Sports Tonight*, Channel Ten Sydney, 4 January 2009).

Meanwhile, examples of non-volition (bolded) included:

- 'Golf's wild child John Daly has revealed he's **been banned** from playing on the US Tour for bringing negative press to the game. He was already **suspended** when he smashed a fan's camera in Australia last month. The final straw appears to have been his arrest for drunkenness outside a Hooters restaurant' (*National Nine News*, Channel Nine Sydney, 1 January 2009).
- 'The **exile** of North Melbourne champion Wayne Carey from Arden Street looks to be over ... While a role with the football department is unlikely, [North Melbourne chairman James] Brayshaw has flagged a possible mentoring position for Carey with North Melbourne's younger players' (*ABC News*, ABC1 Melbourne, 5 March 2009).

This further reinforces the finding that although women are framed more favourably, a broader spectrum of narratives is used to frame discussions of male sport and athletes than female sport and athletes.

Leading issues

Sport

While the reporting of male sport was far more prevalent than that of female, mixed or other sport, the majority of that coverage was of few sports; particularly the team sports cricket, Australian rules football, rugby league and football (soccer). As would be expected, coverage of Australian rules football was more prominent in Melbourne, while rugby league was more prominent in Sydney. Coverage of cricket, on the other hand, was spread more evenly across the markets, which can be attributed to most reports being about the national representative side as opposed to local or state teams in Australia (it should be noted, however, that cricket coverage sometimes extended to domestic competitions).

The range of female sports mentioned in coverage was comparatively narrow, and primarily extended to the individual sports of tennis (where women were discussed almost as frequently as men), surfing

(24 reports), cycling and golf, as well as the team-based sport of netball (mentioned in 36 reports overall, exclusively about women). Tennis, golf and cycling are sports with male competitions as well, therefore the volume of coverage of these sports as played by females is likely to be a product of a journalist being present to cover **both** male and female competitions. In contrast, the majority of cricket, Australian rules football and rugby league covered is predominantly in male competitions. This is unsurprising due to the expense of team sports and the infrastructure they require, both of which are more readily available for male sports given the core male audience for sport (see Section Five for more details). Individual sports can subsist on the talent of a few individuals which, when that talent is proven, can lead to sponsorship and other forms of funding. Female sport as a spectacle is only relatively recent, whereas male team sports are historically established.

Leagues

Chart 31 shows the leagues mentioned in coverage, largely mirroring the dominant sports shown in Chart 30.

Socioeconomic factors

Chart 32 shows a variety of socioeconomic factors affecting media coverage of sport and athletes in Australia. Female jockey Claire Lindop's status as the first woman to win the Victoria Derby resulted in a relatively high volume of reports on horseracing ('other sport') that had a specific focus on gender. Reports often began with an opening sentence noting Lindop's 'history-creating win' (for example, *ABC News*, ABC1 Sydney, 2 November 2008).

Event results and preparation

Chart 33 shows the number of times a range of topics related to event results and preparation were mentioned in the coverage analysed, broken down by gender. Unsurprisingly, the results of events were the most frequently discussed topic of reports, reinforcing the media focus on end results over ongoing coverage of before and after events. These reports made up a higher proportion of coverage of female sport (68%) compared to that of male sport (47%), while reports that referred to training and preparation made up a greater proportion of coverage of male sport (26%) compared to female sport (12%). In fact, in all areas except 'results' and 'family support' (8% of reports on female sport noted the support of the athlete's family, compared to 4% of reports on male sport), there was a greater proportion of discussion of male sport than female sport, demonstrating that (in addition to a greater variation in the more subtle ways of framing the two genders) there is a greater variety of topics discussed in relation to male sport than female sport.

Chart 30: Sports most reported by sport type

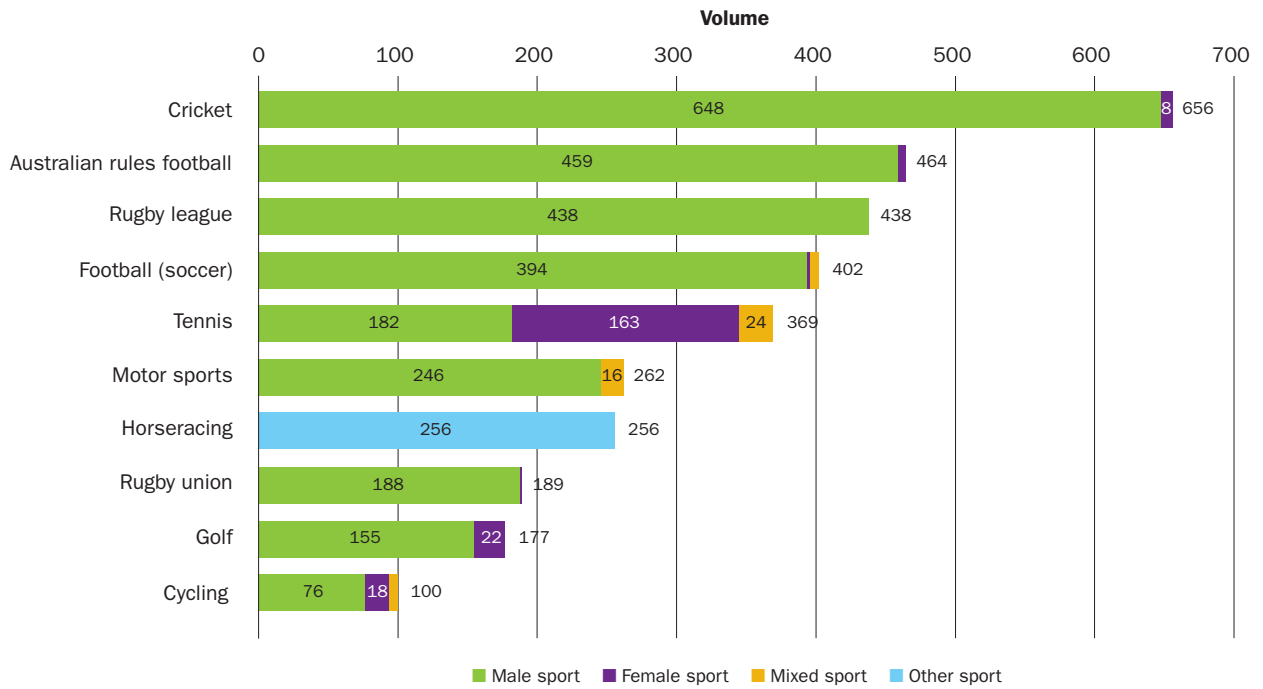


Chart 31: Leagues most reported by sport type

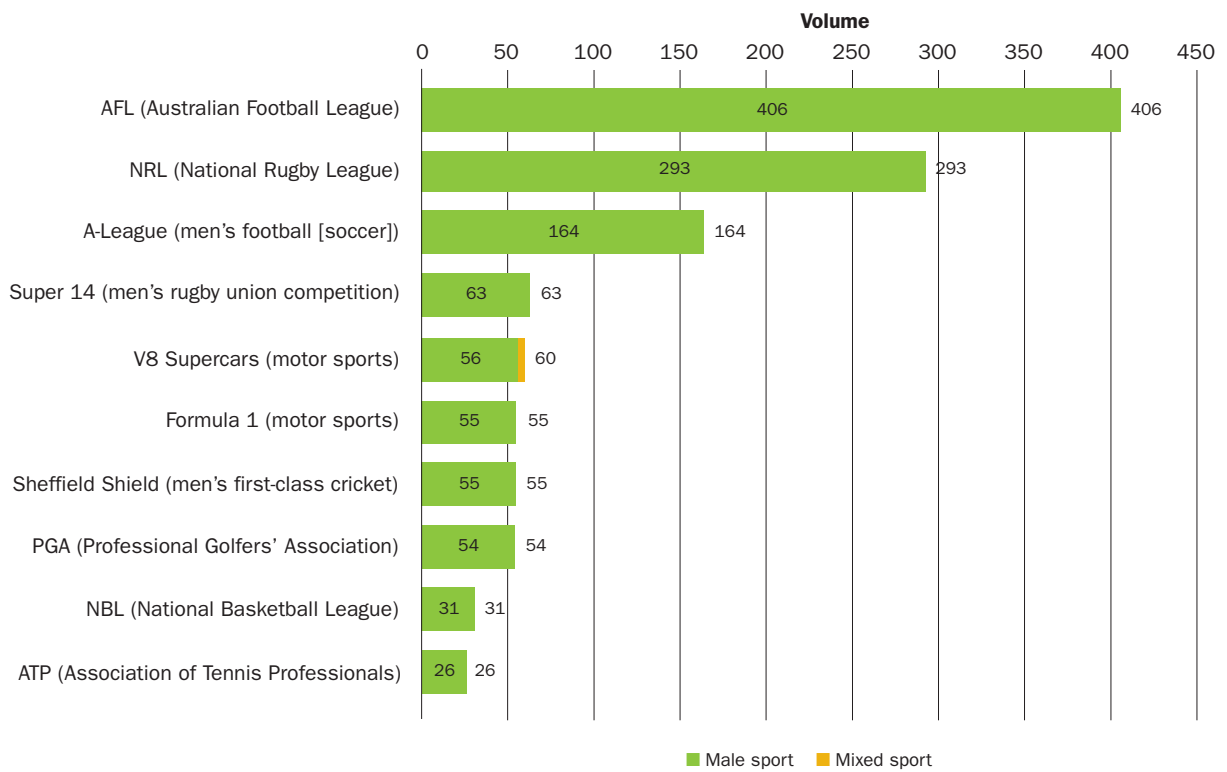


Chart 32: Socioeconomic factors reported by sport type

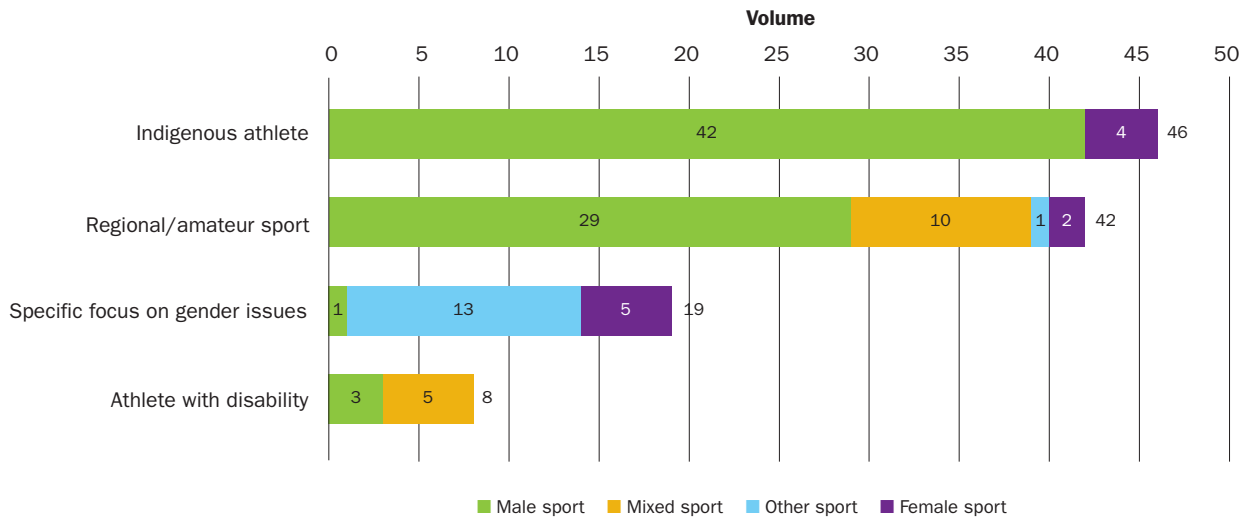
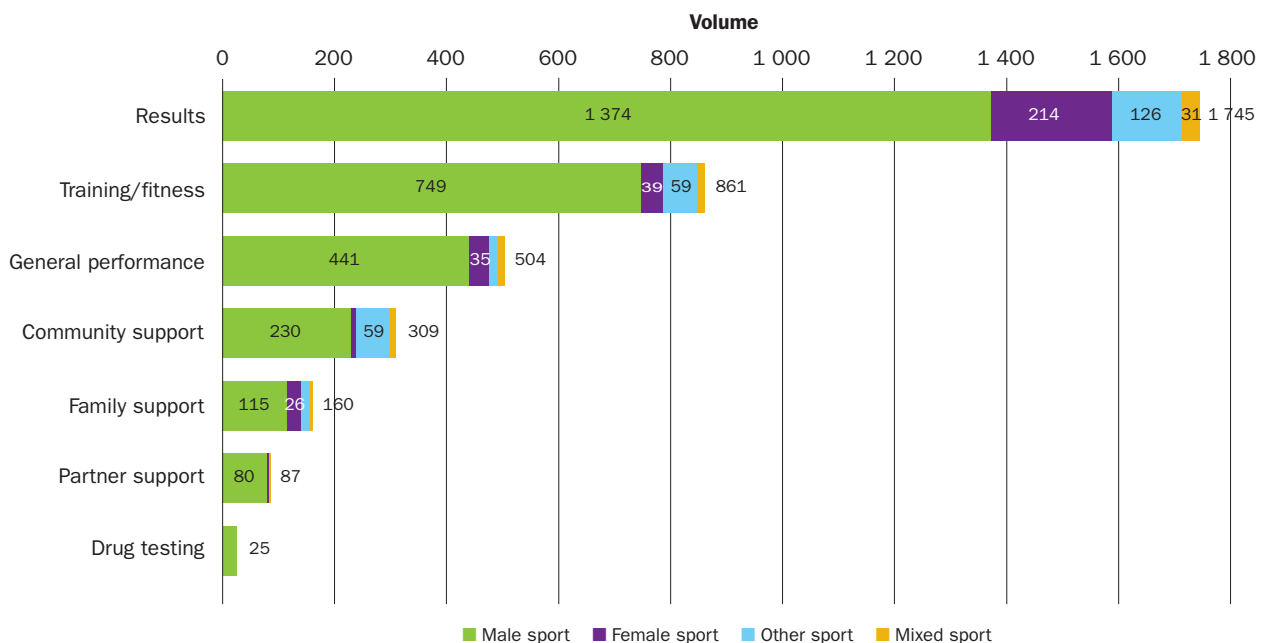


Chart 33: Topics related to event results and preparation reported by sport type

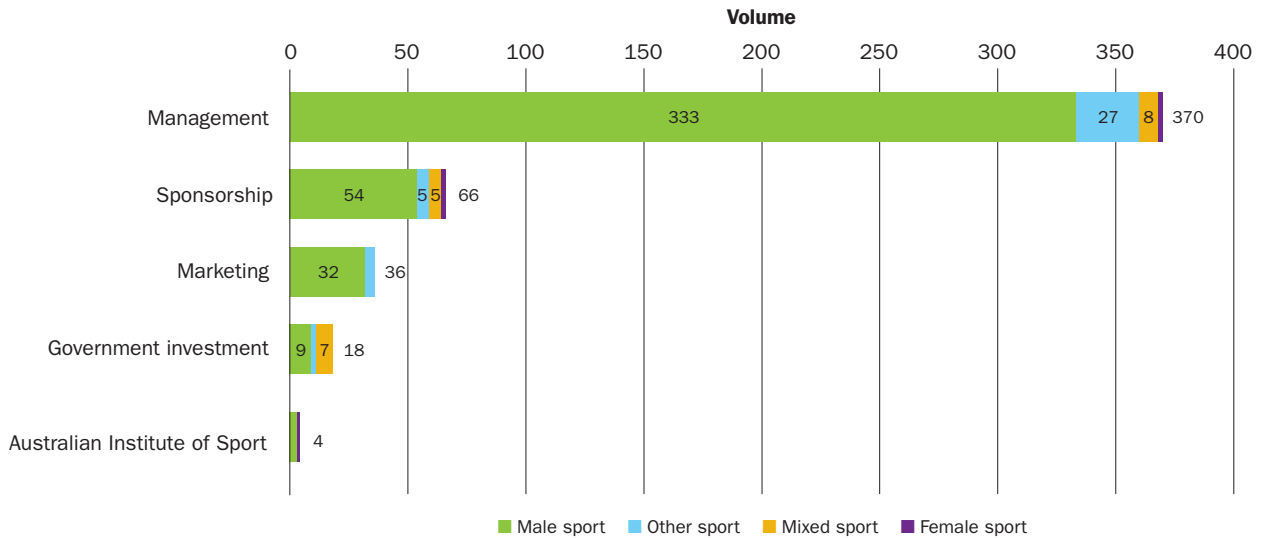


Corporate

Chart 34 shows the volume of coverage mentioning a range of topics related to the corporate side of sport, broken down by gender. Female athletes and sport were rarely discussed in this context, contributing to the overall impression that in television news coverage female sport is not discussed on the same level as male sport; it receives less air time, is often presented as the novel exception to the male sport rule, and is not presented as the established, corporate, professional pursuit that male sport is.

It should be noted, however, that the 333 male sport reports mentioning management had an average favourability of 49.8 (slightly unfavourable), highlighting that much of this discussion was of the disciplinary role sporting organisations, leagues and management play when athletes misbehave on or off the field. By extension, this demonstrates that reports on athlete behaviour are not purely motivated by the news value of sensationalism, and that they reflect the status accorded to male athletes as professionals and role models, and the impact of their behaviour on their future professional prospects. It also reflects, to some extent, the visibility of administrative infrastructure built up to legitimise and support male sport as a profession.

Chart 34: Topics related to corporate aspects of sport reported by sport type



Leading messages

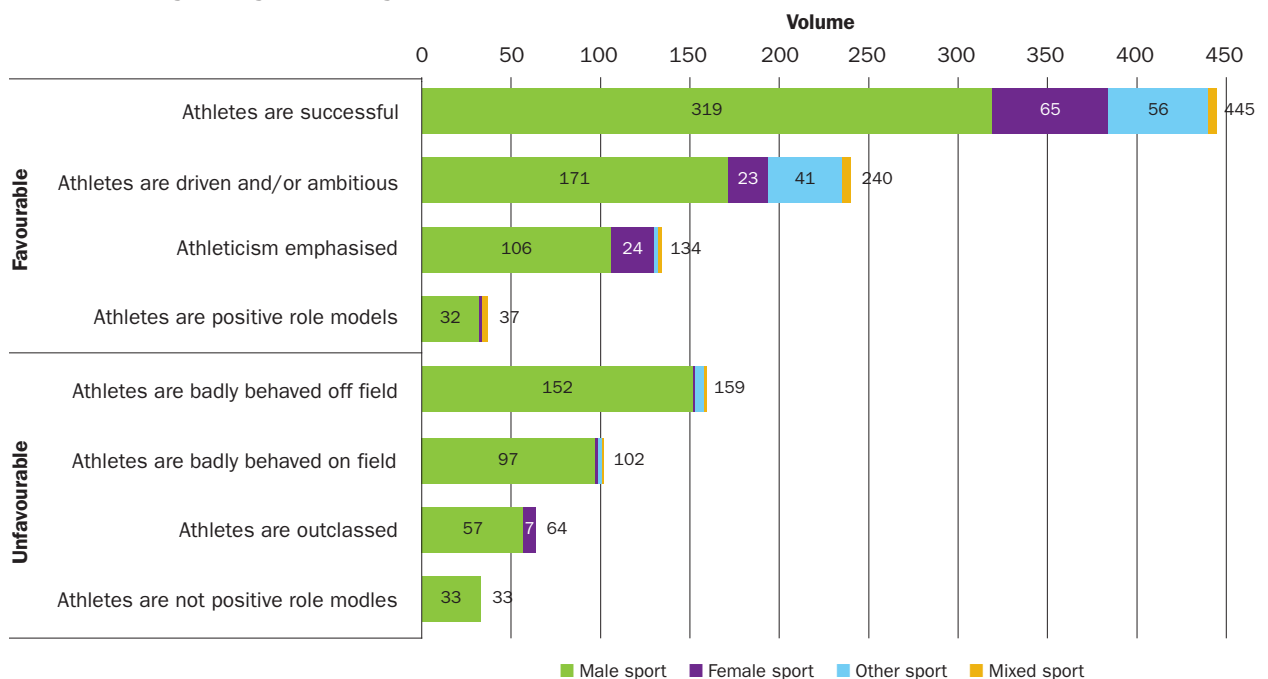
Chart 35 shows the leading messages mentioned in television news coverage of sport between October 2008 and July 2009, broken down by gender. The leading message in the coverage was 'athletes are successful', indicating the news value of winning in Australian media coverage.

Underscoring the notion that women are presented as proportionately more successful in coverage, with the subtext that they **must** be more successful to secure any media coverage, the top three messages were

proportionately more prominent in coverage of female sport (21%, compared to 11%; 7%, compared to 6%; and 8%, compared to 4%).

Unsurprisingly, given the range of reports on male athletes behaving badly on and off the field discussed throughout this report, the three leading behaviour-related unfavourable messages — 'athletes are badly behaved off field', 'athletes are badly behaved on field' and 'athletes are not positive role models' — were almost exclusively mentioned in coverage of male sport.

Chart 35: Leading messages of coverage by sport type



Leading spokespeople

Chart 36 shows the leading spokespeople quoted or cited in the coverage analysed, broken down by gender. Reflecting the dominance of cricket, Australian cricket team captain Ricky Ponting was the most prominent spokesperson overall. The leading spokespeople for horseracing ('other sport') were both male, reinforcing the dominance of men in that field despite the success of female jockey Claire Lindop, discussed previously (page 40).

Reflecting the dominance of tennis in coverage of female sport and emphasising that success is a crucial ingredient for female sport to secure television news coverage, Serena Williams was the leading female sporting figure quoted, although her comments appeared in a low volume of reports overall.

It is notable that the leading spokespeople in coverage of mixed sport were male, indicating the pervasive dominance of men in sports administration and the focus of reporting on personalities such as Lleyton Hewitt, rather than female athletes in coverage of mixed events such as the Hopman Cup.

Table 40 and Charts 37–38 show the gender of spokespeople quoted in coverage of each kind of sport, highlighting that those who spoke (and who were implicitly or explicitly presented in positions of authority) about male sport, mixed sport and other sport were

overwhelmingly male. Furthermore, while the majority of spokespeople who discussed female sport were female, the margin is much smaller compared to the corresponding proportion of males who were quoted discussing male sport (85%, compared to 99%).

Chart 39 shows the proportion of family members quoted in coverage, broken down by gender. Although male athletes were more often **shown** with their families, it is interesting to note that family members (including parents, partners, siblings and grandparents) were quoted in a higher proportion of coverage of female sport.

Table 40: Gender of spokespeople quoted by sport type

Sport	Gender	#	%
Female sport		258	100.00
	Female	220	85.27
	Male	38	14.73
Male sport		3 749	100.00
	Female	56	1.49
	Male	3 693	98.51
Mixed sport		128	100.00
	Female	35	27.34
	Male	93	72.66
Other sport		392	100.00
	Female	52	13.27
	Male	340	86.73

Chart 36: Leading spokespeople quoted by sport type

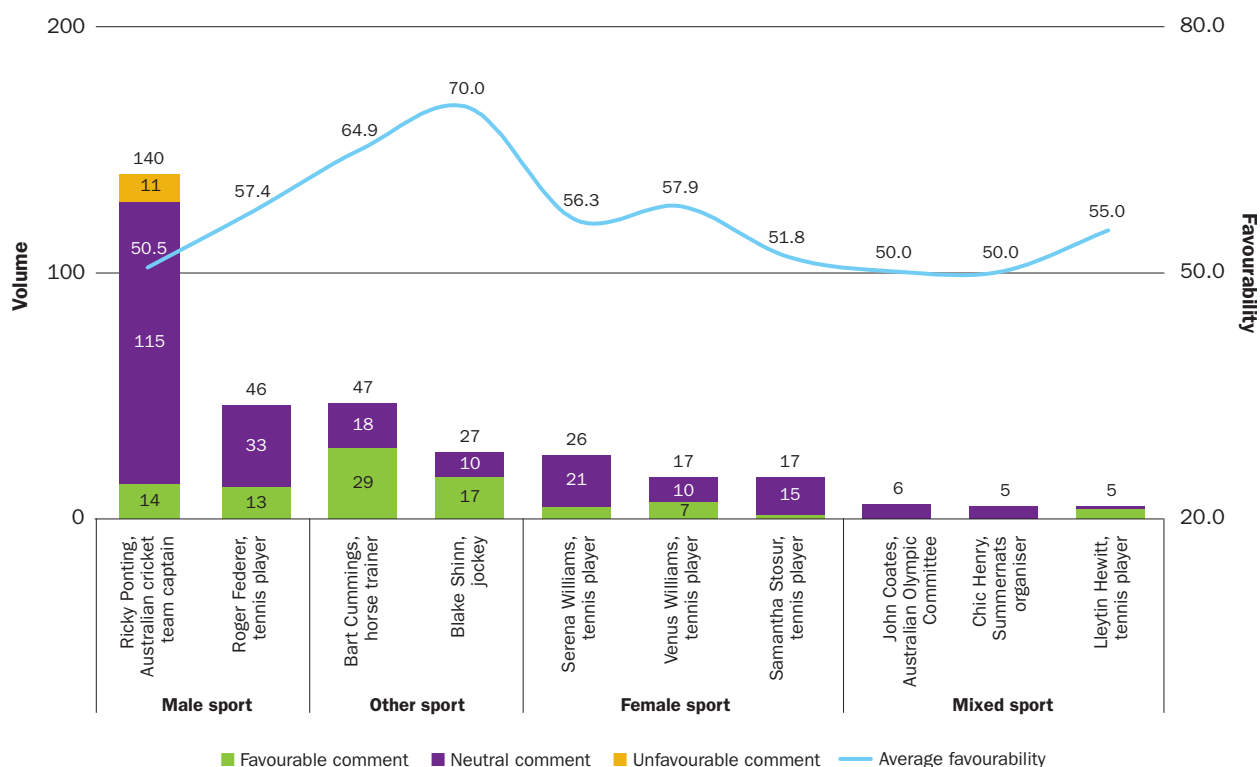


Chart 37: Spokesperson gender share of voice — female sport

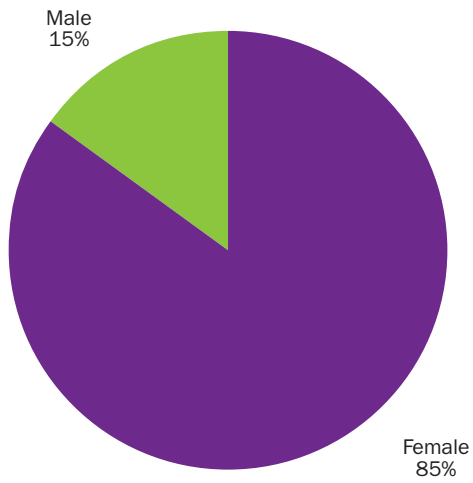


Chart 38: Spokesperson gender share of voice — mixed sport

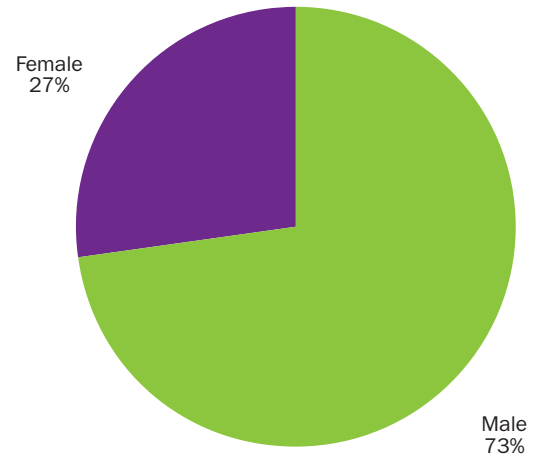
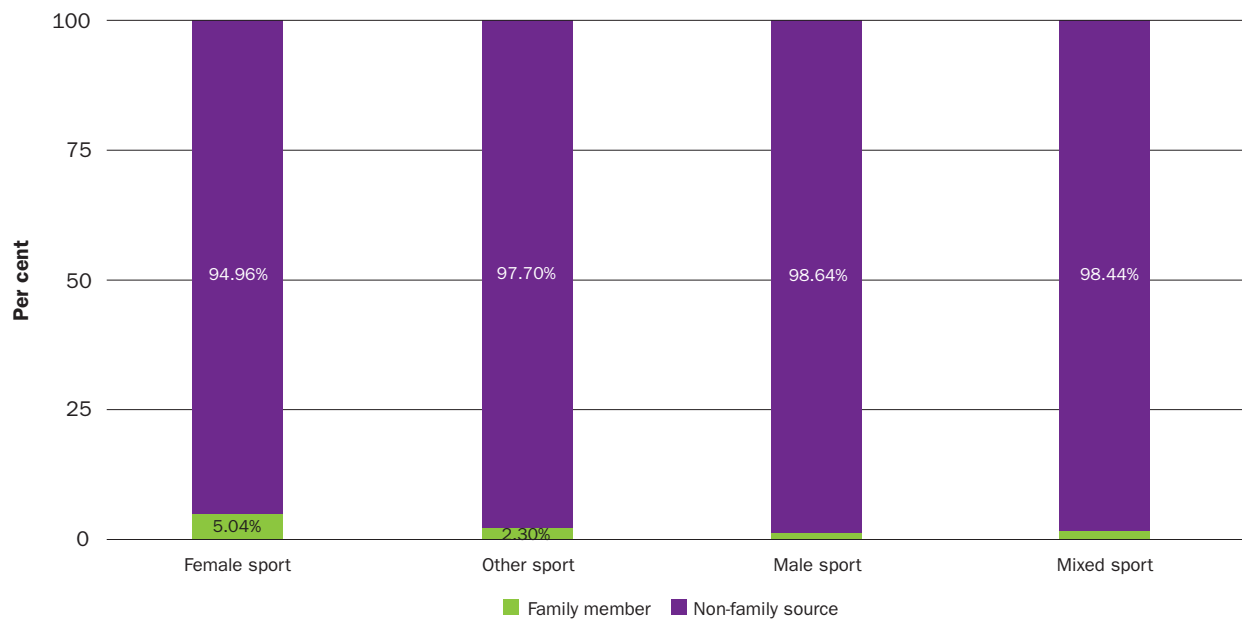


Chart 39: Family members quoted versus non-family sources (all other sources)



Leading media

Chart 40 shows the breakdown of coverage, by volume, on each of the stations analysed. While coverage of female sport comprised 9% of the total, ABC1 Sydney and Melbourne both had 11% proportions of reporting on female sport, while Channel Nine Sydney and Channel Ten Melbourne were at the lower end of the spectrum, with 6% each.

Leading by-lines and comperes

Chart 41 shows the leading journalists who reported on sport in the coverage analysed, broken down by the gender of the participants of the sport in question. All four leading journalists were male and the anchor for their respective networks (Peter Wilkins on ABC1, Brad McEwen and Rob Canning on Channel Ten, and Alex Cullen on Channel 7). While individual journalists were tracked for this analysis, where reports were read by the anchor, the anchor's name was recorded.

Chart 40: Television station coverage by sport type

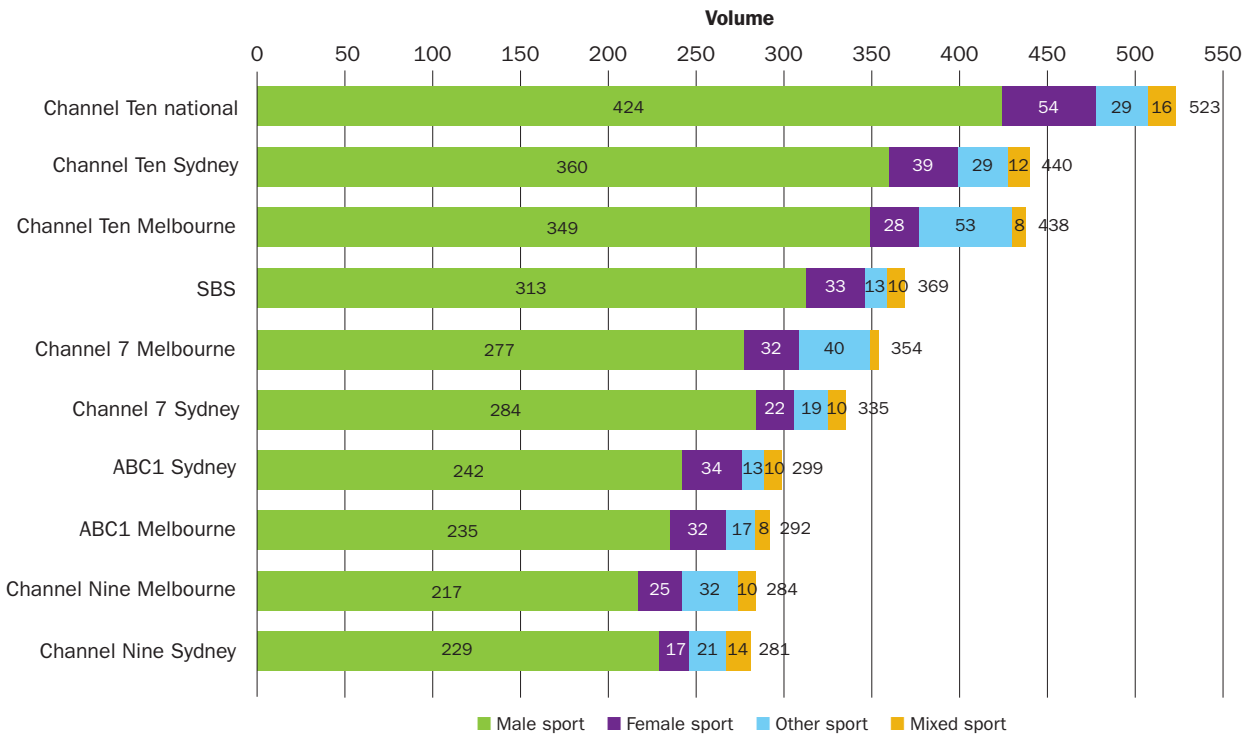


Chart 41: Leading journalists reporting on sport by sport type

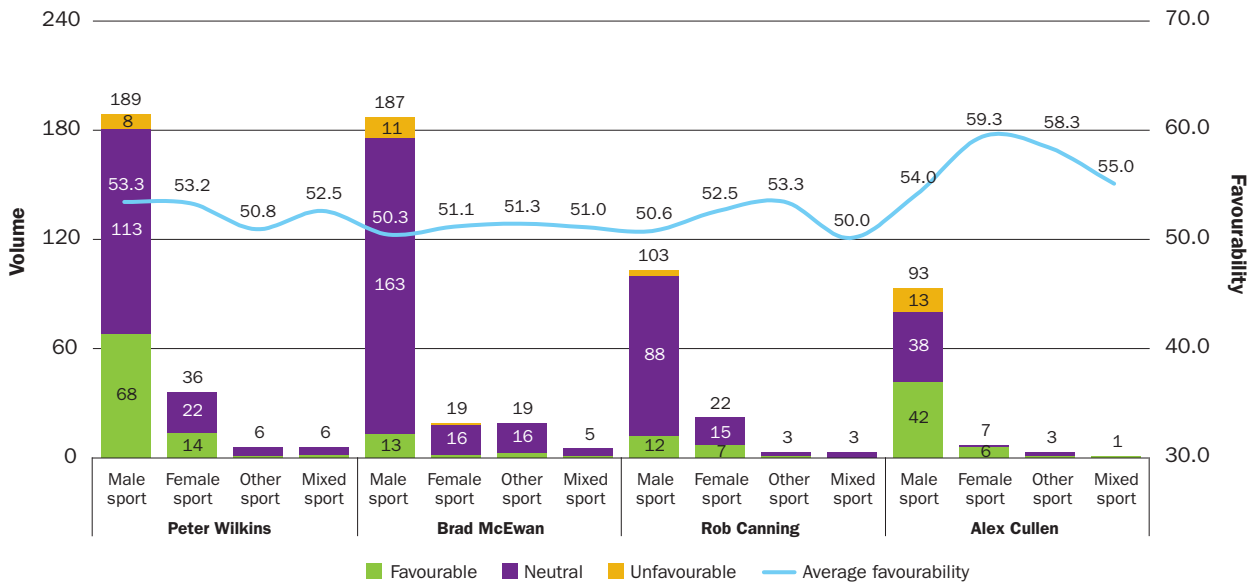


Table 41 breaks down sporting discipline by the leading journalists reporting on female sport. Again, all leading journalists were male and were the anchor for their respective programs, rather than an on-the-ground reporter.

It is significant that although 250 single journalists reported on male sport, only 82 single journalists reported on female sport. This is in part a reflection of the fact that male sport tends to more readily spill over into the main news bulletin of an evening news report. It also reflects that a wider range of journalists, sport specialists or otherwise, is better equipped and more frequently commissioned to report on male sport.

While individual stations have clear specialists on male sports (for example, Channel Nine's Danny Weidler can be expected to report on NRL, while ABC1's Duncan Huntsdale can be relied on to report on cricket), fewer journalists could be identified as specialists on female sports, with the attendant historical and statistical knowledge such specialisation brings.

One-quarter of the 250 journalists reporting on male sport were female, while one-fifth of journalists reporting on female sport were female. This indicates that not only is the content of sport reporting skewed to male sport, but the journalists producing it are predominantly male.

Table 41: Leading journalists reporting on female sport by sport discipline

Journalist	Sport	Favourable	Neutral	Unfavourable	Volume	Average favourability	
Peter Wilkins		14	22		36	53.2	
	Tennis	6	15		21	51.9	
	Golf	2	5		7	52.9	
	Surfing	2	2		4	52.5	
	Athletics	2			2	55.0	
	Basketball	1			1	65.0	
	Swimming	1			1	7.0	
Rob Canning		7	15		22	52.5	
	Netball	5	6		11	53.2	
	Tennis		3		3	5.0	
	Surfing	1	1		2	55.	
	Triathlon	1			1	6.0	
	Golf		1		1	5.0	
	Basketball		1		1	5.0	
	Cycling		1		1	5.0	
	Swimming		1		1	5.0	
Brad McEwan	BMX		1		1	5.0	
	Brad McEwan		3	16		19	51.3
		Tennis	1	6		7	5.7
		Golf		5		5	5.0
		Sports – general		2		2	5.0
		Netball	1	1		2	55.
		Cricket		1		1	5.0
		Gymnastics		1		1	5.0
Surfing		1			1	6.0	
Ken Sutcliffe		8	7		15	54.7	
	Tennis	6	5	11	11	55.5	
	Cricket	1		1	1	55.0	
	Golf		1	1	1	5.0	
	Sports – general		1	1	1	5.0	
	Skiing	1		1	1	55.0	

Placement

Chart 42 shows where an athlete, team or sporting official was referred to in a report ('prominent mention' refers to a first-sentence mention, or three or more references in the body of the report). 'Lead story' in Chart 43 shows the volume of reports that appeared in the first five minutes of programming.

Trend analysis

Charts 44–47 show the volume of coverage of male, female, mixed and 'other' sport, broken down by time. This highlights that although all sport coverage is primarily event-driven, male sport receives much more consistent levels of reporting year-round than female sport, mixed sport or other sport (horseracing). This reinforces the finding that all sport other than male sport tends to require results to generate media.

Chart 42: Placement of mention of athlete, team or official in a report by sport type

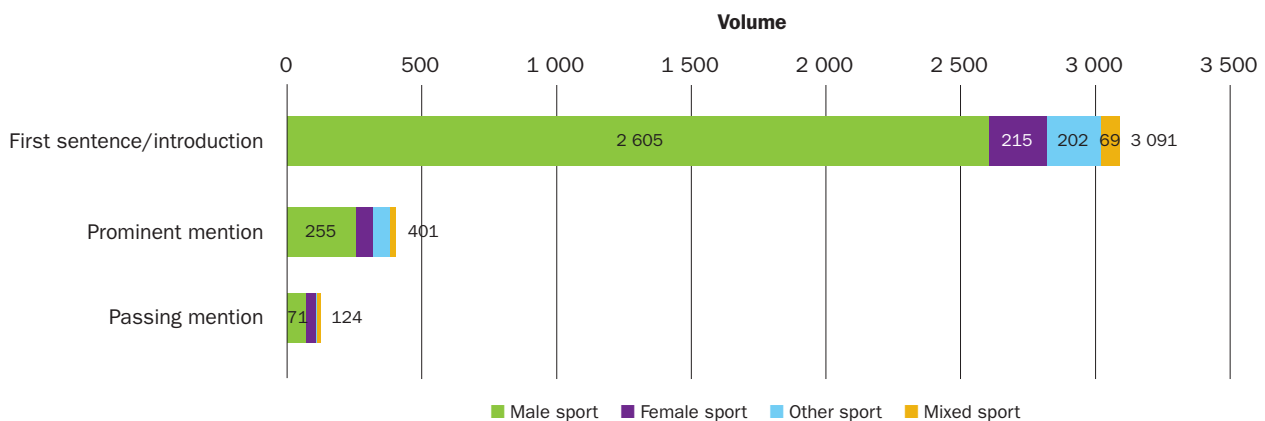


Chart 43: Volume of additional report features

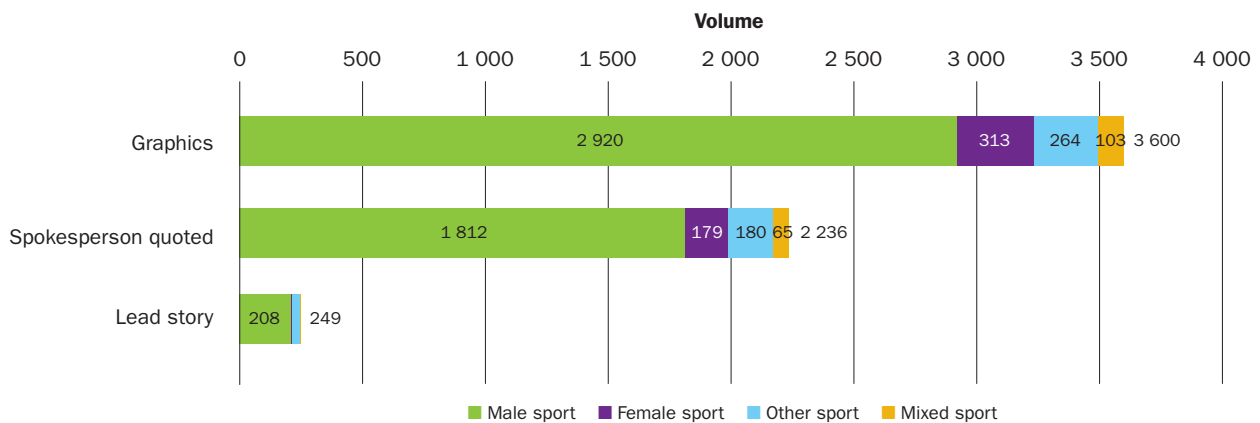


Chart 44: Volume of female sports coverage, October 2008 to July 2009

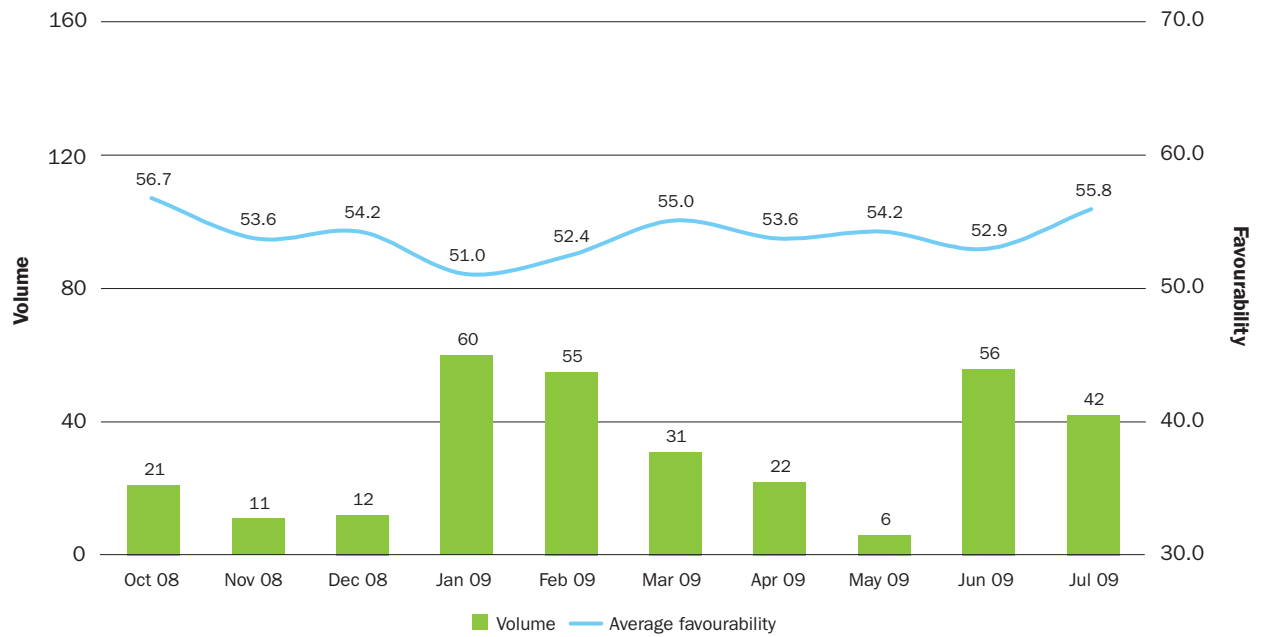


Chart 45: Volume of male sports coverage, October 2008 to July 2009

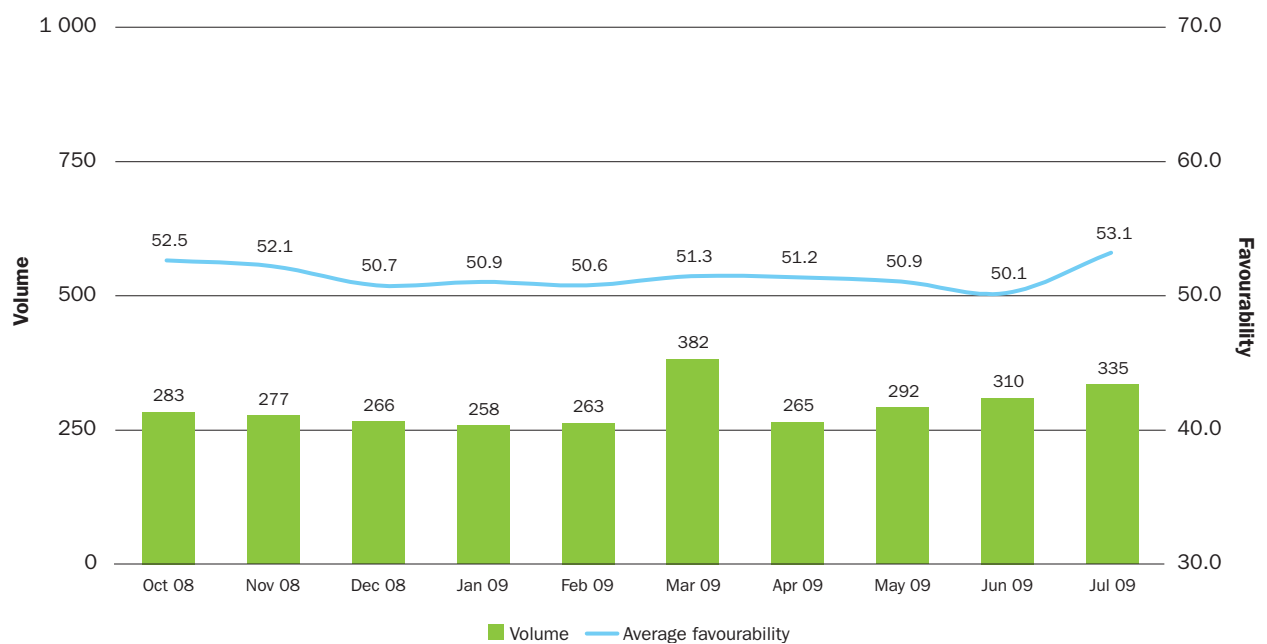


Chart 46: Volume of mixed sports coverage, October 2008 to July 2009

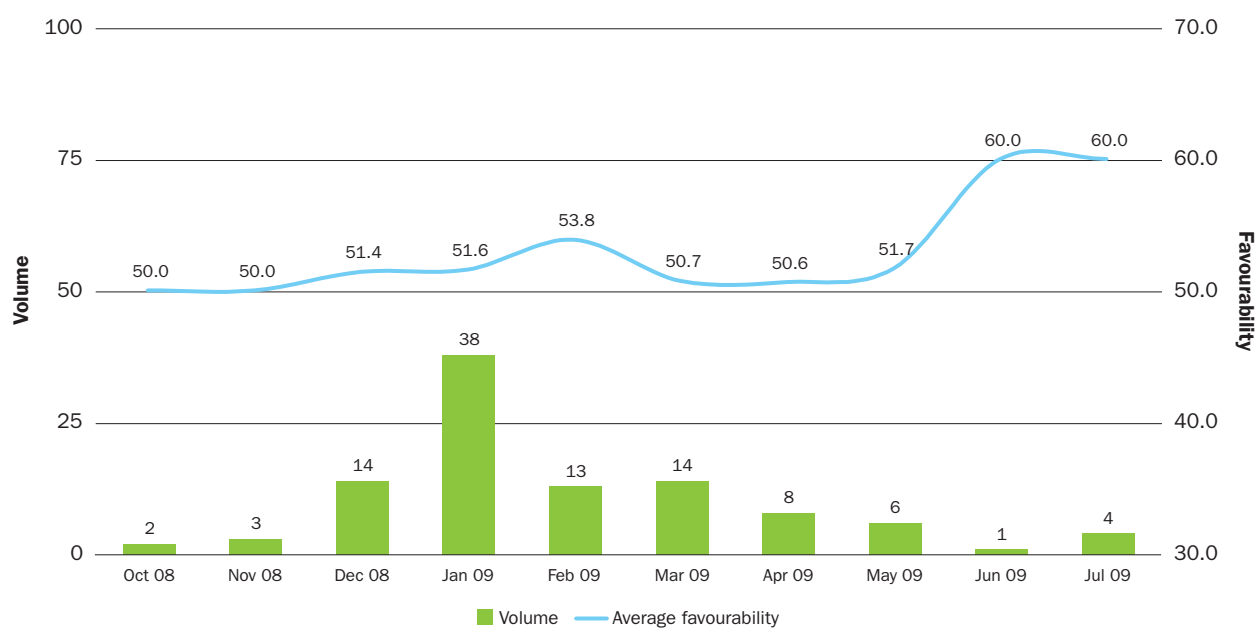
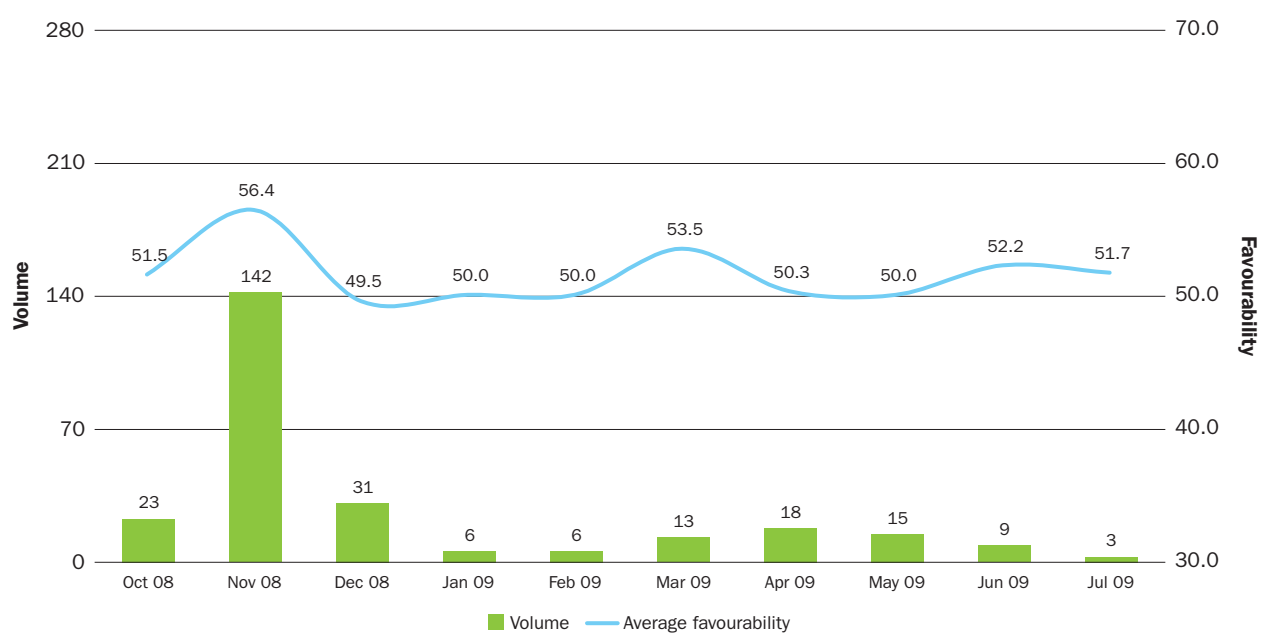


Chart 47: Volume of other sports coverage, October 2008 to July 2009



SECTION THREE

Qualitative and quantitative analysis
of the Beijing Olympic Games

August 2008

*'Where would Australia be in these games without the women?
They ruled in the pool, pulled off Australia's only cycling medal
and they've come good on the track.'*

Lisa Millar, ABC News, ABC1 Melbourne, 20 August 2008

'For the first time since 1932 our women won all the gold.'

Jim Wilson, Seven News, Channel 7 Melbourne, 17 August 2008

Key metrics

Table 42: Key metrics, quantitative media analysis, Beijing 2008 Olympic Games

Key metrics	Female sport	Male sport	Mixed sport
Total volume of media reports	147	152	72
Average favourability	58.1	55.6	53.2
Leading story focus (reports)	Athlete performance (113)	Athlete performance (126)	Athlete performance (26)
Leading message (mentions)	Athletes are successful (83)	Athletes are successful (79)	Athletes are successful (19)
Leading spokesperson (mentions)	Stephanie Rice, swimmer (17)	Michael Phelps, US swimmer (8)	John Coates, Australian Olympic Committee (12)
Leading media (number of reports)	Channel 7 (54)	Channel 7 (57)	Channel 7 (31)

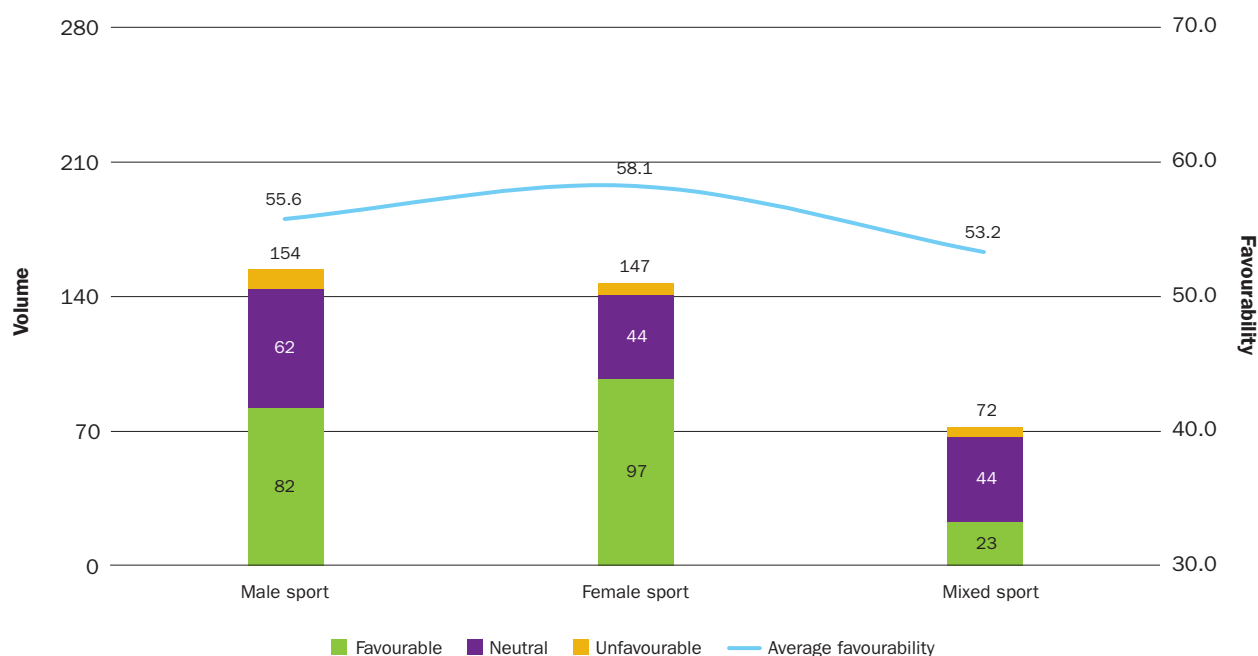
Gender overview

With regard to coverage of the Beijing 2008 Olympic Games, in addition to denoting events that men and women participate in together (including sailing and equestrian), 'mixed sport' coverage included the extensive reporting on the opening and closing ceremonies.

The Beijing Olympics had the highest number of female competitors, who comprised 43% of participants overall.

As in year-round television news reporting on sport, coverage of female sport during the Olympics was slightly more favourable than coverage of male sport. Rather than the behaviour of male athletes resulting in less favourable coverage of male sport (as is the case for year-round coverage), this increase was the result of female athletes being presented as slightly more successful, or less unsuccessful.

Chart 48: Volume of coverage by sport type



Share of voice

Chart 49 shows the share of voice of each gender by volume, that is, the number of reports that mentioned either male sport, female sport or mixed sport. Male sport was mentioned in a higher number of reports. However, Chart 50 and Table 43 show that, unlike year-round coverage of sport, the duration of these reports was often not as long as those reports discussing female sport; instead, the two genders received an equal proportion of time in television coverage.

Chart 49: Share of voice by volume and sport type

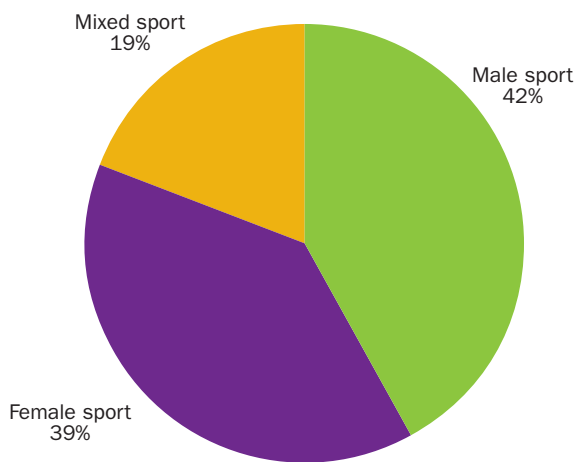


Chart 50: Share of sport by duration and sport type

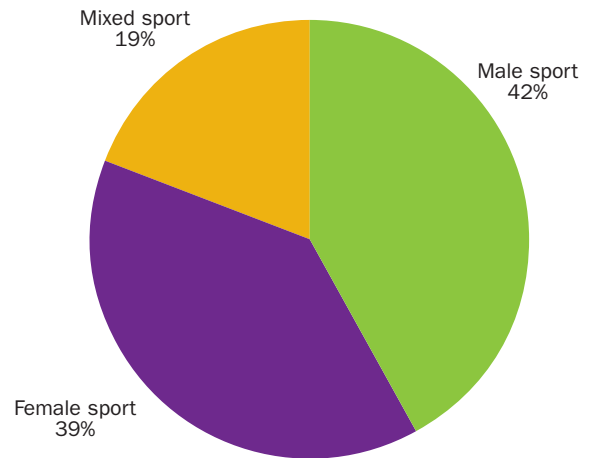


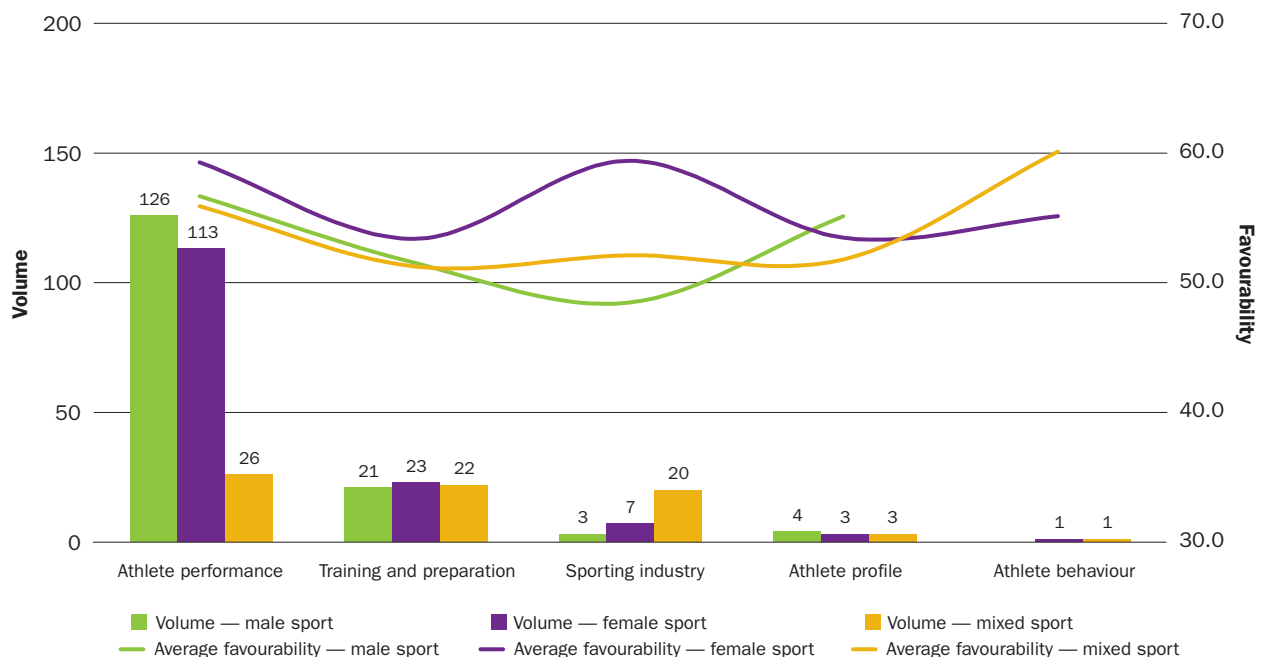
Table 43: Share of voice by duration and sport type

Sport type	Duration (hh:mm:ss)
Female sport	3:01:20
Male sport	2:59:46
Mixed sport	2:18:08
Total	8:19:14

Primary story focus

Chart 51 shows the main focus of each television news report on the Beijing Olympics. As in year-round coverage of sport, reporting on the Olympics was largely event-driven as athlete performance was the

Chart 51: Primary focus of television report by sport type



main theme of most coverage analysed. However, there was a greater interest in the training and preparation of female athletes at the Olympics than in year-round coverage.

Nationality of athletes

As in Section Two, any time an Australian athlete was mentioned in a report, the primary nationality of the report was automatically listed as Australian. So, while Chart 52 accurately depicts the volume of reports in which Australian athletes were mentioned, it is not as accurate a depiction of when international athletes were mentioned (when they were discussed in the same report as an Australian athlete, the default for this section was 'Australian'). Nevertheless, free-to-air television news coverage of the Olympics in Australia overwhelmingly favoured stories that included Australian athletes and almost entirely reported on international athletes only in the context of their competition with Australians. Coverage of outstanding male international athletes Asafa Powell and Michael Phelps was the main exception to this trend.

Chart 52: Coverage of nationality of athletes by sport type

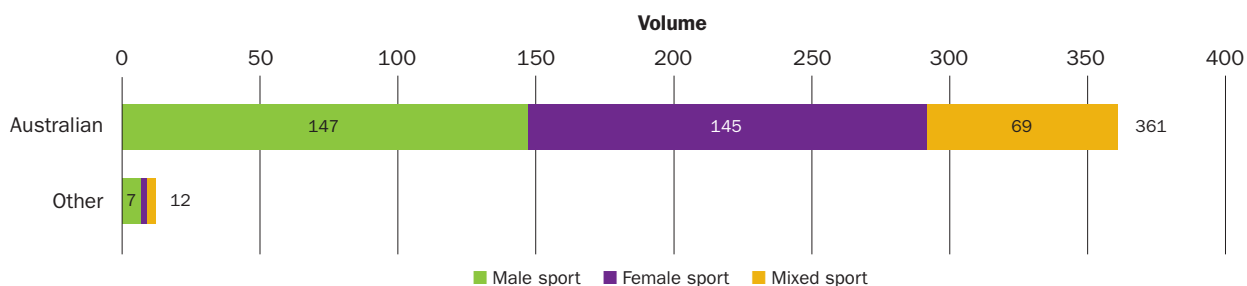
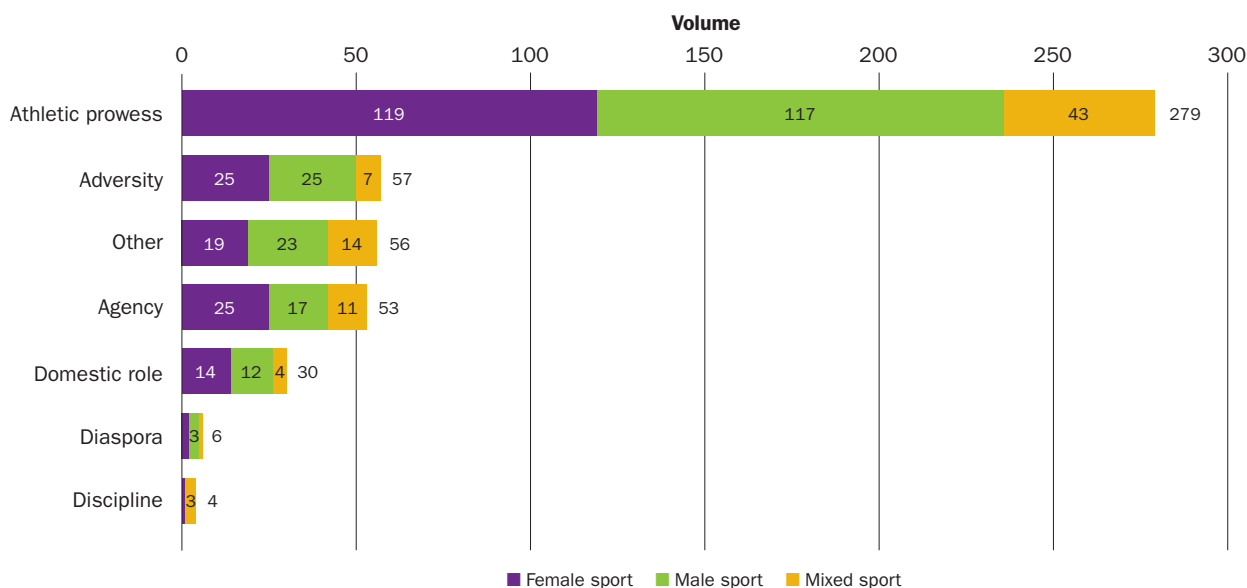


Chart 53: Narrative frames used in coverage by sport type



Text type

Table 44: Text type by sport type

Text type	Male sport	Female sport	Mixed sport	Total
News report	152	144	70	366
Profile		1	1	2
Match preview	1	1		2
Human interest	1	1		2
News brief		1		1
Match report			1	1

Narrative frame

In line with the more equal volumes of coverage of male and female sport at the Olympics, Chart 53 shows a more equitable distribution of the narrative frames used to describe athletes and teams when compared to year-round coverage.

As would be expected, 'athletic prowess' was the most frequently used frame, although 'adversity' was more prominent in Olympics coverage as a result of higher

stakes injury or other adversity posed. However, there was negligible discussion of athletes in the context of ‘discipline’ in Olympics coverage.

Female Olympians were more likely to be presented in a position of agency than their male counterparts and their year-round female sporting counterparts. The domestic lives of both female and male athletes were discussed (that is, reference made to family and loved ones) approximately ten times more in coverage of the Olympics than in year-round coverage (where 1.3% of coverage of female athletes and 1.5% of coverage of male athletes used a ‘domestic’ narrative frame, while in coverage of the Olympics, these proportions were 8% and 10%, respectively).

Visual analysis — studio backdrop

Charts 54–56 show the qualitative content and social distance of imagery accompanying the studio introductions to television news reports on the Olympics, adapting the categories used to analyse print media imagery in Section One.

In line with Section One, both the studio backdrop in the introductions to television reports and the images in the reports themselves were analysed based on whether they were ‘action shots’, ‘posed’, ‘glamour’ or ‘domestic’. Although Section One finds that press articles had an almost 50–50 split between action shots and posed shots (page 9), this analysis found that action shots were more commonly used than posed shots in the background of Olympics story introductions.

Chart 54: Image analysis — studio backdrop, by sport type

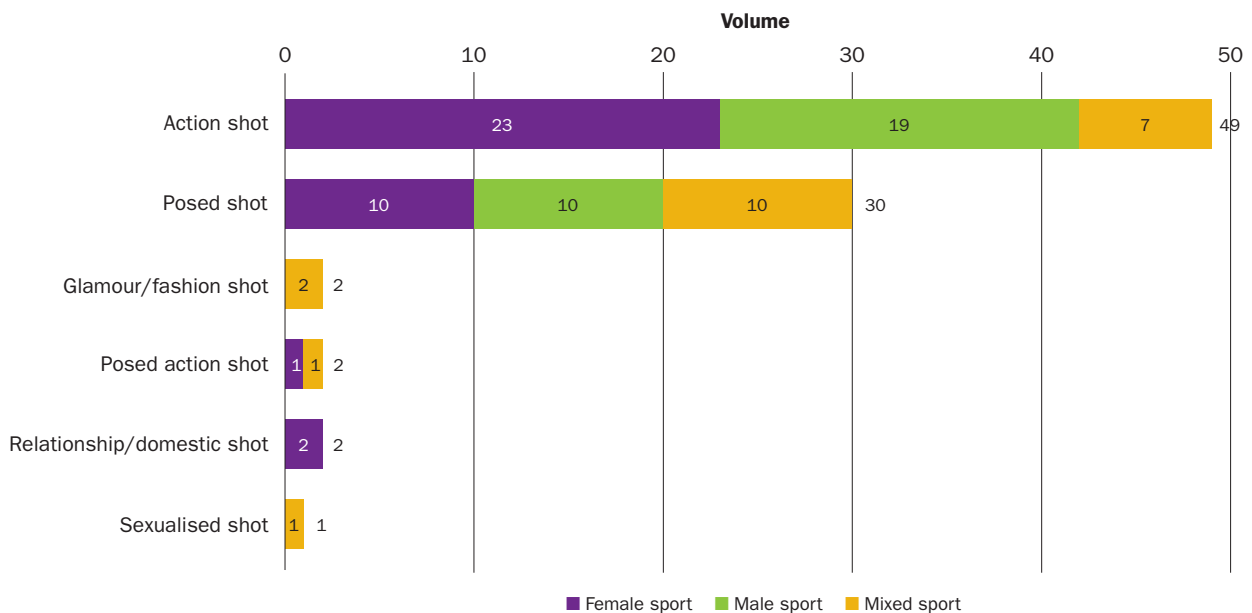


Chart 55: Social distance of image — studio backdrop, by sport type

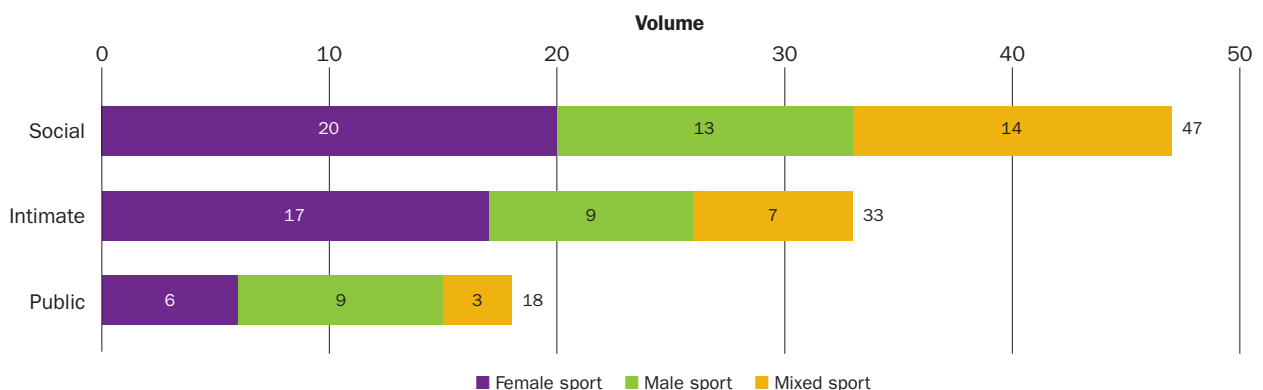
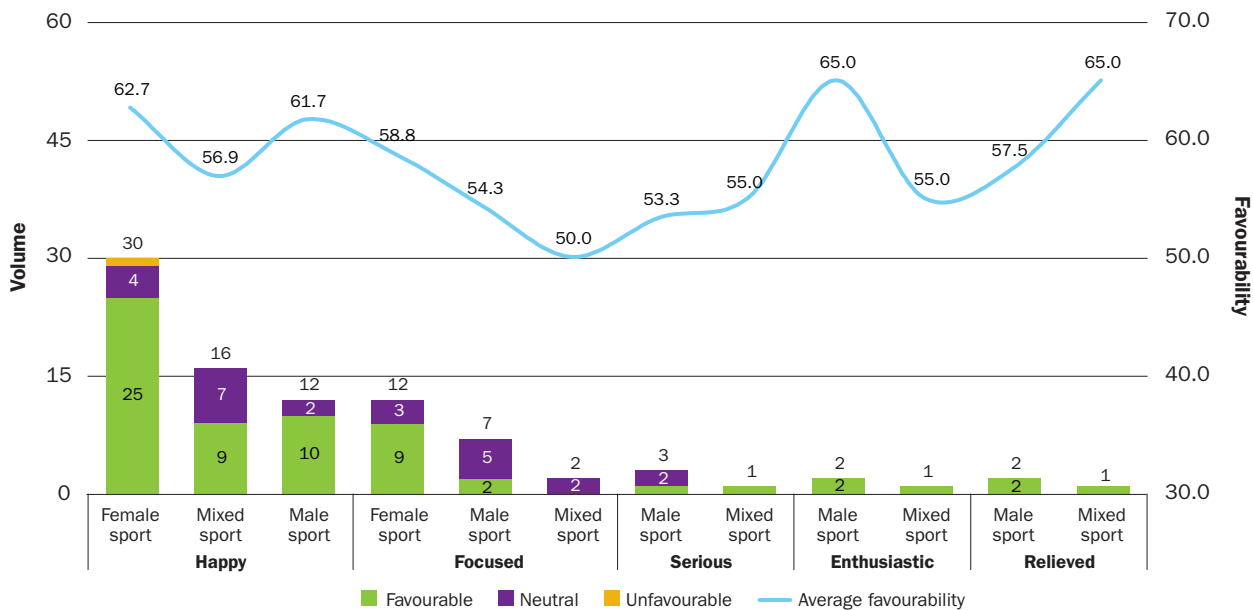


Chart 56: Emotional display — studio backdrop, by sport type



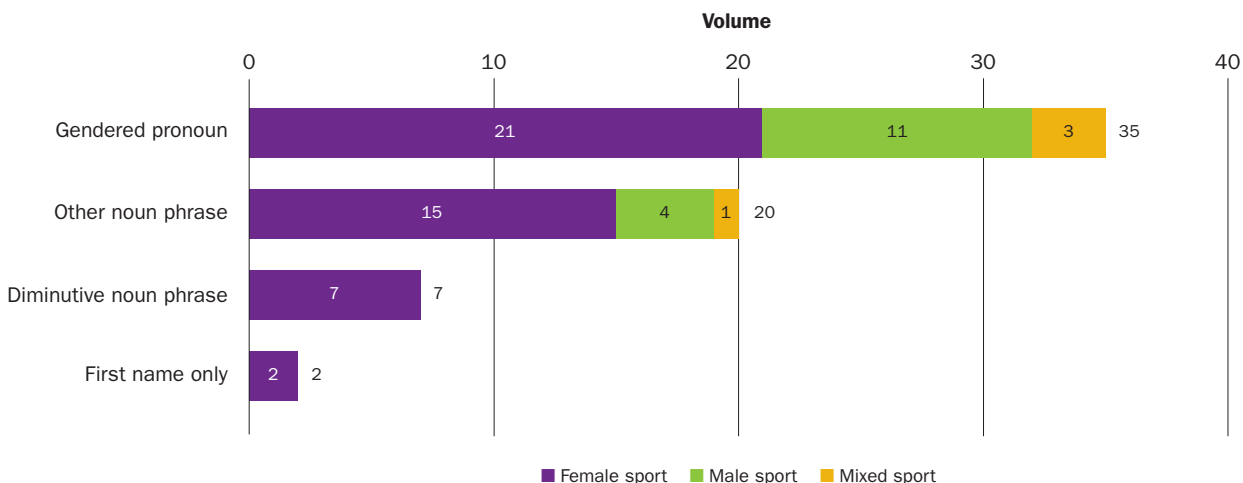
In Olympics coverage the most common type of posed shot showed the athlete celebrating after receiving their medal. Reports often showed a montage of both action and posed shots in the studio backdrop. These images were most often at a social or intimate distance. This is not surprising given that they are in the studio backdrop, which only takes up part of the screen, along with the anchor, making the content of public images difficult to see. This is consistent with the findings of Section One that 50% of images were at a social distance. As in Sections One and Two, there were minimal glamour

or sexualised shots in the studio backdrop of television reports on the Olympics. Interestingly, there were more images of women (36) in the studio backdrop than of men (29).

Linguistic analysis — studio introduction

Charts 57–63 show the results of discourse analysis of the first sentence spoken by the journalist in television news reporting on the Olympics. The various tools used have been adapted directly from Section One.

Chart 57: Gendered naming devices — studio introduction, by sport type



As outlined in Sections One and Two, the objective of analysing naming devices was to identify to what extent stories drew attention to the gender of athletes and away from their performance. In line with Section One, 24% of all studio introductions in the coverage of the Olympics analysed for this report contained a gendered naming device. The split between gendered naming devices used in female sport and male sport was, however, pronounced (27%, compared to 10%, respectively).

While only coverage of female sport contained diminutive noun phrases (for example, 'girls'), it should be noted that the use of the word 'girl' in these seven cases was generally used in phrases such as 'golden girl' or 'glamour girl'. Consistent with Section One, these were most likely used for alliterative effect rather than an attempt (deliberate or otherwise) to portray females as younger or softer than males (which is consistent with remarks made on page 13), or to 'infantilise' the athletes (which Vande Berg and Projansky [2003] suggested is the function of diminutive noun phrases in sporting commentary).

As the analysis of year-round coverage found, in coverage of the Olympics it was more common for gender-neutral naming devices than gendered naming devices to be used in studio introductions. As there are a number of competitors and sports in the Olympics that are not widely discussed in general sports programming, it was more likely for the sport or team name to be mentioned.

A number of 'family name only' mentions that appeared in the caption displayed on the studio backdrop made puns of the athletes' family names (see Figure 9).

Figure 8: Example of the use of the phrase 'golden girls'



Use of the phrase 'golden girls' in television news (Ten News, Channel Ten Melbourne, 11 August 2008)

Unsurprisingly, given the international nature of the Olympics, in the coverage it was more likely for presenters to mention the nationality of athletes, such as:

- 'the American superstar'
- 'Australian rowers have started a big week of celebrations'
- 'Australia's water polo women played a nail-biter against bitter rivals Hungary'
- 'Australia has just won 13th Olympic gold medal'
- 'Australian Jared Tallent has delivered one of the surprise performances of the Beijing Games'.

Chart 58: Gender-neutral naming devices — studio introduction, by sport type

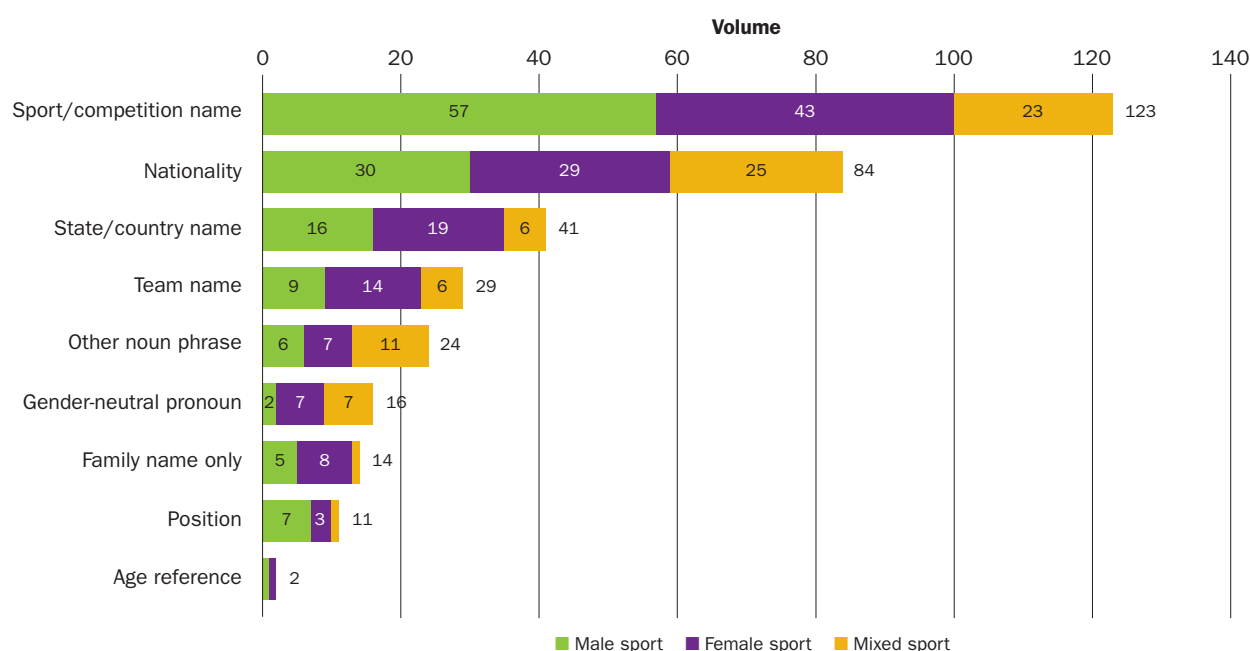


Figure 9: Examples of family names made into puns in studio backdrops



'Rice bubbles' (National Nine News, Channel Nine Melbourne, 13 August 2008)



'Mills and Boomers' (Ten News, Channel Ten Melbourne, 6 August 2008)

While mixed sport had the highest number of other gender-neutral terms, such as 'stars' and 'heroes', this was due to these phrases being used in coverage of the opening and closing ceremonies, not coverage of specific mixed sports. Examples included 'Australia's stars of the pool have just arrived in Beijing' and 'home-grown heroes'.

Consistent with Section Two, the majority of emotion lexis used to describe athletes' behaviour in studio introductions in coverage of the Olympics was positive. In contrast to the analysis of year-round sport coverage, only 2% of first sentences in reports on the Olympics included references to negative emotion lexis (compared to 7% of year-round coverage), underscoring the up-beat nature of Olympics coverage on Australian television news. As with gender-neutral naming devices, the majority of mixed sport mentions of positive emotion appeared in reports on the opening and closing ceremonies and Australian Olympians in general, without specifying gender. These included phrases such as 'while our Olympians will be bursting with pride when they march into the Bird's Nest stadium, they're already basking in the thrill of last night's official welcome' (National Nine News, Channel Nine Melbourne, 8 August 2008) and 'Australia's swimmers are confident' (Seven News, Channel 7 Melbourne, 1 August 2008).

A slightly higher proportion of both positive and negative emotions appeared in studio introductions for female sport than for male sport (which could be interpreted as giving some support to the stereotype that women are presented as displaying more emotion than men). Some examples of positive emotion attributed to female sport included: 'tears of joy as a lifelong Olympic dream is realised' (Ten News, Channel Ten Melbourne, 12 August 2008) and 'Stephanie Rice says she is overwhelmed after being chosen to carry the Australian flag' (Seven News, Channel 7 Melbourne, 23 August 2008).

Although there were minimal examples of negative emotion in the studio introductions of television coverage of the Olympics, the majority of these were in discussions of female sport, with both image captions and spoken words used for full effect. For example, the introductory sentence 'Hockeyroo Fiona Johnson is devastated about being the first Aussie sent home due to injury' (Seven News, Channel 7 Melbourne, 4 August 2008) was accompanied by the picture in Figure 10.

Chart 59: Emotion lexis — studio introduction, by sport type

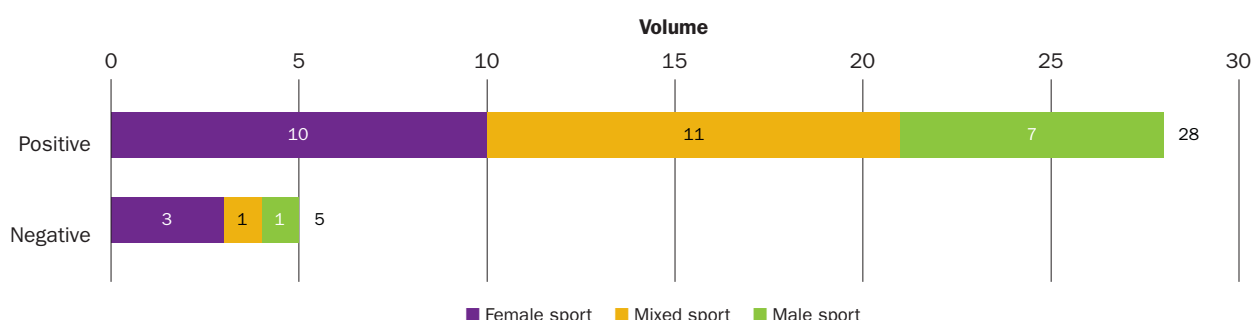


Figure 10: Example of negative emotion used in studio backdrop



'Injury blow' (Seven News, Channel 7 Melbourne, 4 August 2008)

Most reports that contained emotivity in the studio introduction also contained an evaluation elsewhere in the report. As the analysis of year-round television news coverage of sport found, there was a higher proportion of positive emotivity in discussion of female sport; moreover, male sport had a higher proportion of negative emotivity. With all sport, the majority of evaluations were made by the journalists and were towards a named person or team. However, there were a higher number of evaluations of teams in coverage of mixed sport, as the majority of this coverage was devoted to the anticipation and reflection of teams' performances during the opening and closing ceremonies, respectively.

Chart 60: Emotivity — studio introduction, by sport type

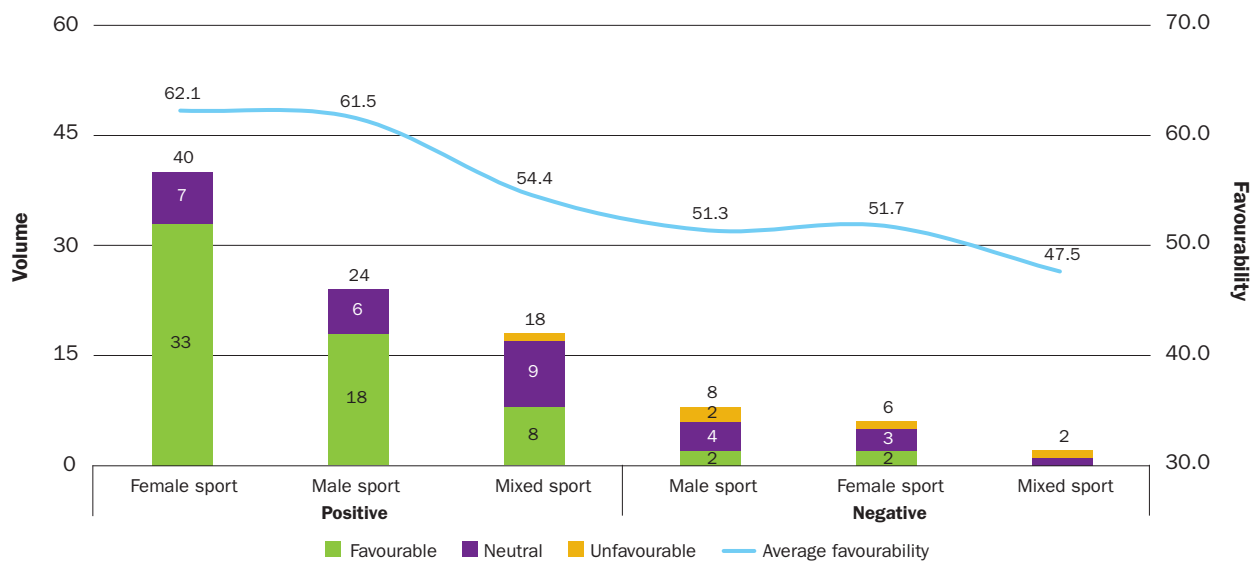


Chart 61: Source of evaluation — studio introduction, by sport type

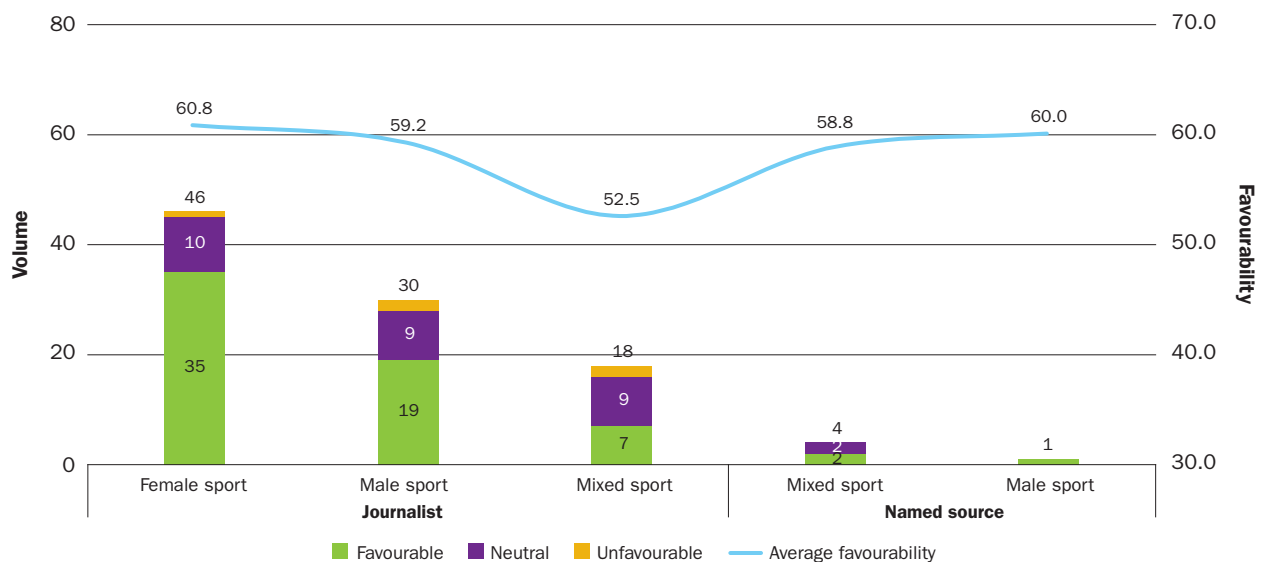


Chart 62: Target of evaluation — studio introduction, by sport type

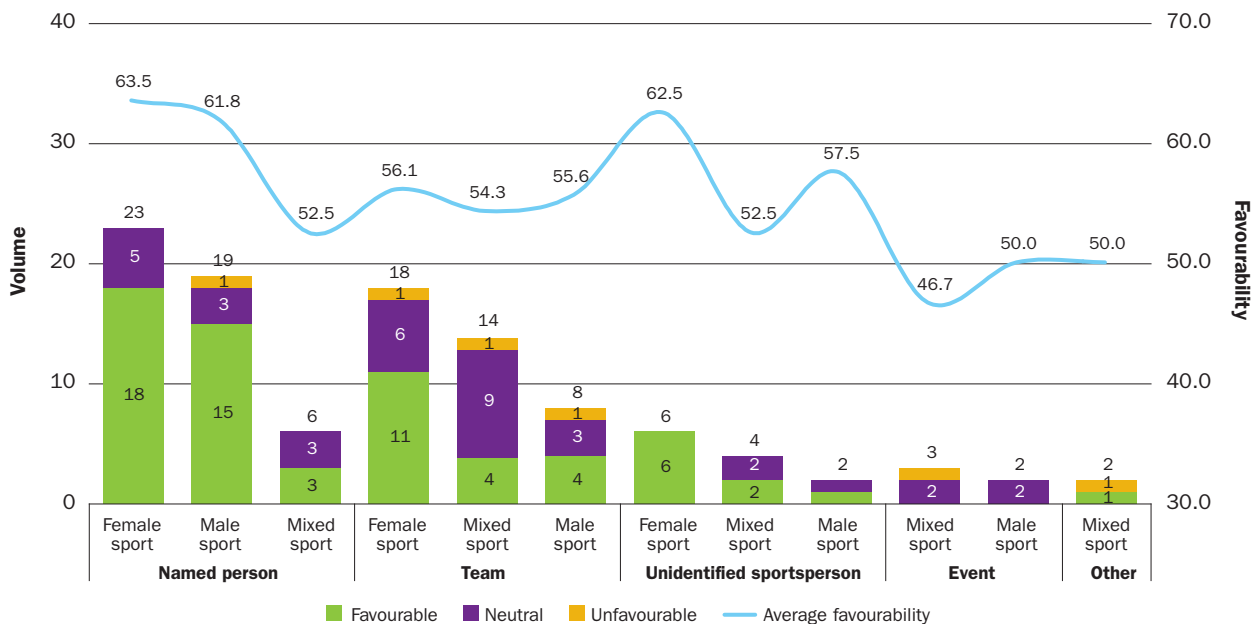
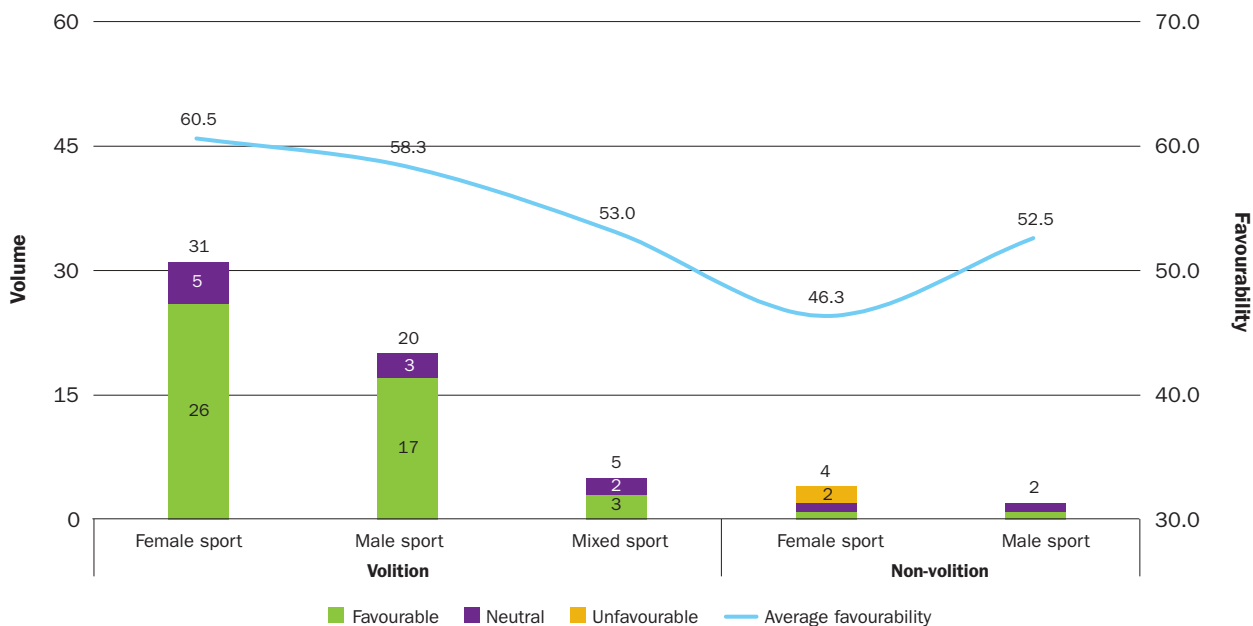


Chart 63: Volition — studio introduction, by sport type



The majority of examples of volition in coverage of the Olympics were positive for both female and male sport — although despite both genders having similar proportions of coverage, female athletes were more often reported as acting of their own wishes and ‘aiming for’ strong results in the studio introductions. However, of the small number of examples of negative volition, female sport was more often described in these terms.

Visual analysis — overall

Charts 64–66 show the qualitative content and social distance of imagery accompanying television news reports on the Olympics, adapting the categories used to analyse print media imagery in Section One.

Chart 64: Image analysis — overall, by sport type

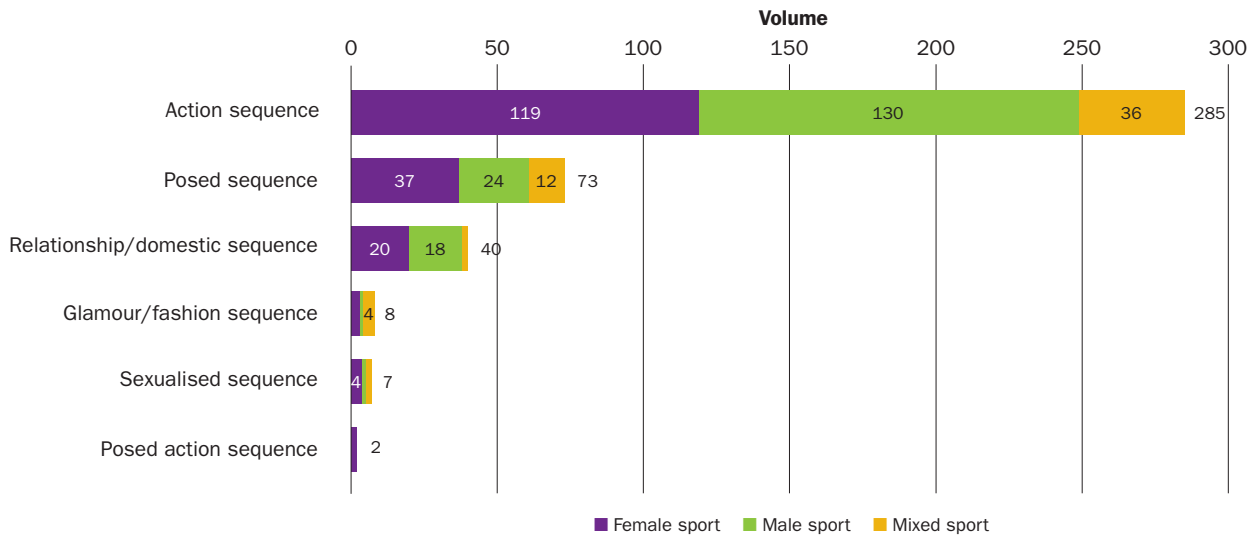


Chart 65: Social distance of image — overall, by sport type

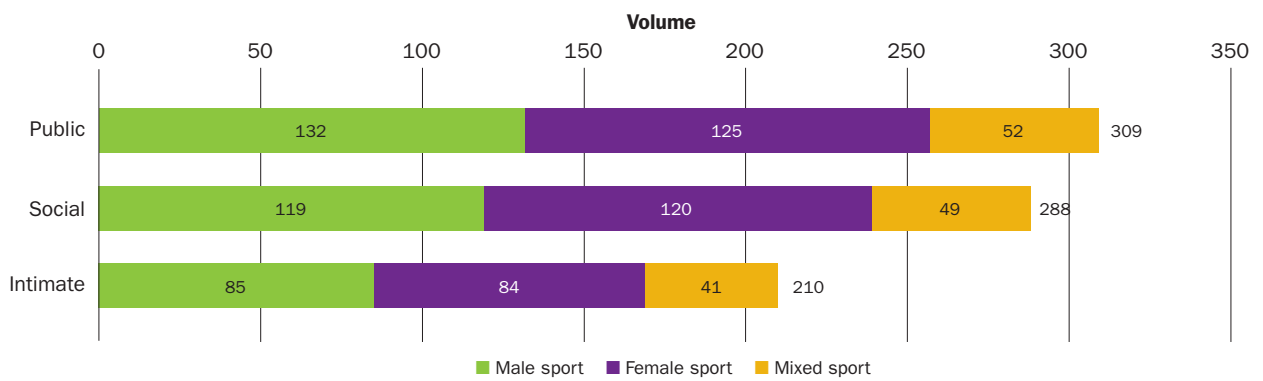
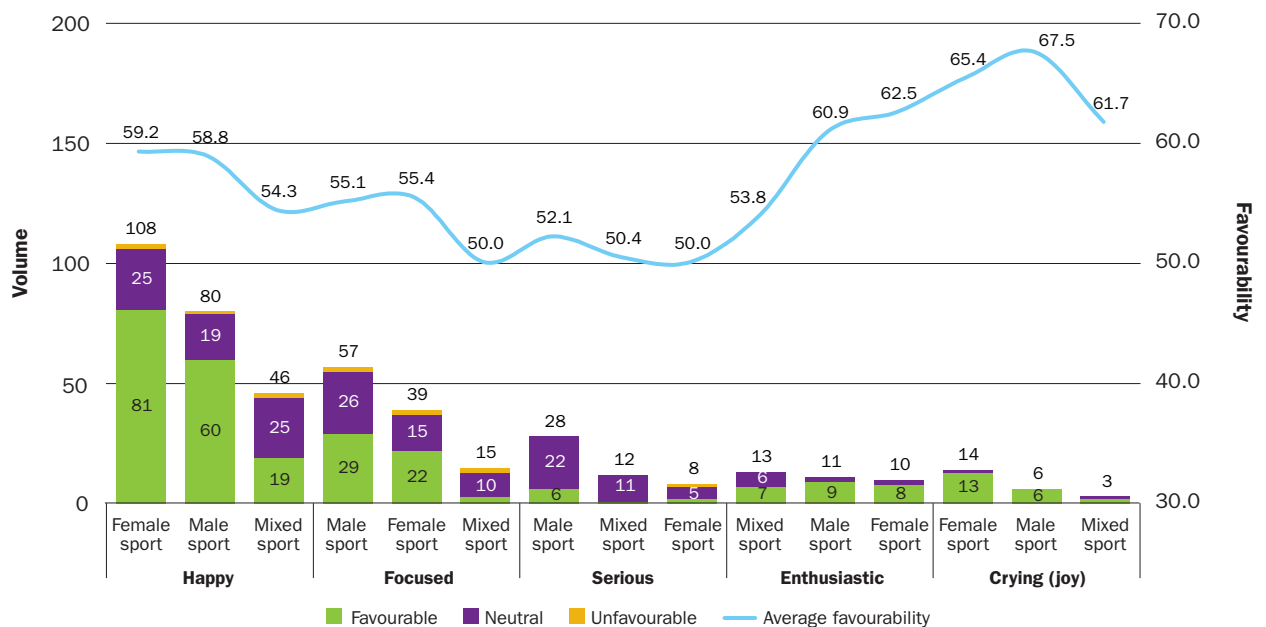


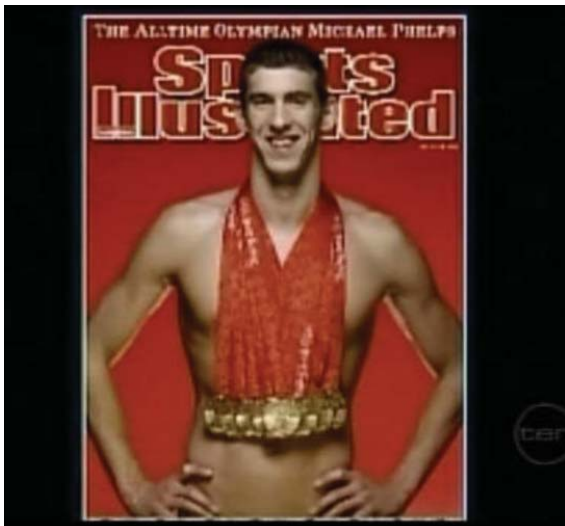
Chart 66: Emotional display — overall, by sport type



Unsurprisingly, as this analysis focuses exclusively on television coverage, the majority of reports contained images. Only 41 reports did not contain an image that could be analysed (that is, the whole report was the compere or anchor speaking to camera, with no accompanying vision). Images overall had a higher proportion of domestic sequences than the studio backdrop, and these were largely either family watching the events from home or athletes embracing family members after their win. There was also a higher proportion of action sequences than posed sequences, with almost all reports showing some footage of the event.

A high proportion of reports showed at least two different social distances of images, which is not surprising given that television reports are put together with a variety of framed shots in order to maintain audience interest. There was a higher number of glamour or sexualised shots than in the studio backdrop (such as in Figure 11).

Figure 11: Examples of glamour shots in television news reports



Ten News, Channel Ten Melbourne, 21 August 2008



Ten News, Channel Ten Melbourne, 11 August 2008

In contrast to year-round reporting on sport, and lending some support to the stereotype that women are likely to display more emotion than men (as mentioned in Section One, page 8, and discussed in relation to emotion lexis throughout this report), it is worth noting that Chart 66 demonstrates that the visual content of television coverage of the Olympics more frequently showed women emoting ('happy' or 'crying' with joy), while male athletes were more likely to be shown in less emotive footage ('focused', 'serious' or 'enthusiastic'). Chart 55, which provides the same information for studio introductions of television news reports on the Olympics, similarly shows that women were more often shown displaying 'happiness'.

Linguistic analysis — overall

Charts 67–73 show the results of discourse analysis of television news reporting on the Olympics. The various tools used have been adapted directly from Section One.

Consistent with Section Two, a higher proportion of Olympics coverage mentioned an athlete by their first name only in overall coverage of female sport than male sport. This is not necessarily due to the fact that females are more often referred to by their first names only, but possibly that the female Olympic athletes are considered more well known than their male counterparts. In contrast to the analysis of year-round reporting on sport, which found equal proportions of diminutive noun phrases in overall coverage of men and women, in the coverage of the Olympics the volume of diminutives was greater in reports on female sport.

The sizeable difference in the volume of diminutive noun phrases used for women compared to men cannot be ignored: the very use of diminutives suggests that, consciously or otherwise, women in sport are not presented by the media as seriously as men in sport. However, as noted in relation to the use of gendered naming devices for studio introductions, the majority of diminutive noun phrases were used in reports on the Australian women's swimming squad and appeared to be used for alliterative effect, with phrases such as 'glamour girl' and 'golden girls'. The concentration of the word 'girls' to describe this squad suggests that (whether politically correct or not) this has become a generally accepted way of referring to the athletes.

The high proportion of the use of other noun phrases such as 'women' or 'men' was more likely due to compere having to differentiate between the events that have both female and male versions, than the use of the phrases to emphasise whether men or women were competing (for example, the 'women's K4', the 'men's hockey team', the 'women's water polo team' or the 'men's 100-metre freestyle').

Only 70% of the total coverage of the Olympics analysed mentioned the sport or competition name in either the studio introduction or the body of the report. It is likely that this was due to the assumption that when using team names such as Hockeyroos and Soccerroos the sport that was being discussed was presumed to be obvious.

There were more uses of family name only in discussion of male sport compared to female sport during the Olympics, although the difference in proportion is not as large as for first name only mentions. There was also a higher number of mentions of athletes as 'stars', 'champions' and 'heroes' for both male and female sport, when looking at the overall result

compared to the studio introductions. A high proportion of this coverage of female sport focused on Australian female swimmers.

The use of an age reference when reporting on Olympic athletes was more common in television news reports discussing female sport (59% of total age references), with the female swimmers described as 'young women' and the basketball team labelled 'young stars'. A number of these references were in reports focused on Australian diver Melissa Wu, who won a gold medal at the age of 16. Coverage of male sport had a smaller proportion of age references, with shooter Michael Diamond and rower James Tomkins described as 'veterans', while the ages of swimmer

Chart 67: Gendered naming devices — overall, by sport type

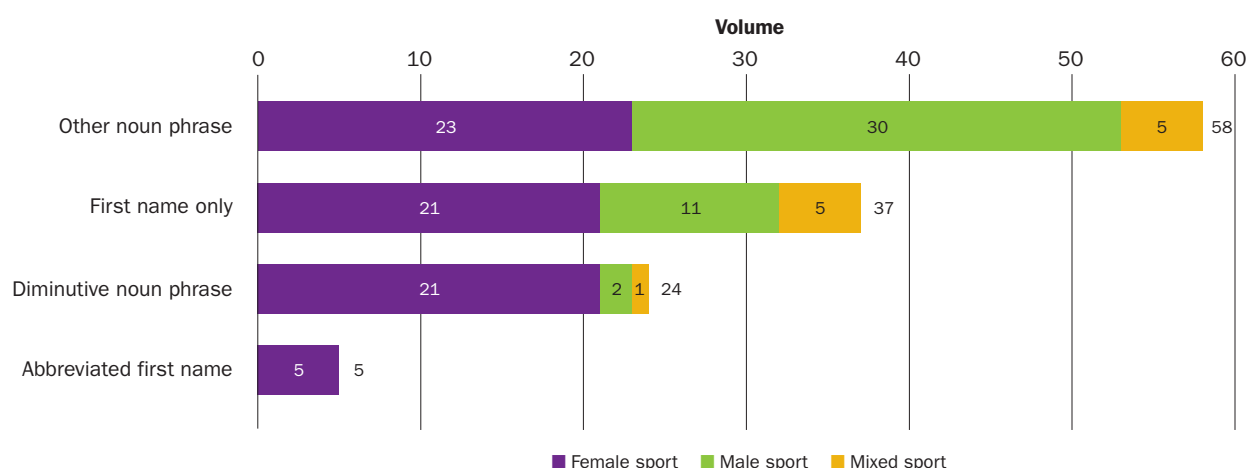
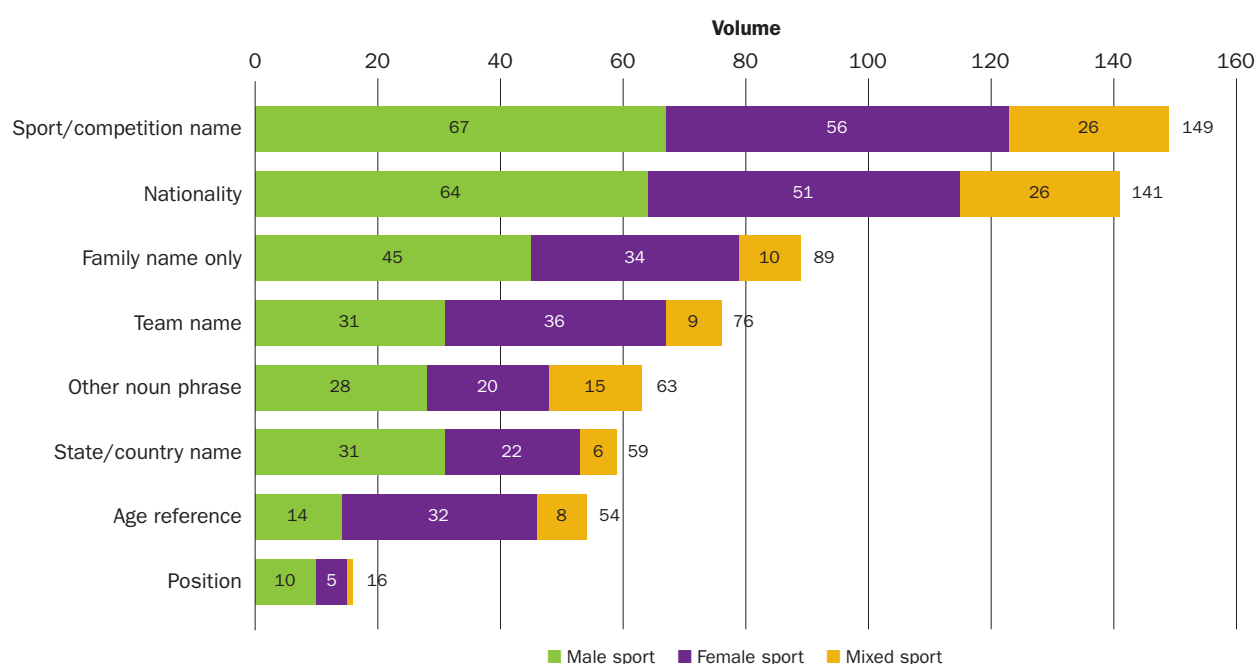


Chart 68: Gender-neutral naming devices — overall, by sport type



Michael Phelps, walker Jared Tallent and diver Matthew Mitcham were all discussed as added context in reporting on their successes.

As with emotion lexis in the studio introductions of reports, a higher proportion of both positive and negative emotion was displayed by, or attributed to, female athletes than male athletes overall. Some athletes were described as being ‘distressed’ and ‘disappointed’ with their performances, while others were described as being ‘elated’ and ‘over the moon’, most often when they won medals unexpectedly.

There was less difference in the proportion of positive emotivity in overall television coverage of female sport and male sport than in the studio introductions. However, as with year-round coverage, there was still a higher proportion of positive emotivity

used in the coverage of female sport and more negative emotivity in the coverage of male sport. There was also a higher proportion of evaluations from named spokespeople. This is not surprising as studio introductions are generally more focused on journalists’ evaluations or facts, while the body of the report is more likely to include spokespeople giving their own evaluations. The difference in the proportion of evaluations targeting named sources compared to teams was more pronounced in overall coverage than in studio introductions.

As with the studio introductions, in overall coverage of the Olympics, reports that mentioned volition were more likely in discussions of female sport. The proportions of non-volition were, however, more equal in overall coverage than in studio introductions, in which female sport was more often discussed.

Chart 69: Emotion lexis — overall, by sport type

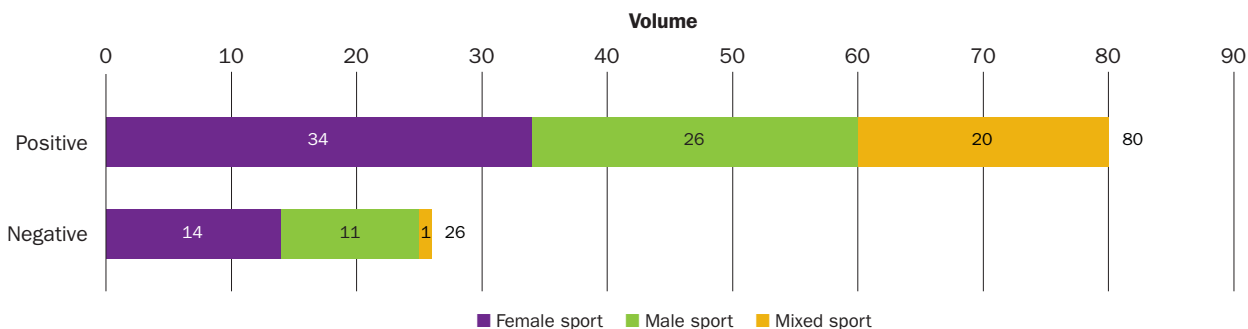


Chart 70: Emotivity — overall, by sport type

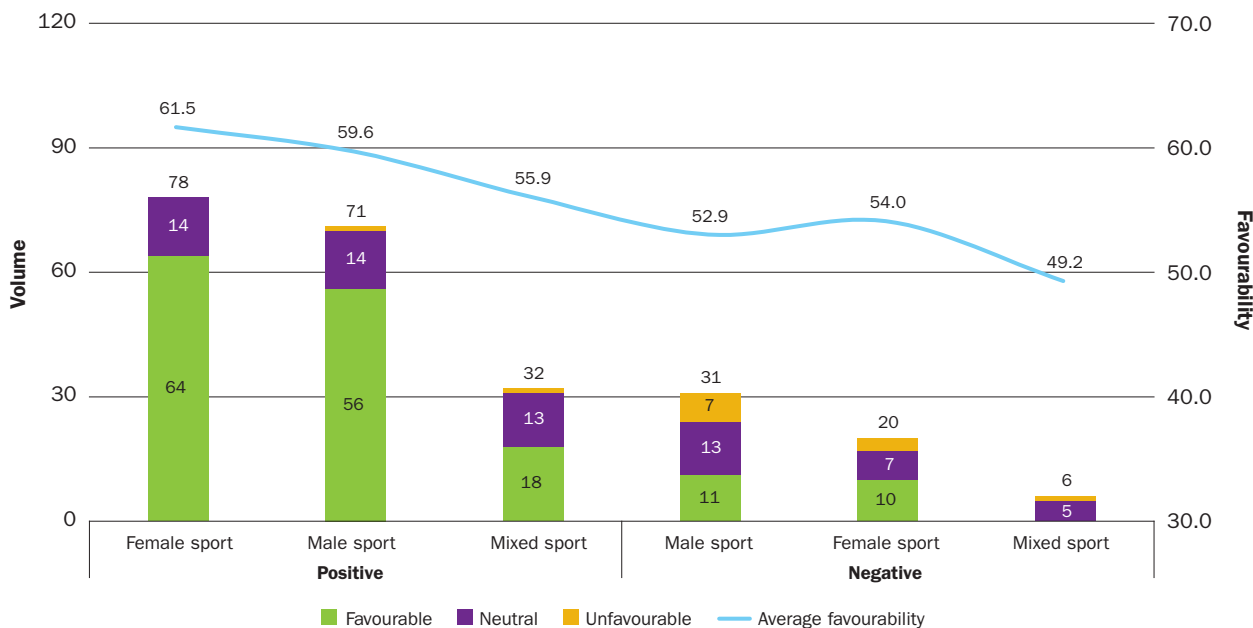


Chart 71: Source of evaluation — overall, by sport type

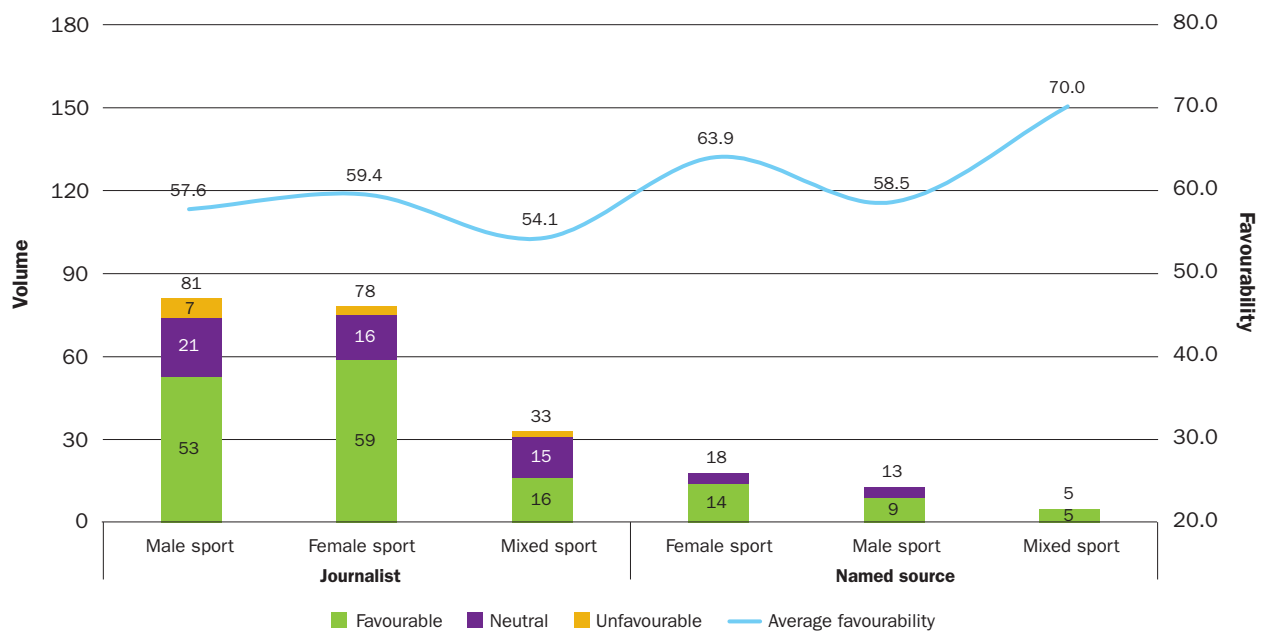


Chart 72: Target of evaluation — overall, by sport type

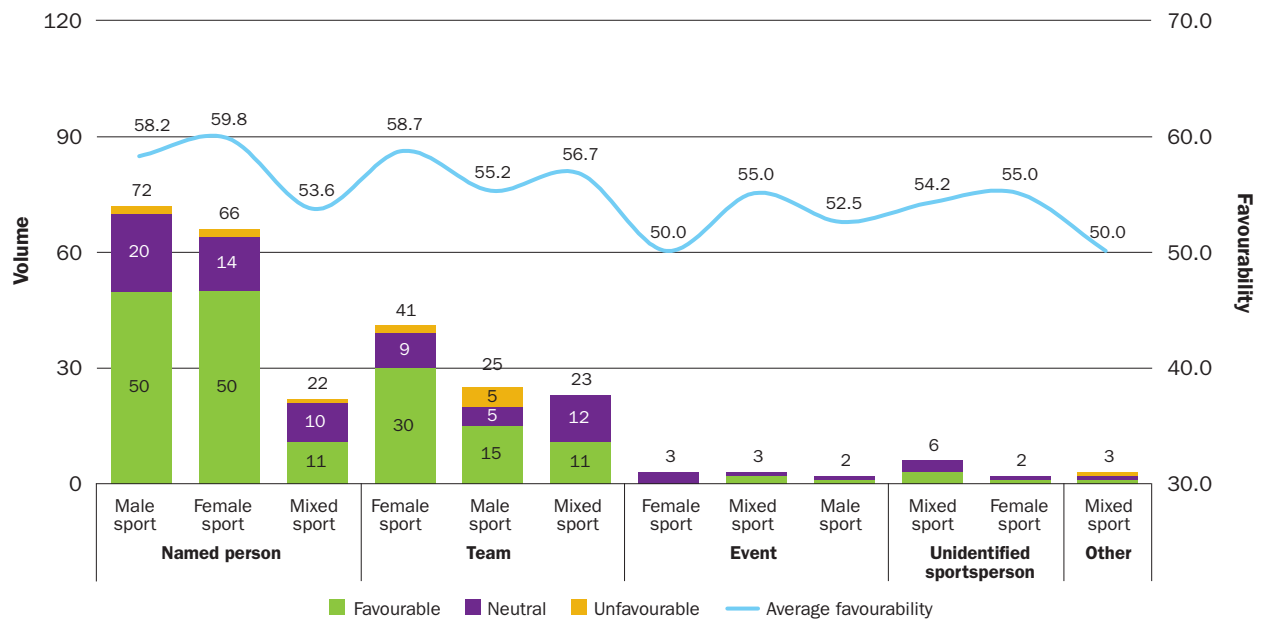
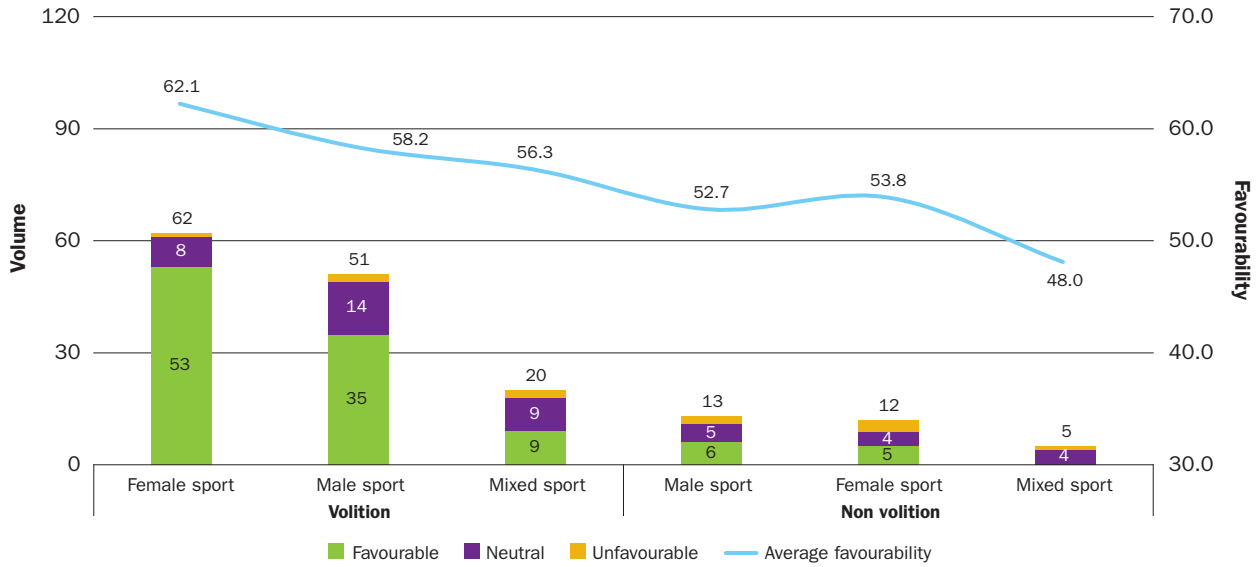


Chart 73: Volition — overall, by sport type



Leading issues

Sport

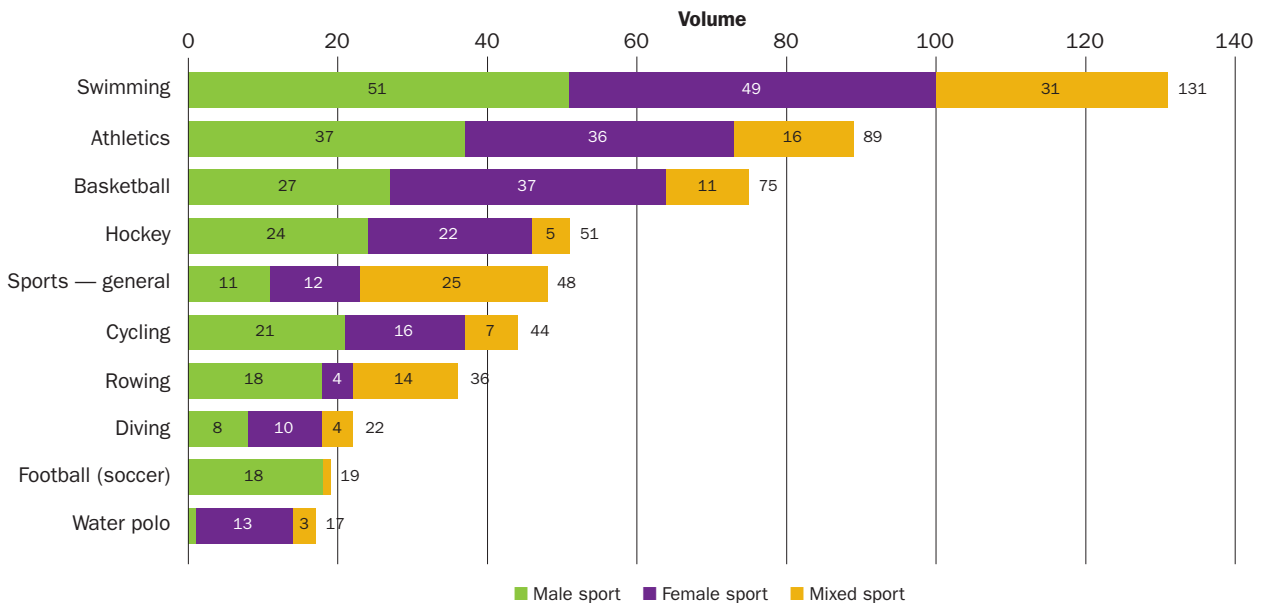
Australia’s traditional strength in swimming is reflected in Chart 74, which shows that this sport received the most media coverage during the Beijing Olympics. The strength of the women’s squad is also reflected in the equal proportion of women’s and men’s coverage (49 and 51 reports, respectively). However, men’s swimming events were more likely to be mentioned as part of broader daily Olympics updates, whereas coverage of women’s swimming events tended to

focus on the individual successes of athletes such as Stephanie Rice, Leisel Jones and Libby Trickett.

It is noteworthy that the ratio of men’s to women’s coverage was fairly even across most of the leading Olympic sports, with the exceptions of football, rowing and water polo. The disproportionately large volume of reports about women’s water polo, compared to men’s water polo, was a result of media interest in the extremely close match between Australia and Hungary.

Only two of the sports in Chart 74 were ‘female appropriate’ sports as discussed by Jones (2003); Jones, Murrell and Jackson (1999), and Daddario (1998) (cited in Section One, pages 6–7): diving and swimming.

Chart 74: Sports most reported by sport type



The findings of this analysis, therefore, challenge the traditional stereotypes referred to in Section One, as well as offer opportunities for reconceptualising such stereotypes in the light of actual media interest identified in this study.

Event results and preparation

Unsurprisingly, results were the most frequently discussed topic in coverage related to events. These reports were evenly divided between male and female sport, with no discernable difference in the style or content of reports.

Reports that mentioned family support were also divided equally between genders. Although there is some evidence that family support for female athletes was more pronounced, this can be somewhat attributed

to the relative success of the women's swimming squad, and might have been reversed had the male members of the team been more successful.

While there were more reports about community support for female athletes, this appeared to be mostly a function of the success of the athletes themselves and did not suggest any particular gender bias.

Corporate

The high proportion of reports about management in Chart 76 is due to the opening and closing ceremonies falling into this category. The media's interest in Stephanie Rice also contributed to the large number of reports in this category as a result of her selection to carry the Australian flag during the closing ceremony.

Chart 75: Topics related to event results and preparation reported by sport

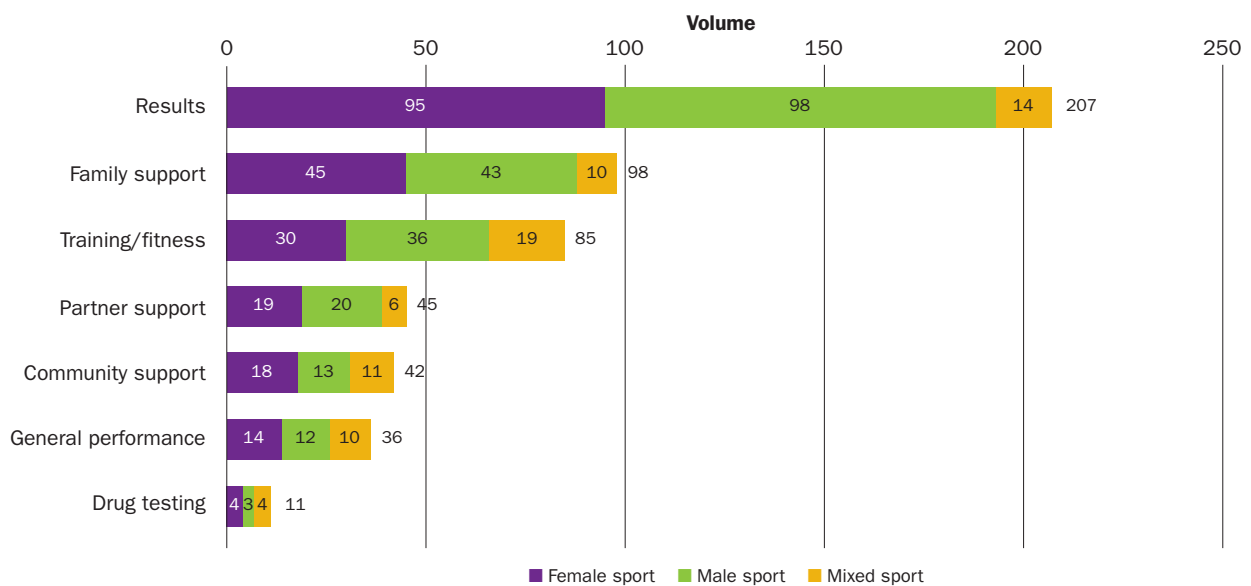
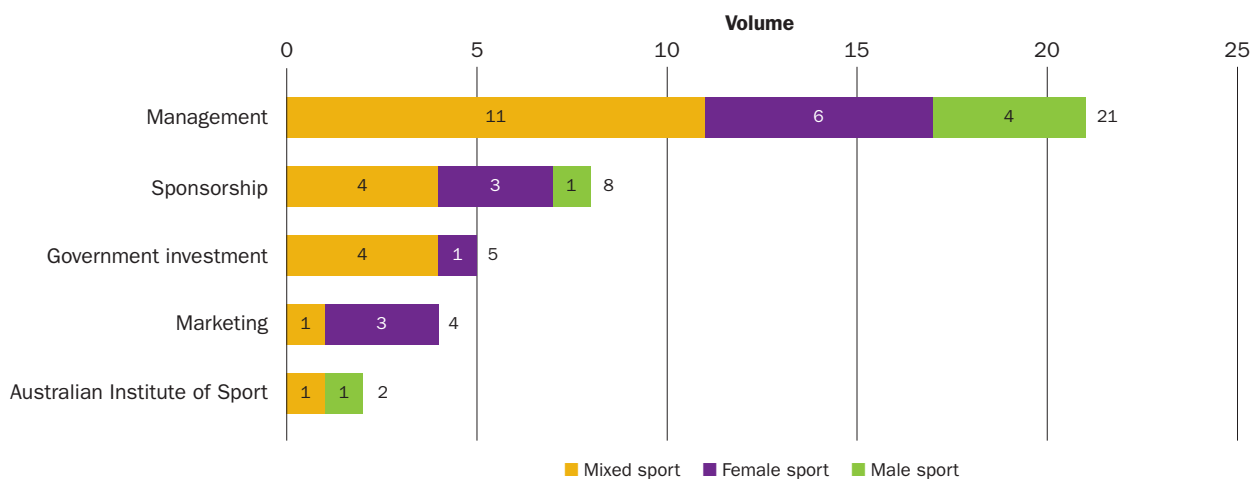


Chart 76: Topics related to corporate aspects of sport reported by sport type



The likelihood that the International Olympic Committee would not include softball in the London Games also contributed to management being the most frequently mentioned corporate topic.

Stephanie Rice was discussed in two of the marketing reports about female sport, as well as the mixed sport marketing report. Libby Trickett and Sally McClelland were also mentioned in the marketing context, indicating that although there was only a low volume of reports of this nature, there was some degree of media interest in discussing female athletes in a sporting industry context. This contrasts with the analysis of year-round television news coverage, in which there were no reports on female athletes in this context. All reports in this category focused on the potential earning power of these athletes following their Olympics successes.

Leading messages

The leading message in Olympics coverage was 'athletes are successful', followed by 'athletes are outclassed'. This is unsurprising as media coverage

of the Olympics tends to focus on athletes who win medals or those who were expected to win but did not. Interestingly, there were more mentions of the unfavourable message 'athletes were outclassed' in coverage of male sport, which may suggest that the media had higher expectations of Australia's male athletes which, in itself, could suggest some bias.

Considering that the split of medal wins between males and females was even, it is not surprising that the number of times athletes were presented as successful was also evenly split. Consistent with the discourse analysis of volition, female athletes were more often described as being 'driven' or 'ambitious', while male athletes had their athleticism emphasised more often. The athletic prowess of male athletes most often appeared in reporting on Michael Phelps and Asafa Powell. The behaviour of female athletes both on and off the field was not discussed unfavourably in media coverage, while the behaviour of male athletes was. In comparison to year-round television news reporting on sport, however, only a small number of reports focused on behaviour.

Chart 77: Leading messages of coverage by sport type

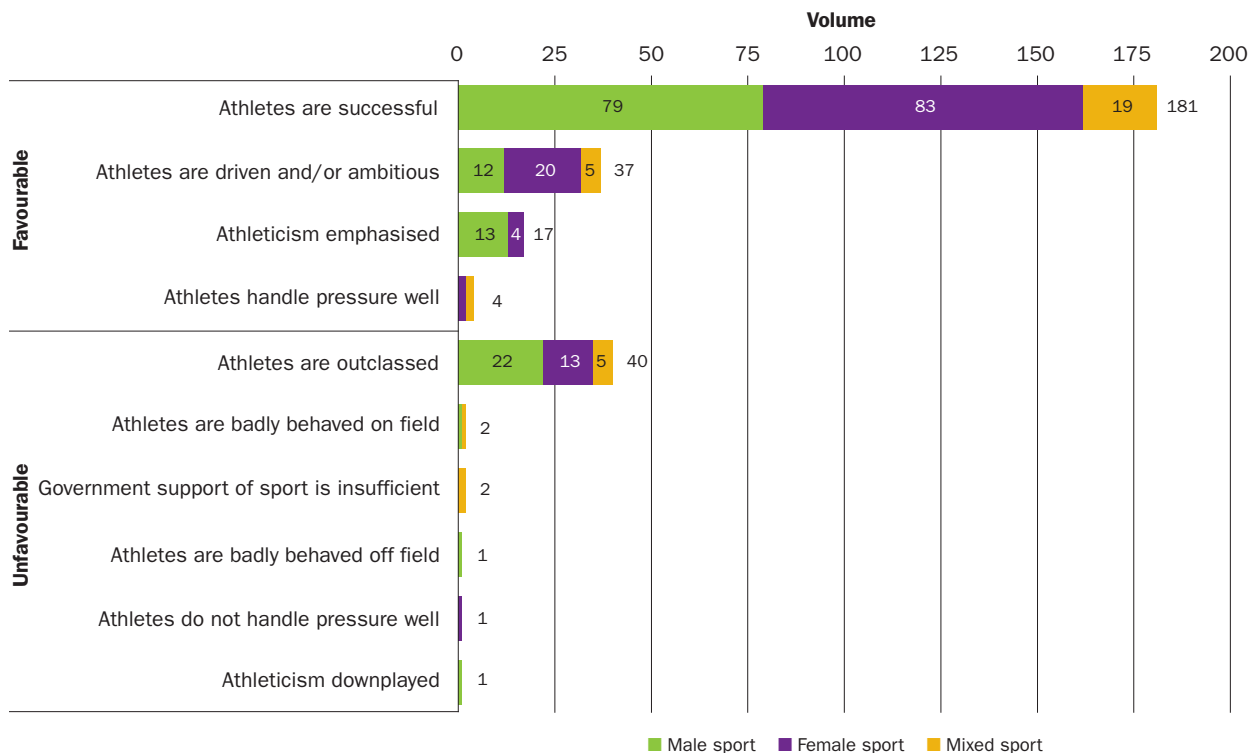
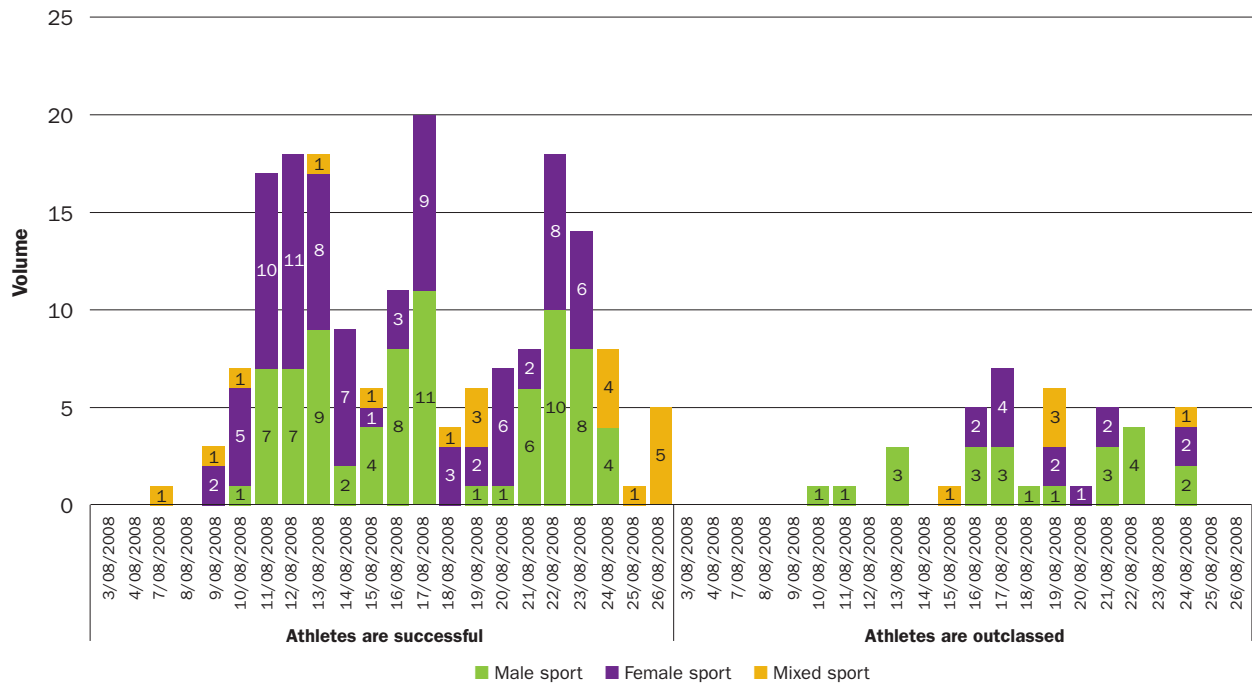


Chart 78: Volume of leading favourable and unfavourable messages by sport type, 3 to 26 August 2008



Leading spokespeople

Chart 79 shows the leading spokespeople quoted in the coverage analysed, broken down by the gender of the sport they discussed. The dominance of Australian female swimmers during the Beijing Olympics is emphasised by the fact that two of the three leading female spokespeople were female swimmers.

Australian Olympic Committee head John Coates was the leading spokesperson for mixed sport, with the majority of his comments made about the opening and closing ceremonies. US swimmer Michael Phelps's dominance in the pool led to him being the leading spokesperson in the coverage of male sport, followed by surprise medal winner Jared Tallent and retiring swimmer Grant Hackett.

Chart 79: Leading spokespeople quoted by sport type

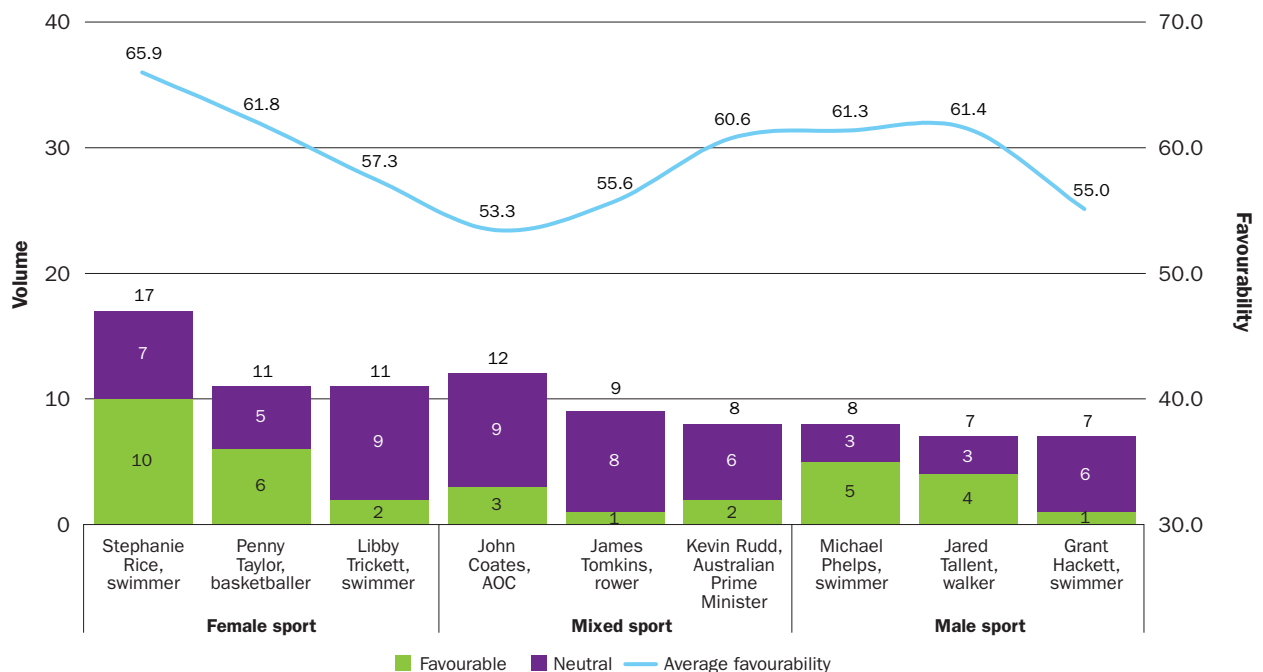
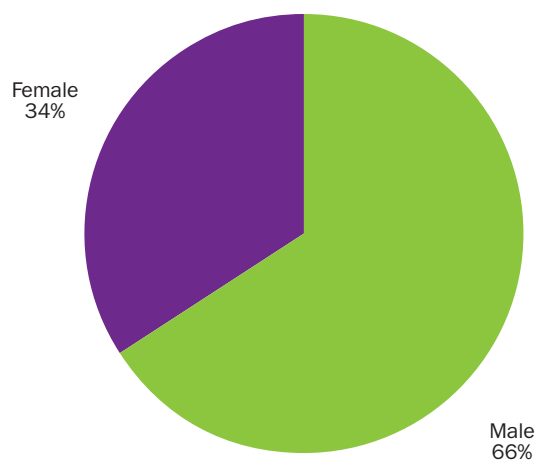


Chart 80: Spokesperson gender share of voice — mixed sport



The higher proportion of male spokespeople in the coverage of mixed sport is, in part, because Jacques Rogge and John Coates were frequently quoted as representatives of their respective Olympic committees in the coverage of the opening and closing ceremonies. This points to the fact that, when participation is taken out of the equation, the administration of sport is presented by the media as a male-dominated domain.

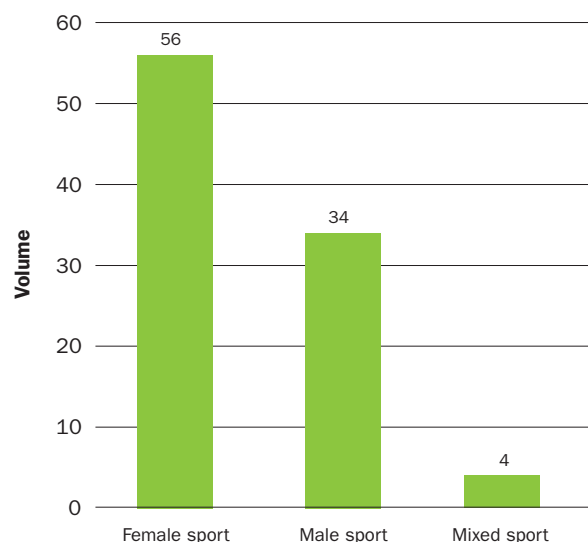
Table 45 shows that in the coverage of female sport more than one-quarter of spokespeople were male, while in the coverage of male sport, less than 15% of commentators were female. Coupled with Chart 80, these figures highlight that men are more likely to be positioned as having something interesting to say about sport — male sport, female sport or the administrative side of sport — than women.

Table 45: Gender of spokespeople quoted by sport type

Sport	Gender	#	%
Female sport		261	
	Female	191	73
	Male	70	27
Male sport		229	
	Female	31	14
	Male	198	86
Mixed sport		173	
	Female	58	34
	Male	115	66

Chart 81 shows the number of quotes attributed to family members in coverage of the Olympics, broken down by the gender of the sport they discussed. As in year-round television news sports coverage, family members (including parents, partners, siblings and grandparents) were quoted in a higher proportion of coverage of female sports.

Chart 81: Volume of family members quoted, by sport type



Leading media

Chart 82 shows the breakdown of coverage, by volume, broadcast on each of the stations analysed. Unsurprisingly, given it was the official Olympics station, Channel 7 had the highest volume of coverage overall. All stations analysed had a similar proportion of coverage of male and female sport during the Olympics, which is significantly different to the proportion in general sports coverage, in which there were few mentions of female sport across all stations.

Chart 82: Television station coverage by sport type

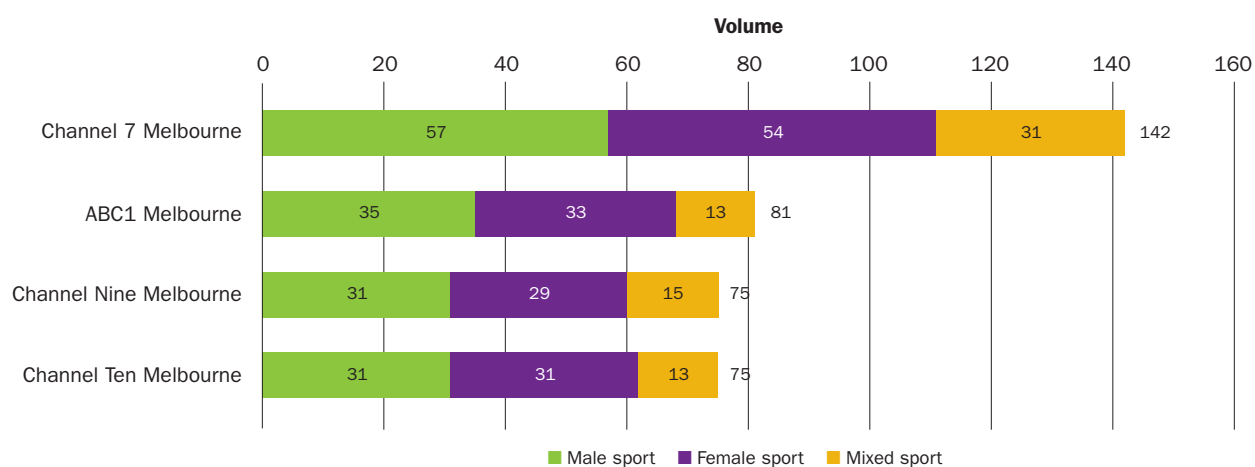


Table 46: Favourability of television station coverage by sport type

Sport type	Station	Favourable	Neutral	Unfavourable	Volume	Average favourability
Male sport		82	62	10	154	55.6
Male sport	Channel 7 Melbourne	29	24	4	57	56.1
	ABC1 Melbourne	20	12	3	35	56.0
	Channel Ten Melbourne	14	15	2	31	54.4
	Channel Nine Melbourne	19	11	1	31	55.6
Female sport		97	44	6	147	58.1
Female sport	Channel 7 Melbourne	32	19	3	54	56.5
	ABC1 Melbourne	24	8	1	33	58.6
	Channel Ten Melbourne	22	8	1	31	60.5
	Channel Nine Melbourne	19	9	1	29	57.9
Mixed sport		23	44	5	72	53.2
Mixed sport	Channel 7 Melbourne	12	19		31	54.4
	Channel Nine Melbourne	7	8		15	54.7
	Channel Ten Melbourne	2	9	2	13	51.9
	ABC1 Melbourne	2	8	3	13	50.0

Leading by-lines and comperes

Chart 83 shows the leading journalists who reported on the Olympics, broken down by the gender of the sport they reported on. Four of the five leading journalists were male, with ABC1's Lisa Millar the leading female journalist. Interestingly, two of the five leading journalists were from the same network (Lisa Millar and Peter Wilkins from ABC1), with one journalist from each of the

other analysed networks being an on-the-ground reporter who was sent to Beijing to cover the Olympics.

Placement

Chart 84 shows where an athlete, team or sporting official was referred to in a report. 'Lead story', as shown in Chart 85, indicates the volume of reports that appeared in the first five minutes of programming.

Chart 83: Leading journalists reporting on sport by sport type

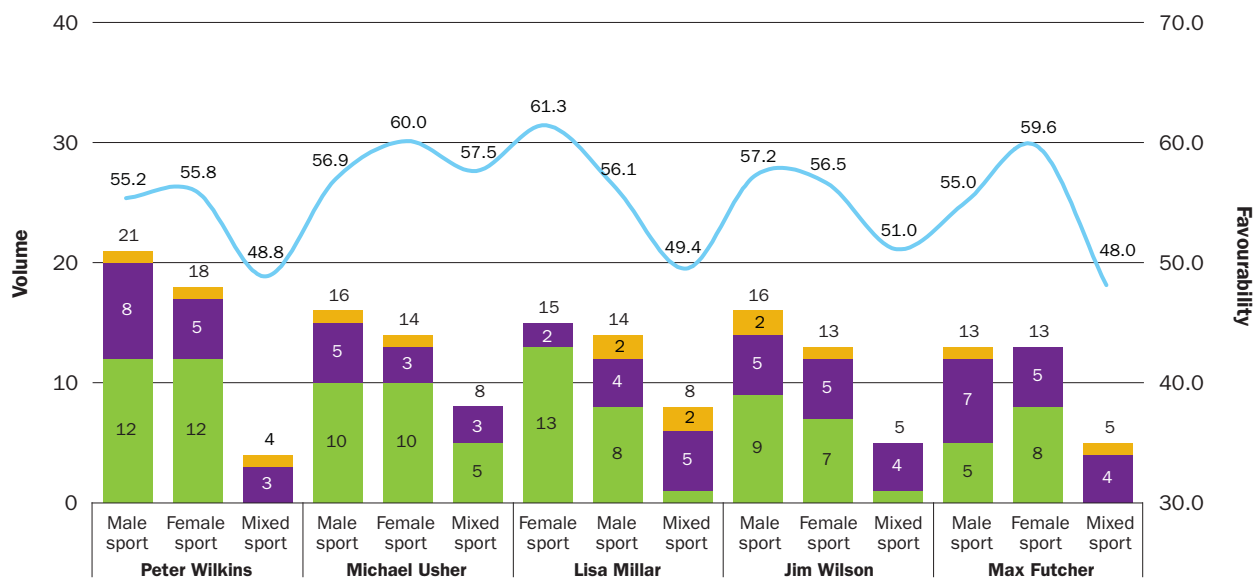


Chart 84: Placement of mention of athlete, team or official in a report by sport type

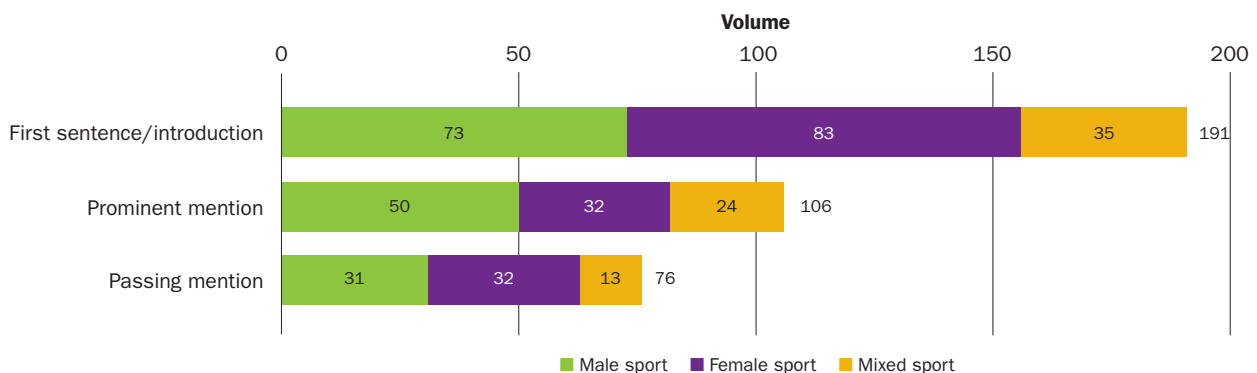
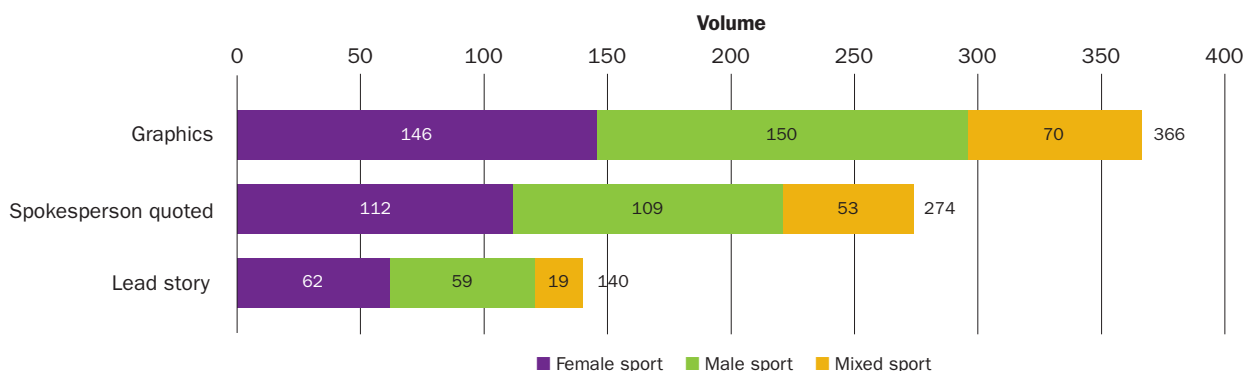


Chart 85: Volume of additional report features



Trend analysis

Chart 86: Volume of female sports coverage, 1 to 26 August 2008

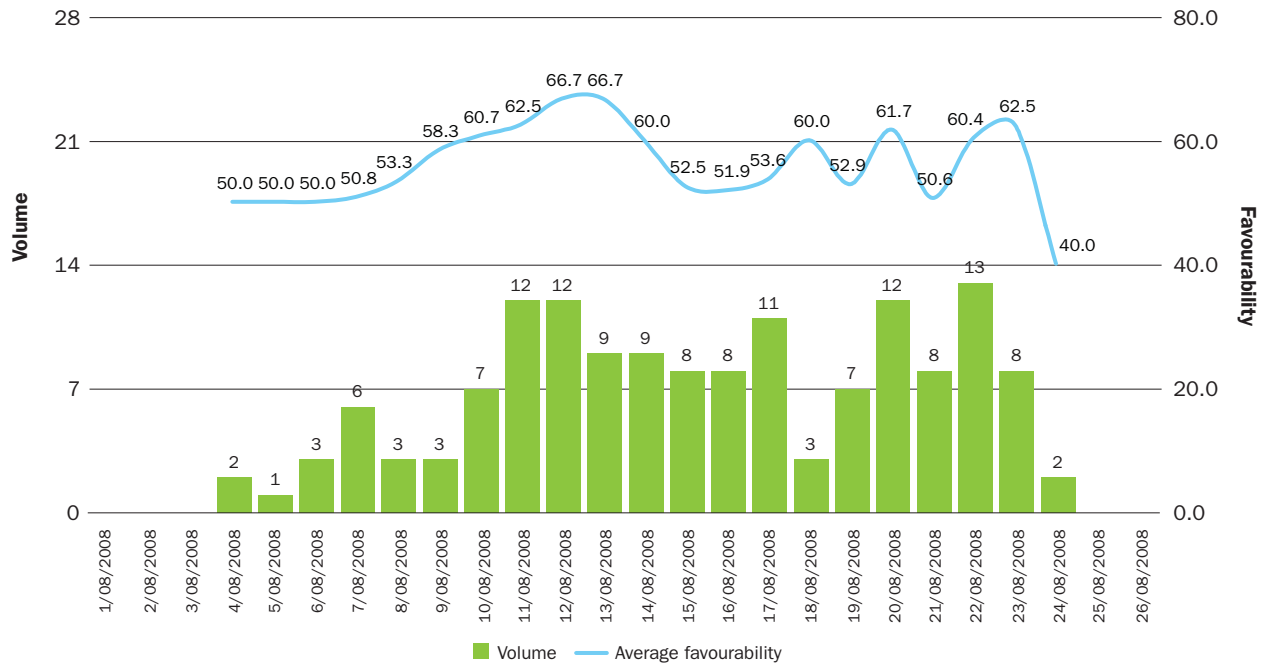


Chart 87: Volume of male sports coverage, 1 to 26 August 2008

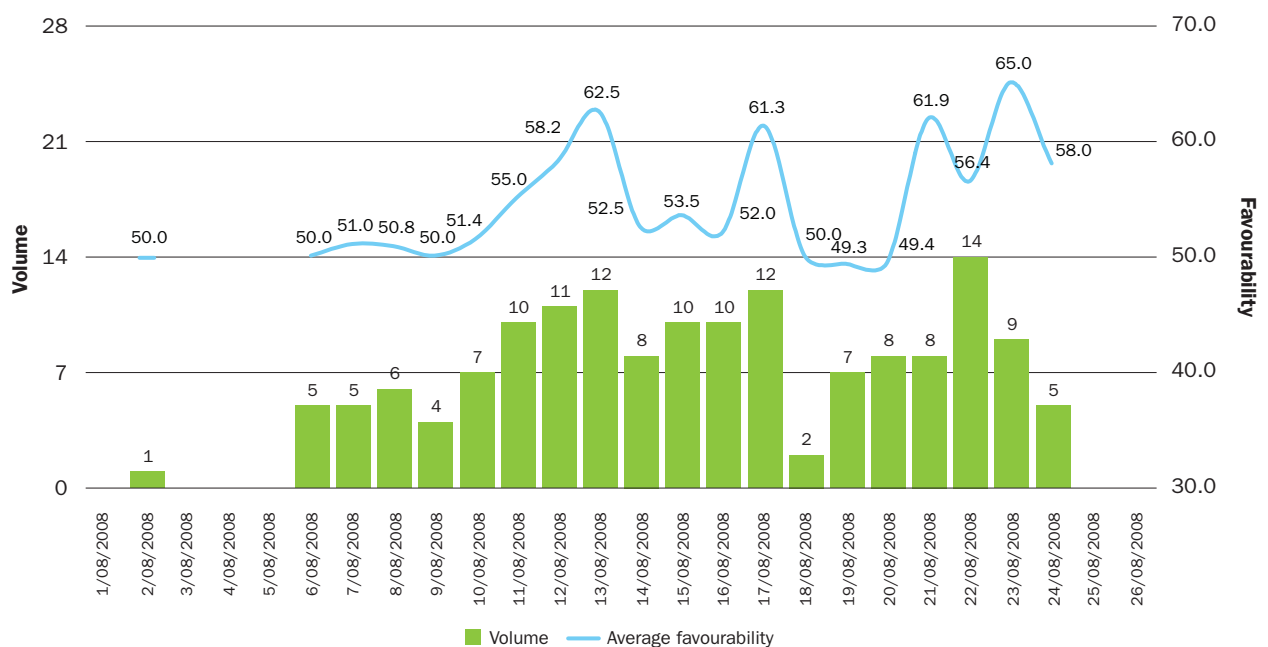
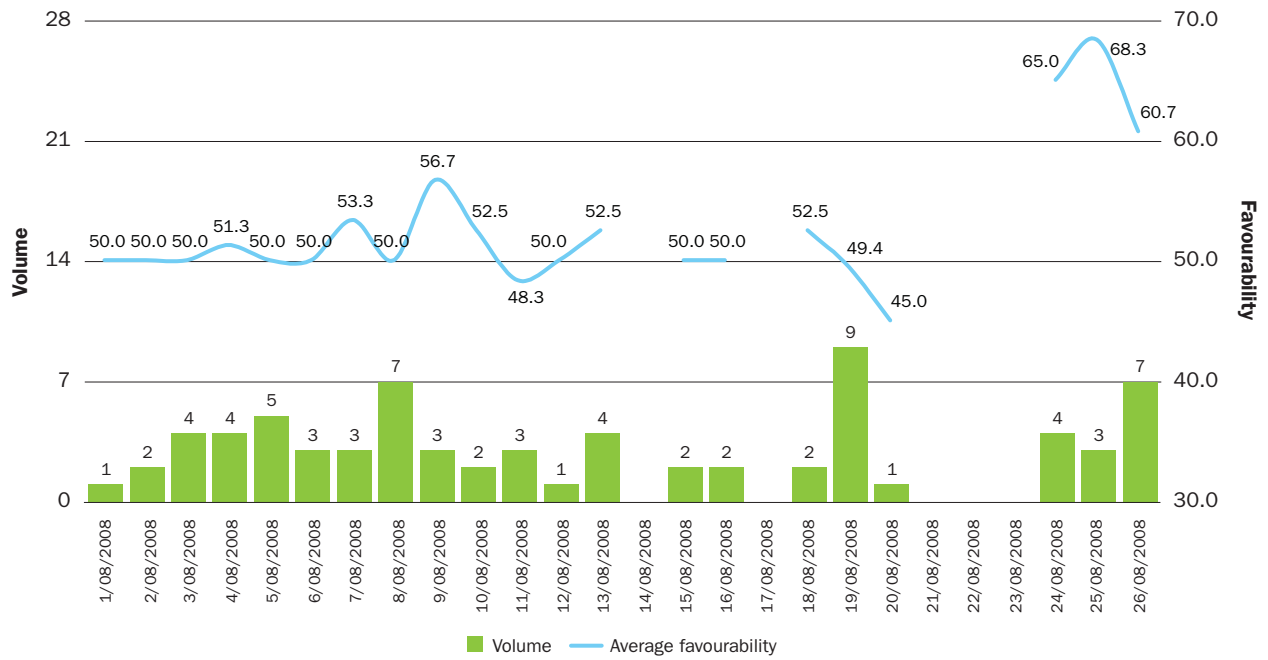


Chart 88: Volume of mixed sports coverage, 1 to 26 August 2008



SECTION FOUR

Quantitative media analysis

January–December 2008

Key findings

The analysis in this section identifies and quantifies the volume of reports about female sportspeople and teams as a proportion of all sports-related coverage in the Australian media over the period 1 January–31 December 2008.

- There were 431 775 sports reports in total across all media, while the total number of reports about female sportspeople or teams was 38 094 (9% of coverage overall).
- Of the coverage of female sportspeople or teams, there were 36 087 press reports (94% of the total), 956 radio reports (3%), and 1051 television reports (3%).
- Queensland publications had the highest number of press reports on women in sport (11 161). However, circulation figures show that articles in New South Wales and Victoria had a higher potential readership.
- Victorian radio stations had the largest number of general sports-related radio reports, followed by New South Wales. While New South Wales also trailed Victoria in the relative proportion of female sports reports, the potential audiences were similar (5 848 800 and 5 555 000, respectively).
- New South Wales had more than twice the number of general sports-related television reports (3404) compared to Victoria (1398). However, the difference in women's sports reports in the two states was less pronounced (385 and 210, respectively).
- Melbourne's *Herald Sun* and Sydney's *The Daily Telegraph* published the highest number of female-related sports reports (2206 and 1992, respectively), followed by Adelaide's *The Advertiser*, *The Canberra Times* and Brisbane's *The Courier-Mail*.
- Of the five leading radio stations, Triple M and Victoria's SEN broadcast the highest number of female-related sports reports (107 and 76, respectively).
- Channel 7 had the largest volume of female-related sports reports (201), followed by Channel Ten (172) and Channel Nine (151). However, this sequence was reversed in general sports-related coverage.

- The three journalists who wrote most frequently about female sportspeople or teams were Amanda Lulham, Warren Partland and Robert Craddock, who contributed 226, 224 and 214 articles, respectively, to the News Ltd stable of newspapers.
- Of the 45 journalists who wrote about female sportspeople most often, 26 were women (57%).
- While Channel Nine's *Today* program with Lisa Wilkinson and Karl Stefanovic had the highest number of general sports reports (333), Channel 7's *Sunrise* with David Koch and Melissa Doyle discussed women in sport most often (66 reports).
- Kevin Bartlett on Victoria's SEN was the radio compere who mentioned female sportspeople most often (27 mentions); however SEN's Andrew Maher, Tim Watson and Billy Brownless mentioned women's sport in a higher proportion relative to their general sports-related coverage (26 mentions, or 14% of all coverage on their program).

Due to different timeframes, scope and methodologies, the data in this section should not be compared to data in other sections (see methodology section for more details).

Table 47: Media coverage of female and general sport, January to December 2008

	Female sport	General sport	All sport
Press reports	36 087	379 313	415 400
Television reports	1 051	7 032	8 083
Radio reports	956	7 336	8 292
Total	38 094	393 681	431 775

Share of voice

Chart 89: Female sports coverage as a percentage of all sports coverage, press

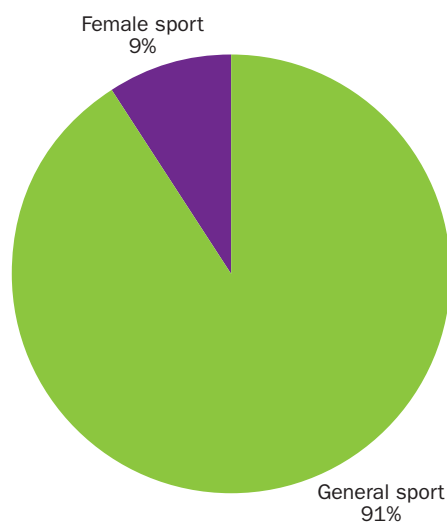


Chart 90: Female sports coverage as a percentage of all sports coverage, radio

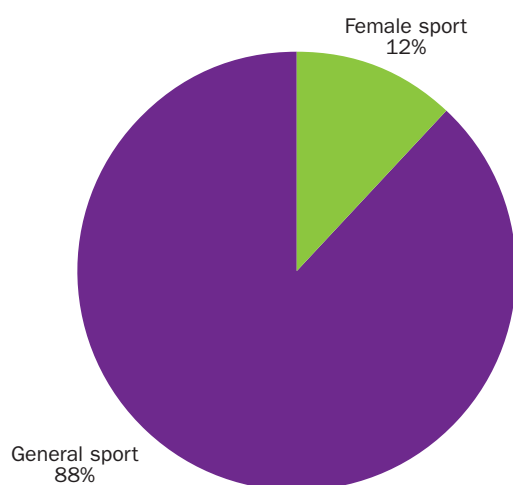


Chart 91: Female sports coverage as a percentage of all sports coverage, television

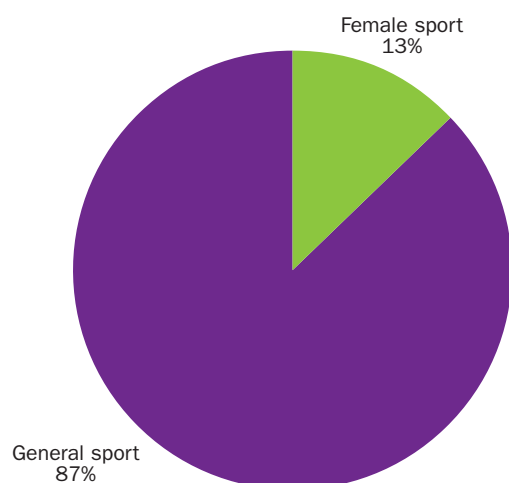


Table 48: Volume of female sports coverage and all sports coverage by media type

Share of voice	Press	Radio	Television
Female sport	36 087	956	1 051
General sport	379 313	7 336	7 032
Total	415 400	8 292	8 083

Media type

Chart 92: Female sports coverage by media type

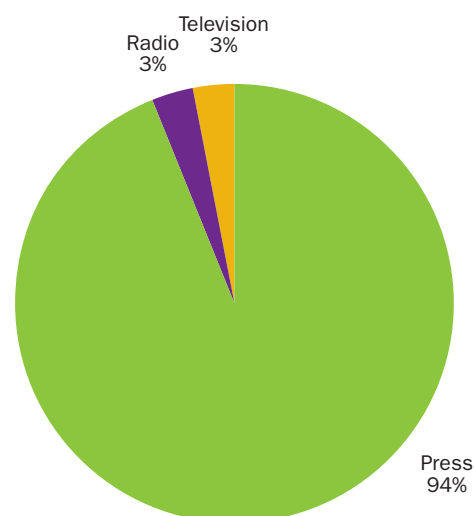


Table 49: Volume of female sports coverage by media type

Media type	Volume	Audience/Circulation
Press	36 087	5 761 169 935
Radio	956	21 172 200
Television	1 051	77 265 212
Total	38 094	5 859 607 347

State breakdown

Chart 93: Volume of press coverage of female sport by state

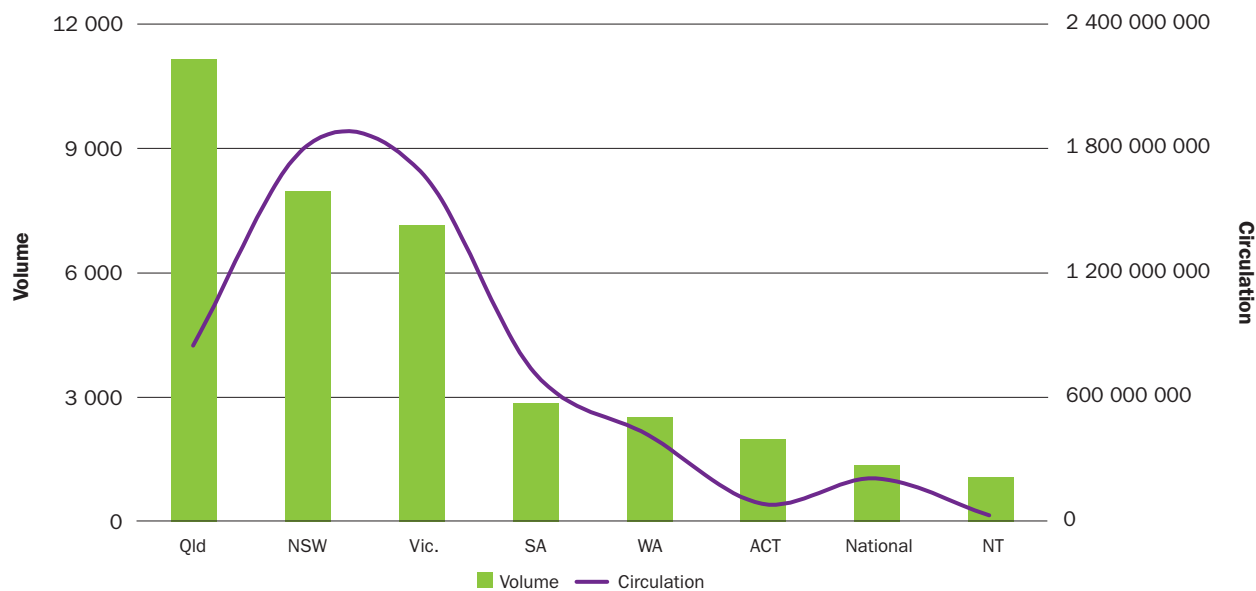


Table 50: Volume of press coverage of female sport by state

State	Volume	Circulation
Queensland	11 161	841 938 595
New South Wales	7 974	1 805 151 930
Victoria	7 156	1 683 860 162
South Australia	2 851	713 134 340
Western Australia	2 526	411 392 122
Australian Capital Territory	1 983	79 836 876
National	1 371	201 687 484
Northern Territory	1 065	24 168 426
Total	36 087	5 761 169 935

Chart 94: Volume of radio coverage of female sport and general sport by state

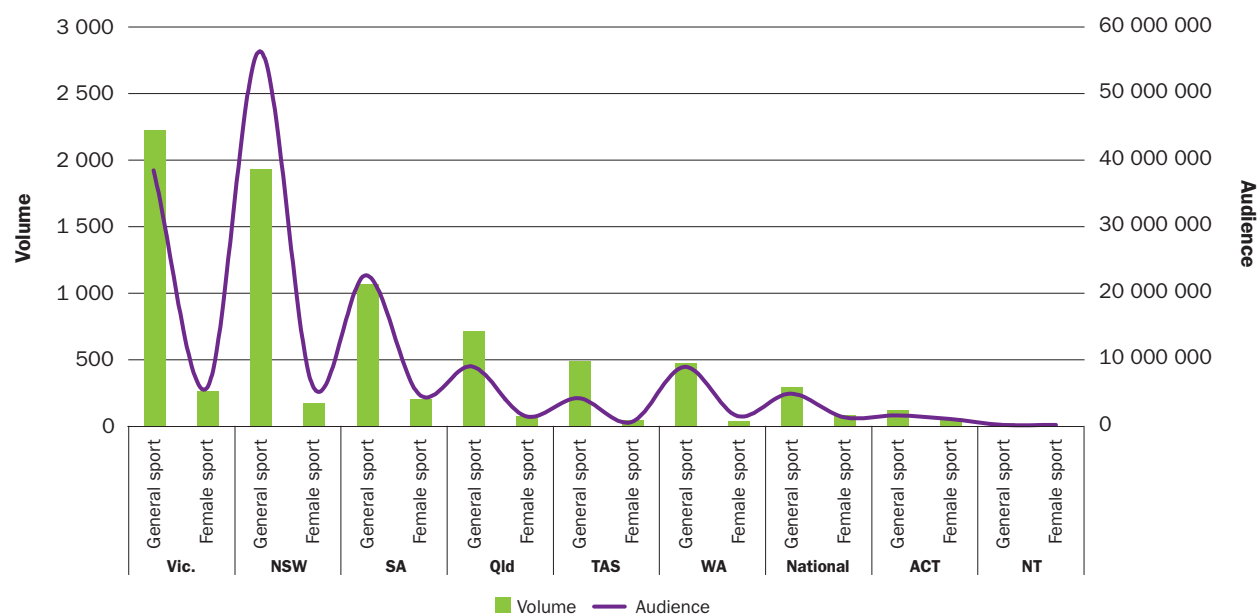


Table 51: Volume of radio coverage of female sport and general sport by state

State	Sport type	Volume	Audience
Victoria		2 485	43 811 000
	General sport	2 222	38 256 000
	Female sport	263	5 555 000
New South Wales		2 108	61 992 400
	General sport	1 931	56 143 600
	Female sport	177	5 848 800
South Australia		1 270	27 113 000
	General sport	1 065	22 496 000
	Female sport	205	4 617 000
Queensland		796	10 106 500
	General sport	717	8 775 300
	Female sport	79	1 331 200
Tasmania		538	4 469 500
	General sport	489	4 038 500
	Female sport	49	431 000
Western Australia		514	10 013 000
	General sport	474	8 709 000
	Female sport	40	1 304 000
National		378	5 860 400
	General sport	295	4 692 500
	Female sport	83	1 167 900
Australian Capital Territory		176	2 353 600
	General sport	119	1 446 300
	Female sport	57	907 300
Northern Territory		27	32 600
	General sport	24	22 600
	Female sport	3	10 000
Total		8 292	165 752 000

Chart 95: Volume of television coverage of female sport and general sport by state

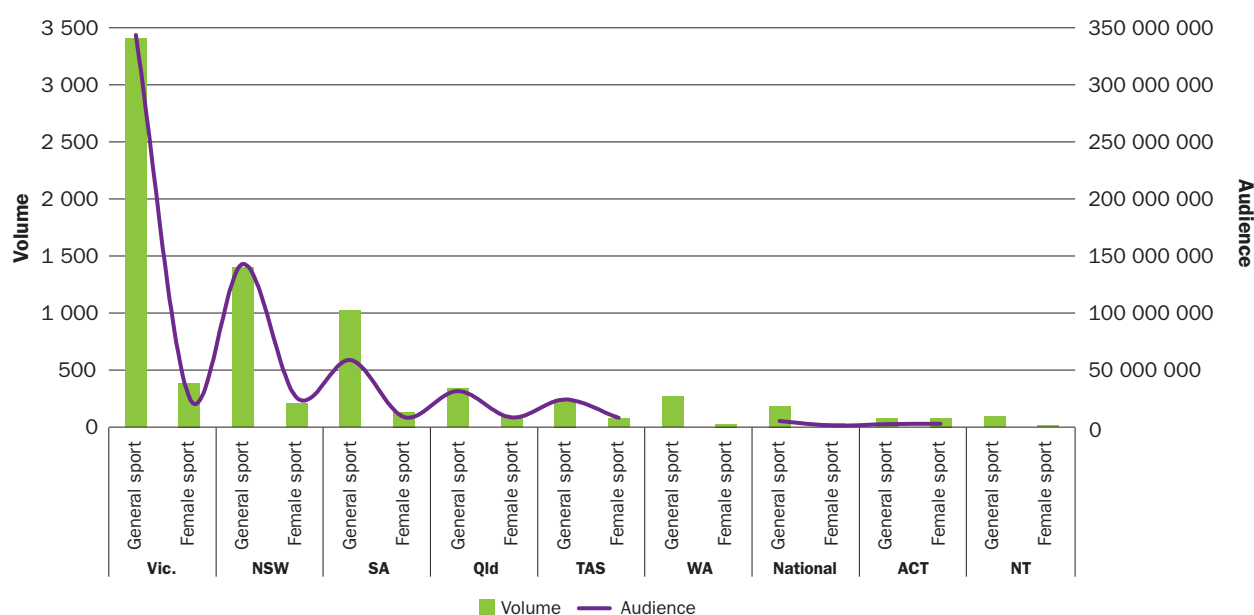


Table 52: Volume of television coverage of female sport and general sport by state

State	Sport type	Volume	Audience
New South Wales		3 789	367 917 881
	General sport	3 404	343 216 329
	Female sport	385	24 701 552
Victoria		1 608	167 878 406
	General sport	1 398	142 710 372
	Female sport	210	25 168 034
Queensland		1 155	66 889 679
	General sport	1 022	58 412 672
	Female sport	133	8 477 007
Western Australia		432	39 106 564
	General sport	340	31 209 022
	Female sport	92	7 897 542
South Australia		321	31 440 511
	General sport	247	23 640 428
	Female sport	74	7 800 083
National*		292	N/A
	General sport	264	N/A
	Female sport	28	N/A
Tasmania		216	5 740 410
	General sport	184	4 921 563
	Female sport	32	818 847
Australian Capital Territory		159	4 513 212
	General sport	78	2 111 065
	Female sport	81	2 402 147
Northern Territory		111	N/A
	General sport	95	N/A
	Female sport	16	N/A
Total		8 083	683 486 663

* Denotes media outlets where all programming is uniform nationally. National programs broadcast on state-based networks are represented in state totals.

N/A Figures unavailable

Leading media

Chart 96: Volume of coverage of female sport by leading newspaper

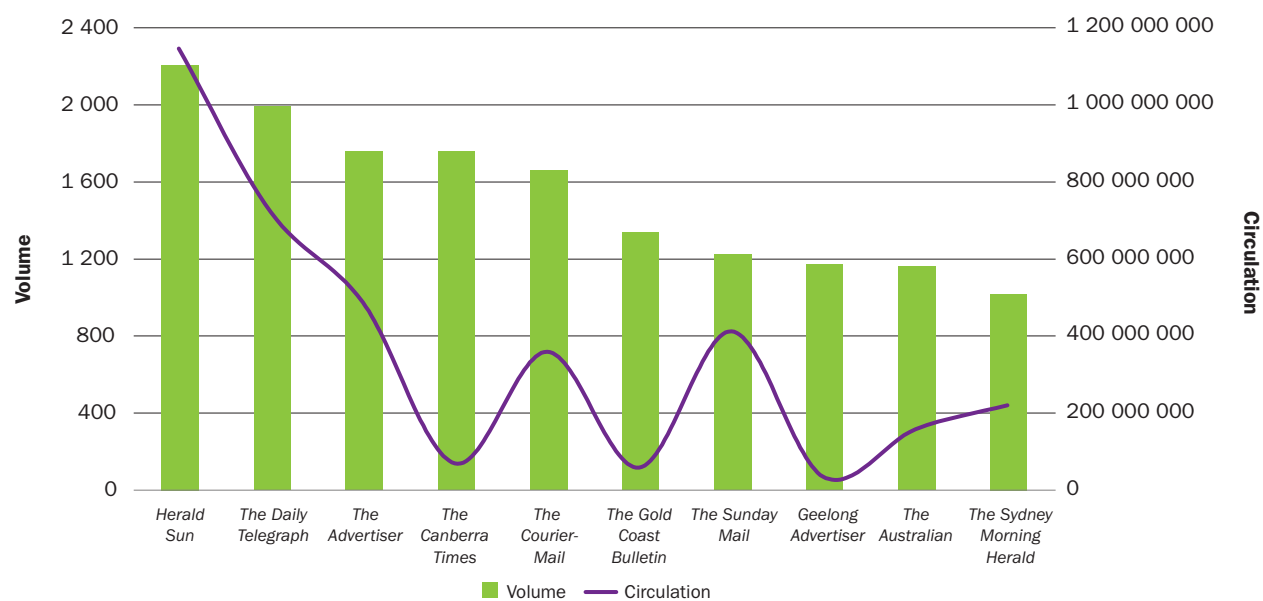


Table 53: Volume of coverage of female sport by leading newspaper

Newspaper	Volume	Circulation
Herald Sun	2 206	1 142 708 000
The Daily Telegraph	1 992	718 241 496
The Advertiser	1 758	483 159 930
The Canberra Times	1 756	66 194 176
The Courier-Mail	1 657	355 373 476
The Gold Coast Bulletin	1 337	54 978 777
The Sunday Mail	1 225	408 109 975
Geelong Advertiser	1 170	30 942 990
The Australian	1 160	154 256 800
The Sydney Morning Herald	1 019	216 741 300

Chart 97: Volume of coverage of female sport and general sport by leading radio station

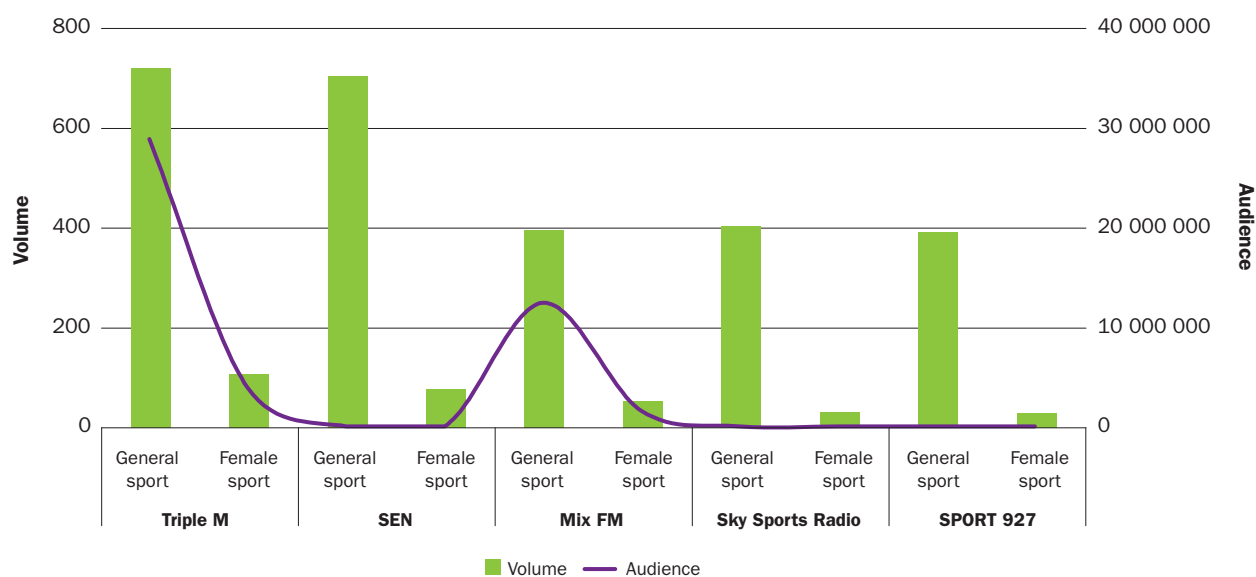


Table 54: Volume of coverage of female sport and general sport by leading radio station

Station	Sport type	Volume	Audience
Triple M		827	32 658 000
	General sport	720	28 779 000
	Female sport	107	3 879 000
SEN		780	N/A
	General sport	704	N/A
	Female sport	76	N/A
Mix FM		448	13 932 000
	General sport	395	12 394 000
	Female sport	53	1 538 000
Sky Sports Radio		435	N/A
	General sport	403	N/A
	Female sport	32	N/A
SPORT 927		420	N/A
	General sport	392	N/A
	Female sport	28	N/A

N/A Figures unavailable

Chart 98: Volume of coverage of female sport and general sport by leading television station

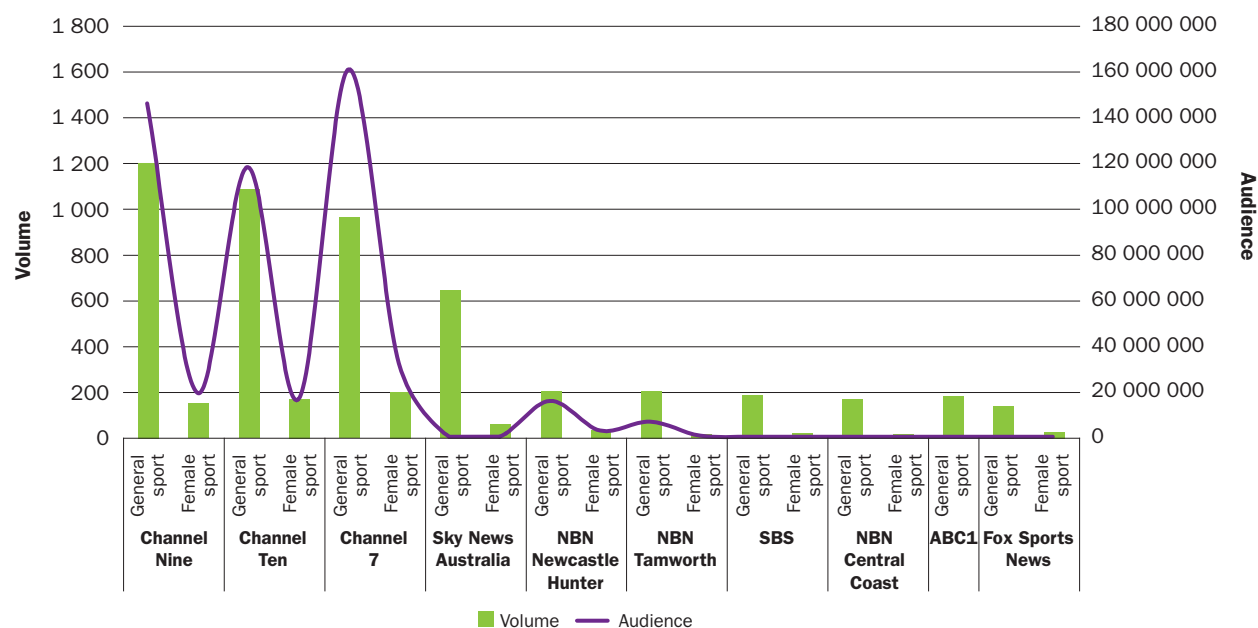


Table 55: Volume of coverage of female sport and general sport by leading television station

Station	Sport type	Volume	Audience
Channel Nine	General sport	1 203	145 714 969
	Female sport	151	19 239 331
Channel Ten	General sport	1 087	117 766 203
	Female sport	172	16 340 424
Channel 7	General sport	965	160 498 662
	Female sport	201	32 060 412
Sky News Australia	General sport	646	N/A
	Female sport	59	N/A
NBN Newcastle Hunter	General sport	204	15 660 264
	Female sport	37	2 690 792
NBN Tamworth	General sport	207	6 579 396
	Female sport	16	437 878
SBS	General sport	189	N/A
	Female sport	22	N/A
NBN Central Coast	General sport	170	N/A
	Female sport	17	N/A
ABC1	General sport	182	125 207 684
	Female sport	27	N/A
Fox Sports News	General sport	142	N/A
	Female sport	27	N/A

N/A Figures unavailable

Leading by-lines

Chart 99: Volume of leading by-lines relating to female sport by newspaper

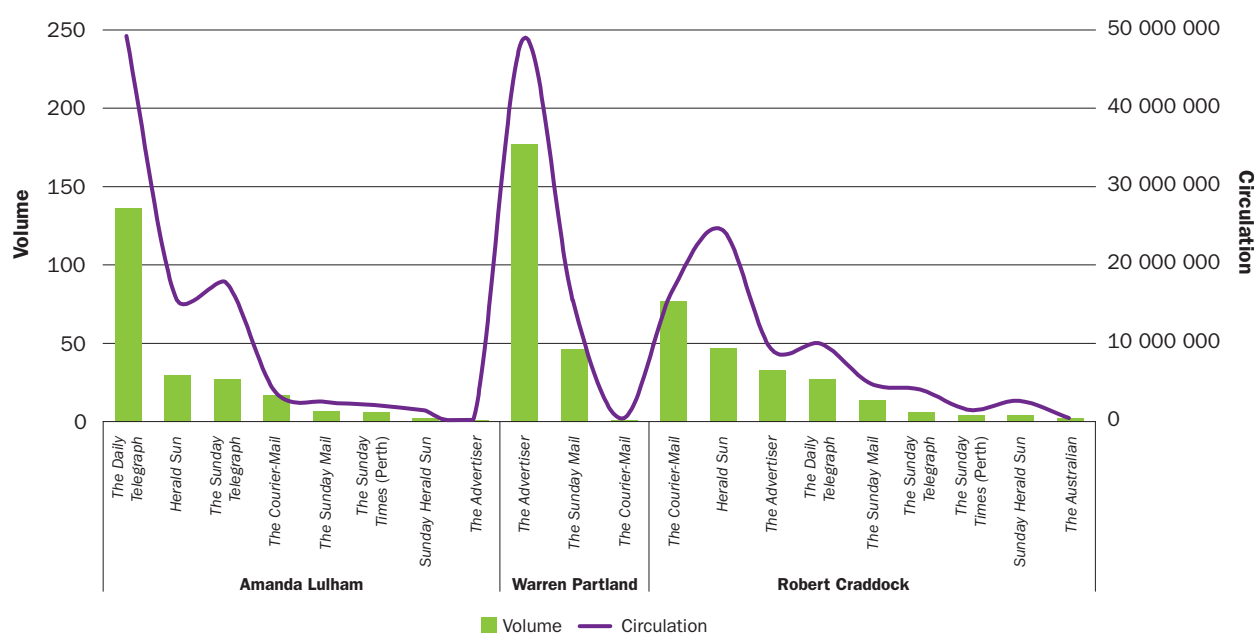


Table 56: Volume of leading by-lines relating to female sport by newspaper

By-line	Newspaper	Volume	Circulation
Amanda Lulham	The Daily Telegraph	136	49 036 568
	Herald Sun	30	15 540 000
	The Sunday Telegraph	27	17 600 544
	The Courier-Mail	17	3 645 956
	The Sunday Mail	7	2 332 057
	The Sunday Times (Perth)	6	1 927 200
	Sunday Herald Sun	2	1 240 000
	The Advertiser	1	274 835
Warren Partland	The Advertiser	224	48 645 795
	The Sunday Mail	46	15 324 946
	The Courier-Mail	1	214 468
Robert Craddock	The Courier-Mail	77	16 514 036
	Herald Sun	47	24 346 000
	The Advertiser	33	9 069 555
	The Daily Telegraph	27	9 735 201
	The Sunday Mail	14	4 664 114
	The Sunday Telegraph	6	3 911 232
	The Sunday Times (Perth)	4	1 284 800
	Sunday Herald Sun	4	2 480 000
	The Australian	2	265 960

Leading radio comperes

Chart 100: Volume of coverage of female sport and general sport by leading radio comperes

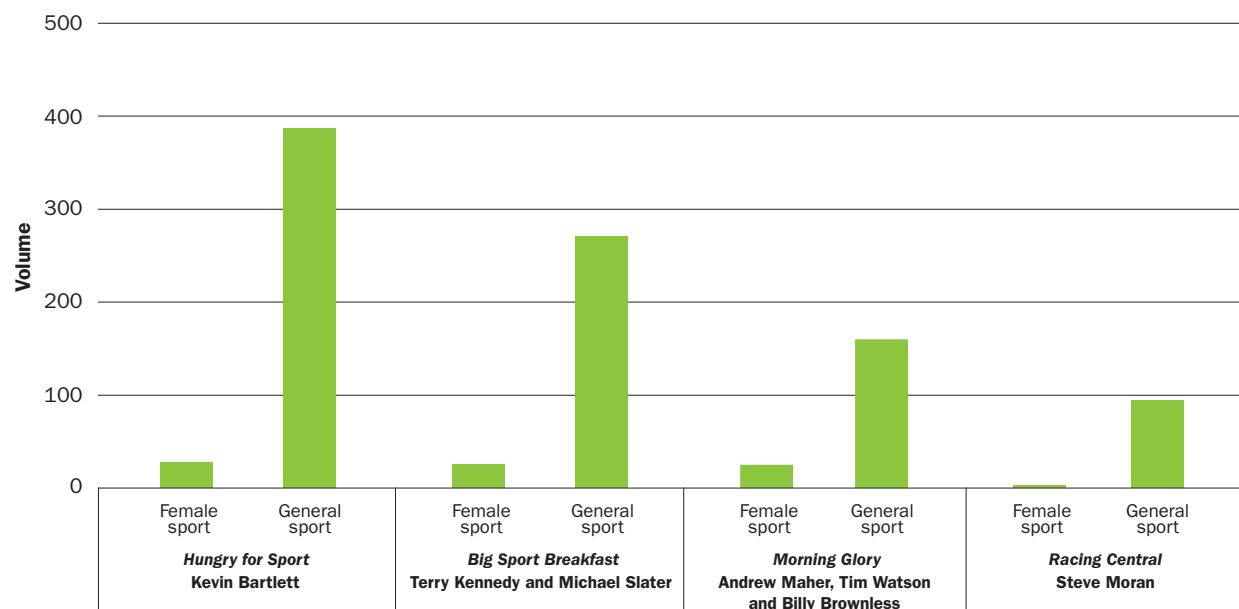


Table 57: Volume of coverage of female sport and general sport by leading radio comperes

Comperer	Program	Sport type	Volume	Audience
Kevin Bartlett	<i>Hungry for Sport</i> – SEN		414	N/A
		Female sport	27	N/A
		General sport	387	N/A
Terry Kennedy and Michael Slater	<i>Big Sport Breakfast</i> – Sky Sports Radio		296	N/A
		Female sport	25	N/A
		General sport	271	N/A
Andrew Maher, Tim Watson and Billy Brownless	<i>Morning Glory</i> – SEN		184	N/A
		Female sport	26	N/A
		General sport	158	N/A
Steve Moran	<i>Racing Central</i> – SPORT 927		97	N/A
		Female sport	3	N/A
		General sport	94	N/A

N/A Figures unavailable

Leading television comperes

Chart 101: Volume of coverage of female sport and general sport by leading television compere

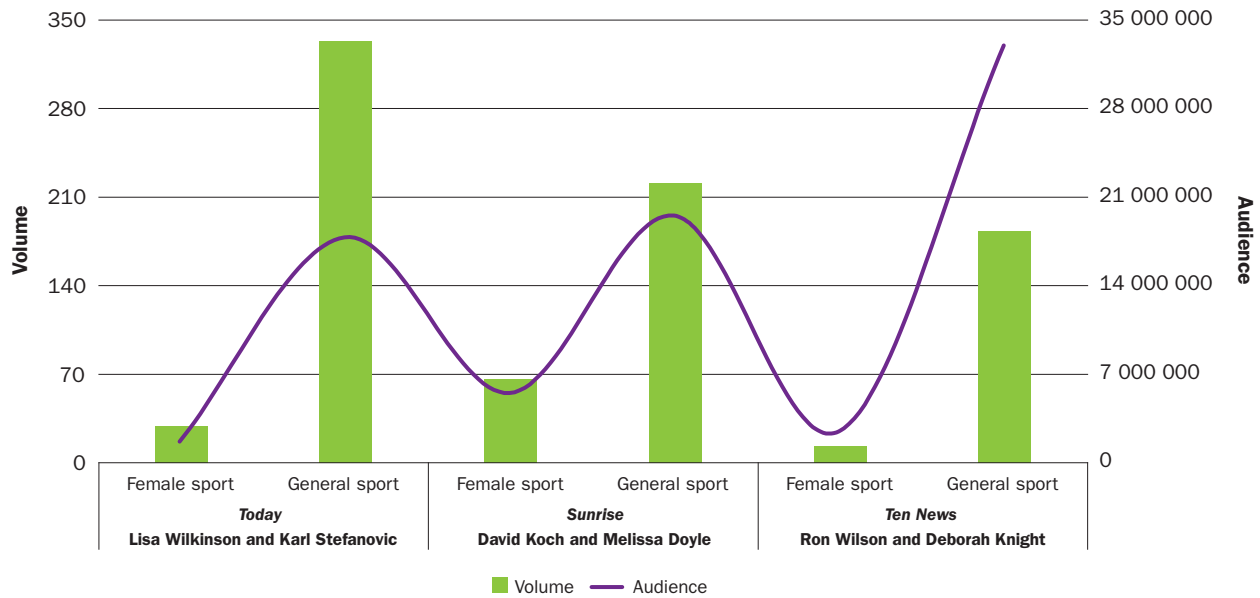


Table 58: Volume of coverage of female sport and general sport by leading television compere

Compere	Program	Sport type	Volume	Audience
Lisa Wilkinson and Karl Stefanovic	Today (Channel Nine)	Female sport	29	1 546 535
		General sport	333	17 699 889
		Total	362	19 246 424
David Koch and Melissa Doyle	Sunrise (Channel 7)	Female sport	66	5 400 644
		General sport	221	19 443 420
		Total	287	24 844 064
Ron Wilson and Deborah Knight	Ten News	Female sport	13	2 376 261
		General sport	183	32 882 299
		Total	196	35 258 560

SECTION FIVE

Quantitative analysis of
non-news television coverage
January–December 2008

Key findings

This section presents findings from an analysis of more than 53 984 hours of sports programming, broadcast between 1 January and 31 December 2008 (the census of material) on channels Ten, Nine and 7; ABC1 and ABC2; SBS; and Fox Sports 1, 2 and 3 in the Sydney and Melbourne markets. All figures for national stations ABC2, SBS and Fox Sports 1, 2 and 3 can be interpreted as national.

As seen in Chart 102, 86% of the total duration of coverage was of male sport, while 73% of the audience was also attributed to male sports coverage. The audience for male sport would have been larger were it not for Olympics coverage (classified as 'indeterminate'), which attracted significant audiences for a relatively small volume of coverage.

Sydney media had more coverage of each gender category, except male sport, than Melbourne (Chart 103). The larger amount of male sports coverage in the Melbourne market was due to a combination of different broadcast times for Australian rules football, as well as rugby league and rugby union coverage. There was over 124 more hours of coverage of Australian rules football in Melbourne than in Sydney, and almost 32 more hours of rugby league coverage and 55.5 more hours of rugby union coverage in Melbourne than in Sydney.

Melbourne generally had higher audiences across the board per hour of coverage (for all except the 'indeterminate' sport gender type), as seen in Chart 104.

There were more men watching all-gender sport categories than women (including more men watching female sport than women), as shown in Chart 111.

In Sydney, the ABC (ABC1 and ABC2) was the only network with more female sports than male sports coverage, by duration. However, coverage across all networks, including the ABC, had larger total audiences for male sports coverage (Chart 112). This chart also shows the impact of local code rugby league on audiences.

In Melbourne, all stations except ABC2 had more coverage of male sport than female, and had much larger audiences for male sport (Chart 113). This chart also shows the impact of local code AFL on audiences.

Tennis had the most diversified gender split across the top sports, in terms of participants, although coverage was still predominantly of male athletes. There was a more even split in audiences watching this sport (Charts 114 and 115).

The dominance of male sports coverage by share of audience in the Sydney market is shown in Chart 115. When compared to Chart 114 (which shows the duration of air time devoted to coverage), it is easy to see discrepancies in the volume of coverage versus

the size of the audiences (for example, golf had the second-highest duration but the eighth-highest share of audience, and rugby league had the sixth-highest duration but had the highest audience share).

There were more viewers of female tennis coverage than of the larger proportion of male tennis coverage in Melbourne (Charts 116 and 117). Charts 118–121 emphasise the small proportion of audiences watching Fox Sports coverage, despite the lengthy durations on these stations. A comparison of Chart 117 to Chart 116 clearly shows the discrepancies in coverage duration versus audiences. For example, horseracing had the 26th-highest duration in Melbourne but the ninth-highest audience reach.

Channel Nine Sydney was a sports ratings winner (for its broadcast of rugby league and cricket), with a higher audience reach than all the other free-to-air stations combined, across male, female and mixed sport (Chart 119).

More than one-third of the audience across the top ten sports in Melbourne watched AFL. This was more dominant than rugby league in Sydney (Charts 121 and 119).

Charts 122 and 123 show significant discrepancies across the board in female sports coverage compared to men's on each platform. Tennis was the only female sport that would rank among the top ten durations for male sport (Charts 124 and 125). Interestingly, a higher proportion of the female sports coverage was on free-to-air television than male sports coverage, but female sport received less than 15% of the amount of coverage of male sport on free-to-air television and around 7% of male Fox Sports coverage.

There were major differences in the duration of coverage attributed to the three football codes of Australian rules football, rugby league and rugby union (Charts 124 and 125).

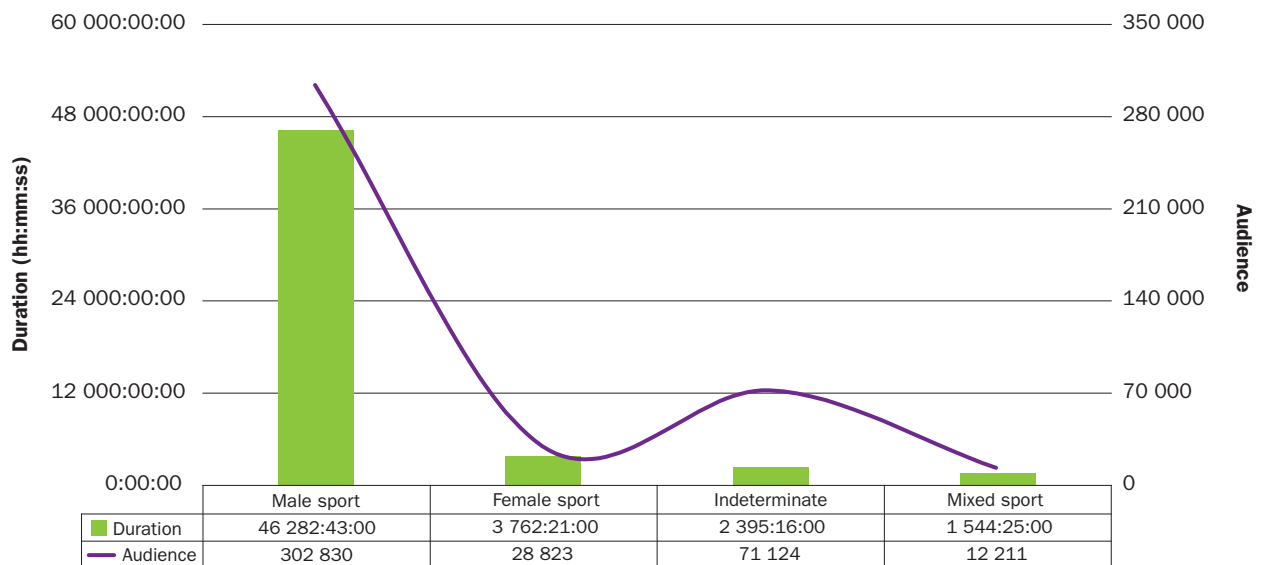
As with durations, the audiences accumulated for tennis were the only female sport audiences that would rank among the top ten for male sport. Behind women's tennis on Channel 7, female lawn bowls on the ABC attracted the highest audience for female sport during the year (Charts 126 and 127).

Cricket was the second most prominent sport in both Sydney and Melbourne, and had the highest cumulative audiences across the two markets (Charts 128 and 129). Australian rules football had the second-highest audience across both markets, while rugby league was the third-most prominent. The prominence of Australian rules football was due to its high Melbourne audience figures (there were more viewers in Melbourne of Australian rules football than of rugby league in Sydney and Melbourne combined).

Competitor comparison

Chart 102 shows all coverage analysed from 2008, split across the sport gender types (that is, the gender that was the focus of the coverage).

Chart 102: Overall sports coverage by sport type



Charts 103 and 104 show all coverage analysed from the Sydney and Melbourne markets, respectively (durations and audiences of each market's coverage).

Chart 103: Sports coverage by sport type, Sydney

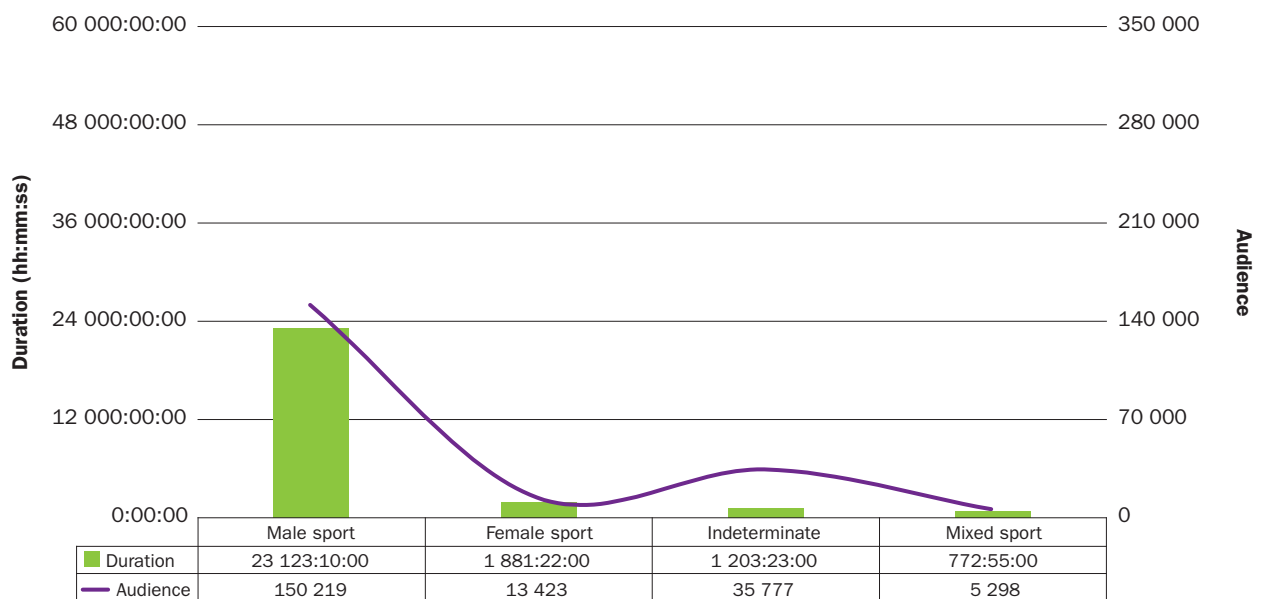
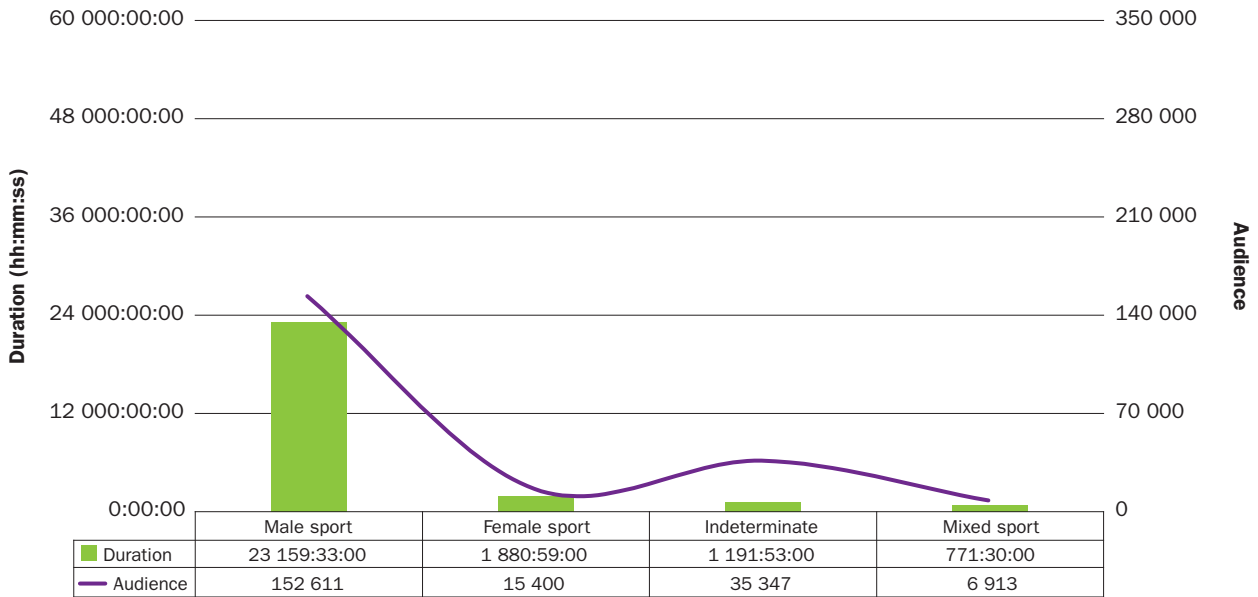


Chart 104: Sports coverage by sport type, Melbourne



Share of voice

Chart 105 shows the proportion of duration, by sport gender type, for coverage in both Sydney and Melbourne.

Chart 105: Duration of sports coverage by sport type, Sydney and Melbourne



Chart 106 shows the proportion of audience, by sport gender type, in both Sydney and Melbourne.

Chart 106: Audience by sport type, Sydney and Melbourne

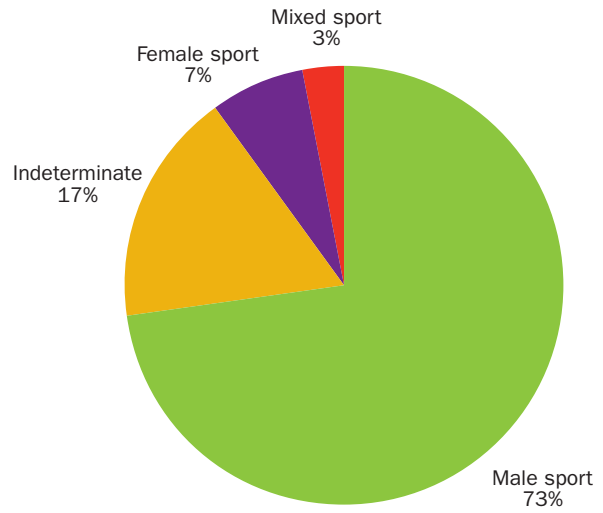


Chart 107 shows a breakdown of duration, by sport gender type, of coverage in Sydney.

Chart 107: Duration of sports coverage by sport type, Sydney

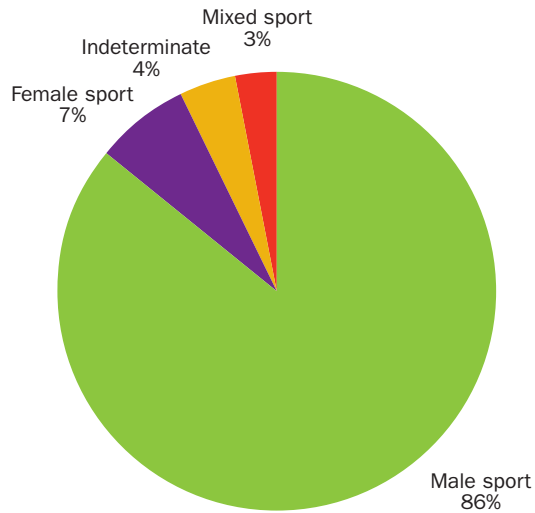


Chart 109 shows a breakdown of audience, by sport gender type, in Sydney.

Chart 109: Audience by sport type, Sydney

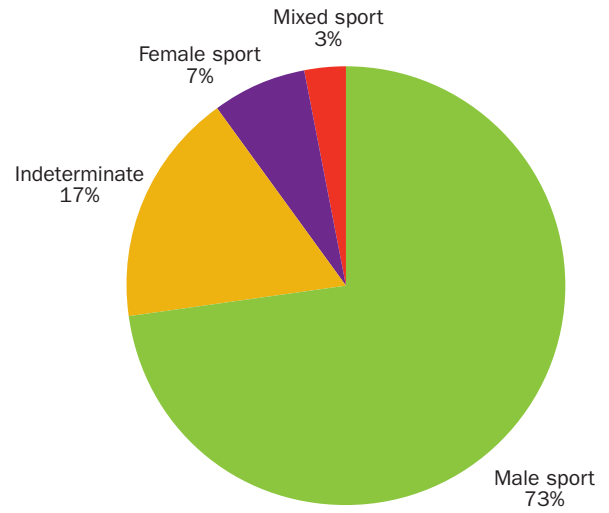


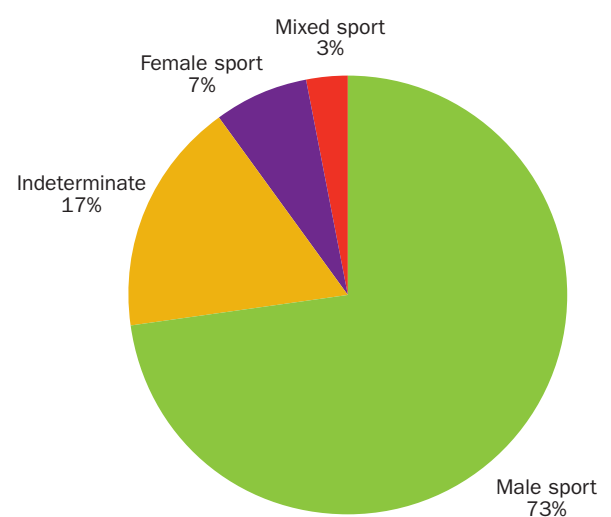
Chart 108 shows a breakdown of duration, by sport gender type, of coverage in Melbourne.

Chart 108: Duration of sports coverage by sport type, Melbourne



Chart 110 shows a breakdown of audience, by sport gender type, in Melbourne.

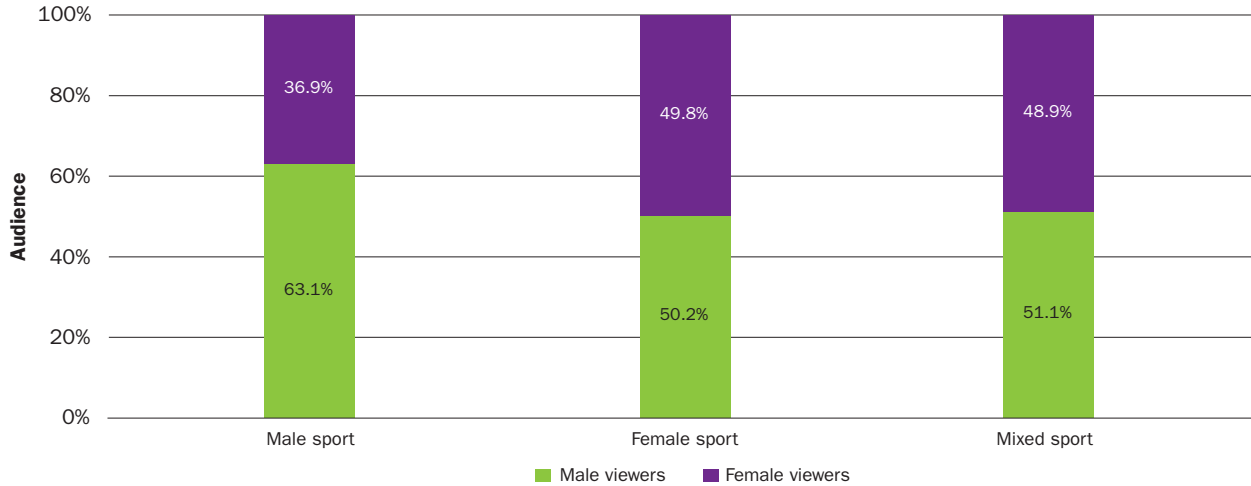
Chart 110: Audience by sport type, Melbourne



Audience demographics

Chart 111 shows the proportion of male and female viewers of each of the different sport gender types overall.

Chart 111: Male and female audience by sport type



Leading stations

Charts 112 and 113 show the breakdown of coverage of each sport gender type (male, female and mixed gender sports coverage only) and the audience across each station in Sydney and Melbourne. Fox Sports 1, 2 and 3, as well as SBS and ABC2 coverage was the same in both markets.

Chart 112: Leading station sports coverage by sport type, Sydney

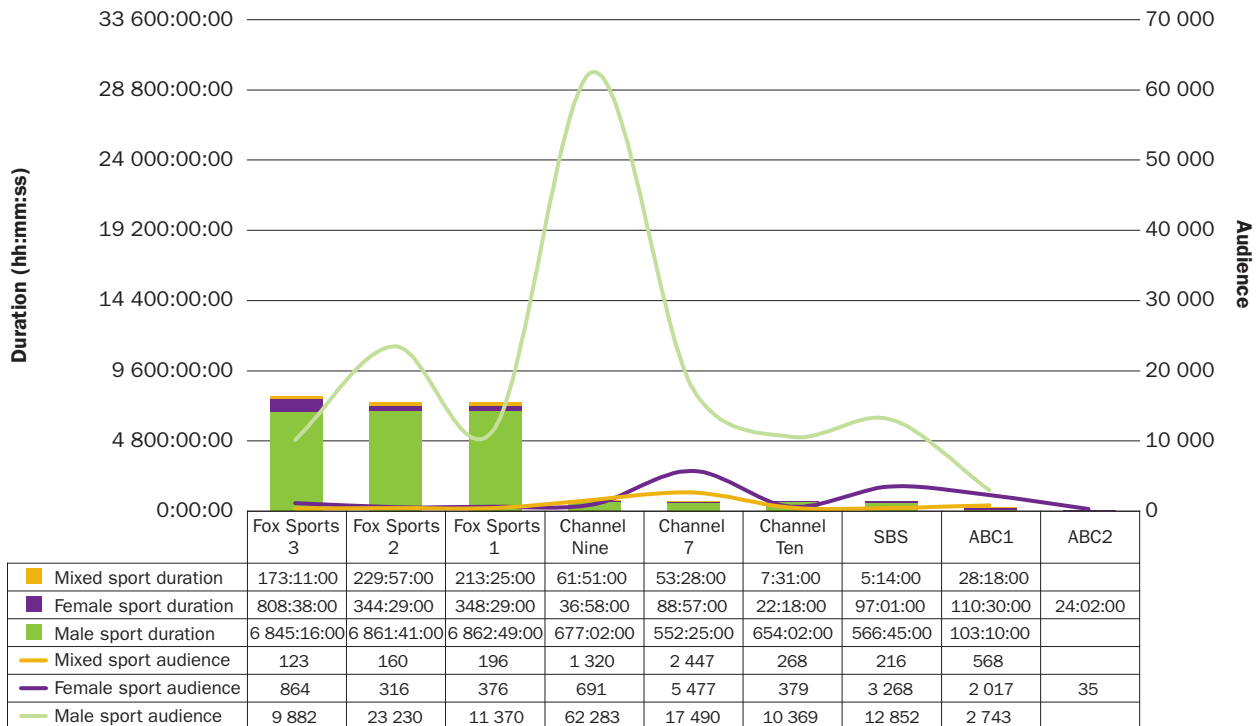
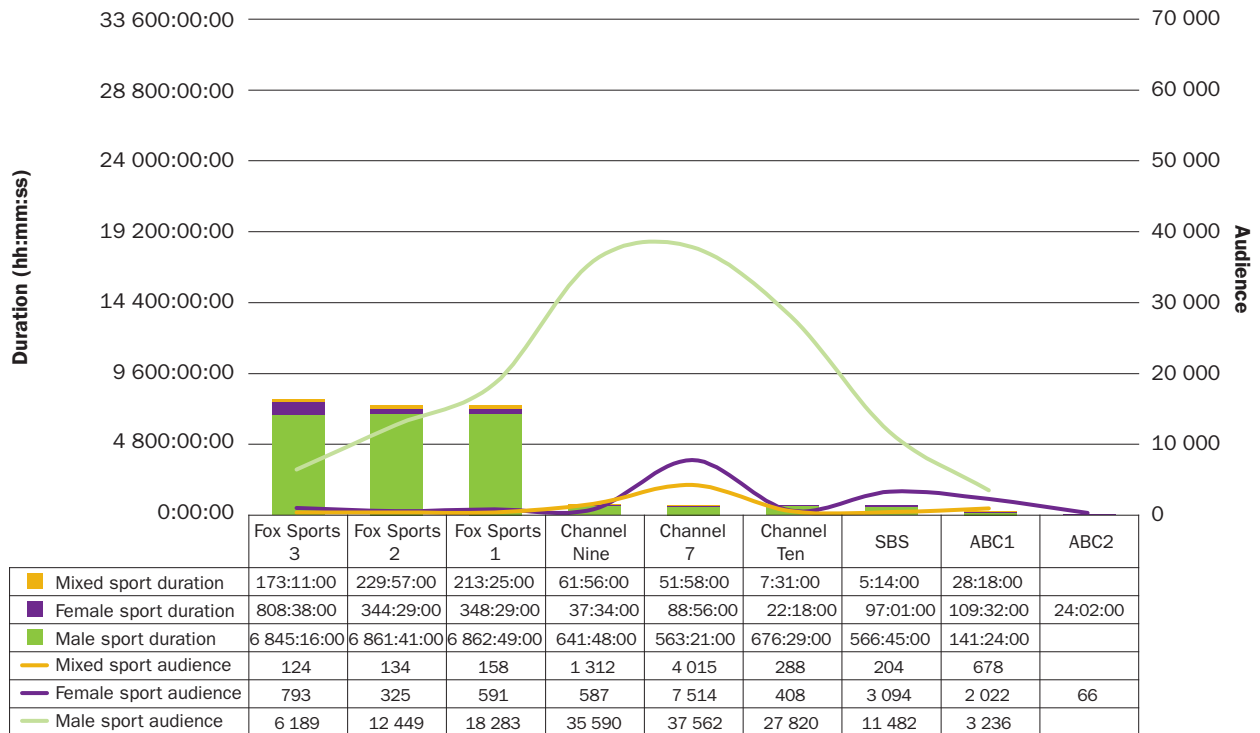


Chart 113: Leading station sports coverage by sport type, Melbourne



Leading sports by competitor

Chart 114 shows the top ten sports by duration for each sport gender type (male, female and mixed gender sports coverage only) in the Sydney market. See Charts 122 and 124 for a breakdown by solely female sports or solely male sports coverage in Sydney.

Chart 114: Duration of top ten sports by sport type, Sydney

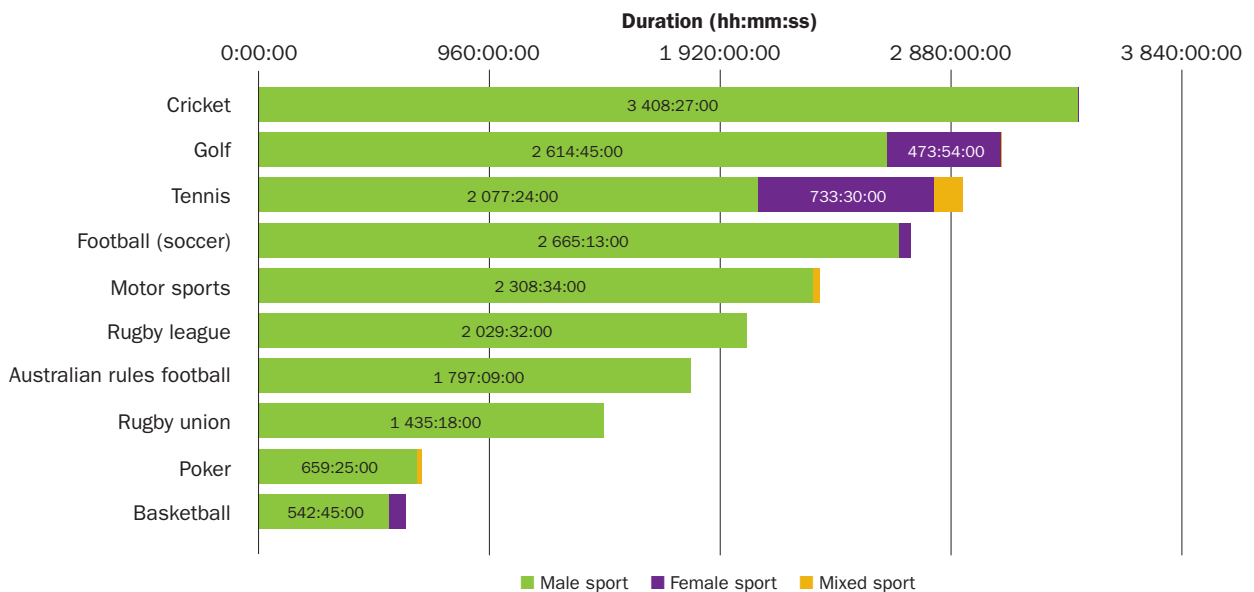


Table 59: Duration of top ten sports by sport type, Sydney

Sport	Male sport	Female sport	Mixed sport	Total
Cricket	3 408:27:00	0:57:00		3 409:24:00
Golf	2 614:45:00	473:54:00	3:00:00	3 091:39:00
Tennis	2 077:24:00	733:30:00	119:35:00	2 930:29:00
Football (soccer)	2 665:13:00	46:57:00		2 712:10:00
Motor sports	2 308:34:00		26:24:00	2 334:58:00
Rugby league	2 029:32:00			2 029:32:00
Australian rules football	1 797:09:00			1 797:09:00
Rugby union	1 435:18:00			1 435:18:00
Poker	659:25:00		16:55:00	676:20:00
Basketball	542:45:00	67:58:00		610:43:00
Total	19 538:32:00	1 323:16:00	165:54:00	21 027:42:00

Chart 115 shows the top ten sports by audience for each sport gender type (male, female and mixed gender sports coverage only) in the Sydney market. See Charts 126 and 128 for a breakdown by solely female sports or male sports coverage in Sydney.

Chart 115: Audience for top ten sports by sport type, Sydney

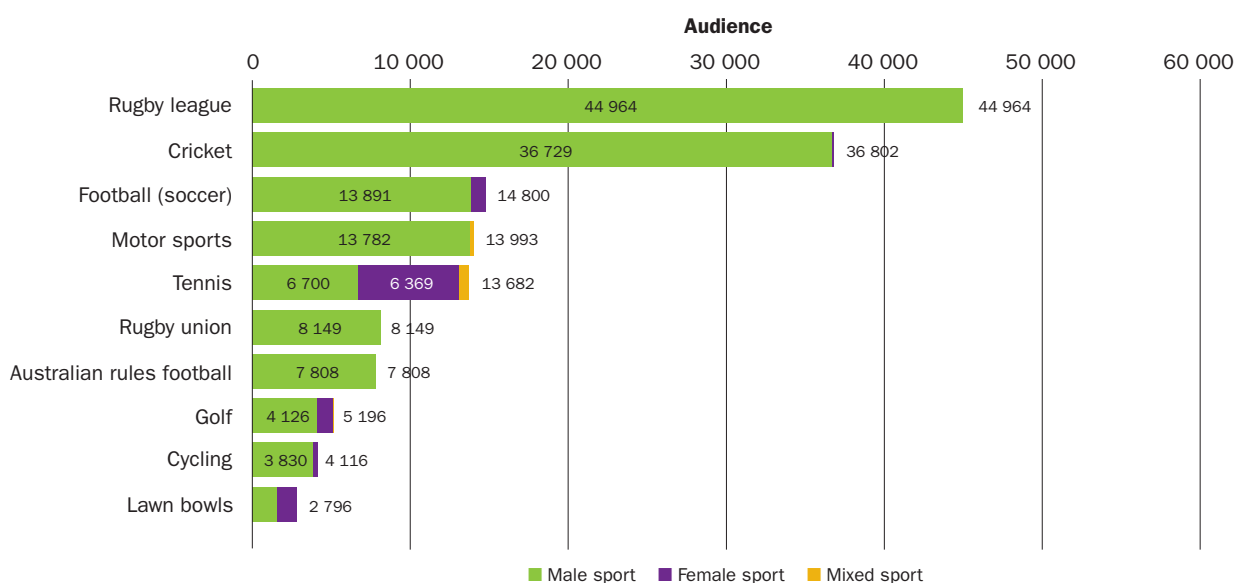


Table 60: Audience for top ten sports by sport type, Sydney

Sport	Male sport	Female sport	Mixed sport	Total
Rugby league	44 964			44 964
Cricket	36 729	73		36 802
Football (soccer)	13 891	909		14 800
Motor sports	13 782		211	13 993
Tennis	6 700	6 369	613	13 682
Rugby union	8 149			8 149
Australian rules football	7 808			7 808
Golf	4 126	1 020	50	5 196
Cycling	3 830	286		4 116
Lawn bowls	1 566	1 230		2 796
Total	141 545	9 887	874	152 306

Chart 116 shows the top ten sports by duration for each sport gender type (male, female and mixed gender sports coverage only) in the Melbourne market. See Charts 123 and 125 for a breakdown by solely female sports or male sports coverage in Melbourne.

Chart 116: Duration of top ten sports by sport type, Melbourne

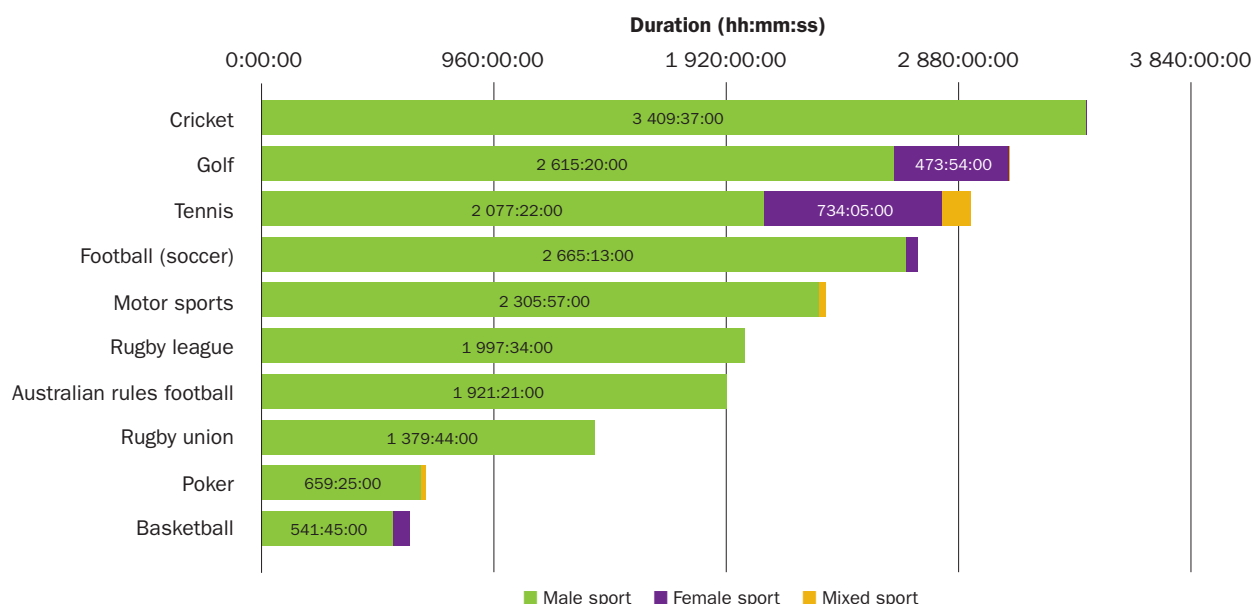


Table 61: Duration of top ten sports by sport type, Melbourne

Sport	Male sport	Female sport	Mixed sport	Total
Cricket	3 409:37:00	0:57:00		3 410:34:00
Golf	2 615:20:00	473:54:00	3:00:00	3 092:14:00
Tennis	2 077:22:00	734:05:00	119:35:00	2 931:02:00
Football (soccer)	2 665:13:00	46:57:00		2 712:10:00
Motor sports	2 305:57:00		26:27:00	2 332:24:00
Rugby league	1 997:34:00			1 997:34:00
Australian rules football	1 921:21:00			1 921:21:00
Rugby union	1 379:44:00			1 379:44:00
Poker	659:25:00		16:55:00	676:20:00
Basketball	541:45:00	67:58:00		609:43:00
Total	19 573:18:00	1 323:51:00	165:57:00	21 063:06:00

Chart 117 shows the top ten sports by audience for each sport gender type (male, female and mixed gender sports coverage only) in the Melbourne market. See Charts 127 and 129 for a breakdown by solely female sports or solely male sports coverage in Melbourne.

Chart 117: Audience for top ten sports by sport type, Melbourne

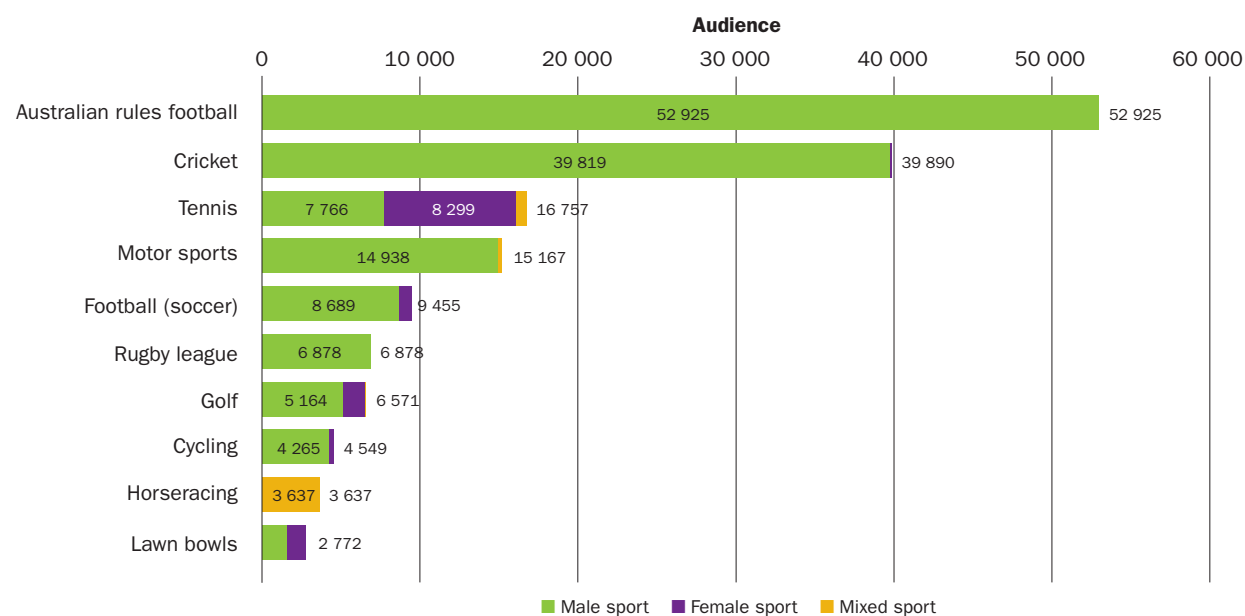


Table 62: Audience for top ten sports by sport type, Melbourne

Sport	Male sport	Female sport	Mixed sport	Total
Australian rules football	52 925			52 925
Cricket	39 819	71		39 890
Tennis	7 766	8 299	692	16 757
Motor sports	14 938		229	15 167
Football (soccer)	8 689	766		9 455
Rugby league	6 878			6 878
Golf	5 164	1 356	51	6 571
Cycling	4 265	284		4 549
Horseracing			3 637	3 637
Lawn bowls	1 635	1 137		2 772
Total	142 079	11 913	4 609	158 601

Charts 124 and 125 show the top ten male sports by duration in the Sydney and Melbourne markets (see tables 69 and 70, respectively).

Chart 124: Duration of top ten male sports by television station, Sydney

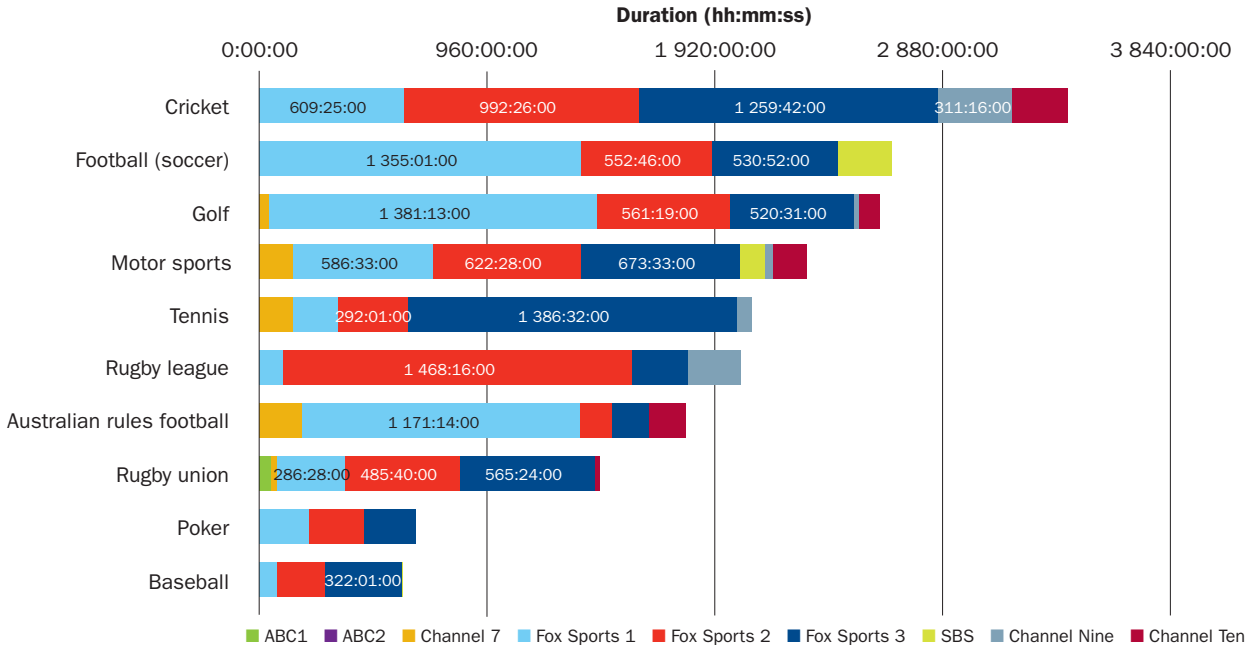
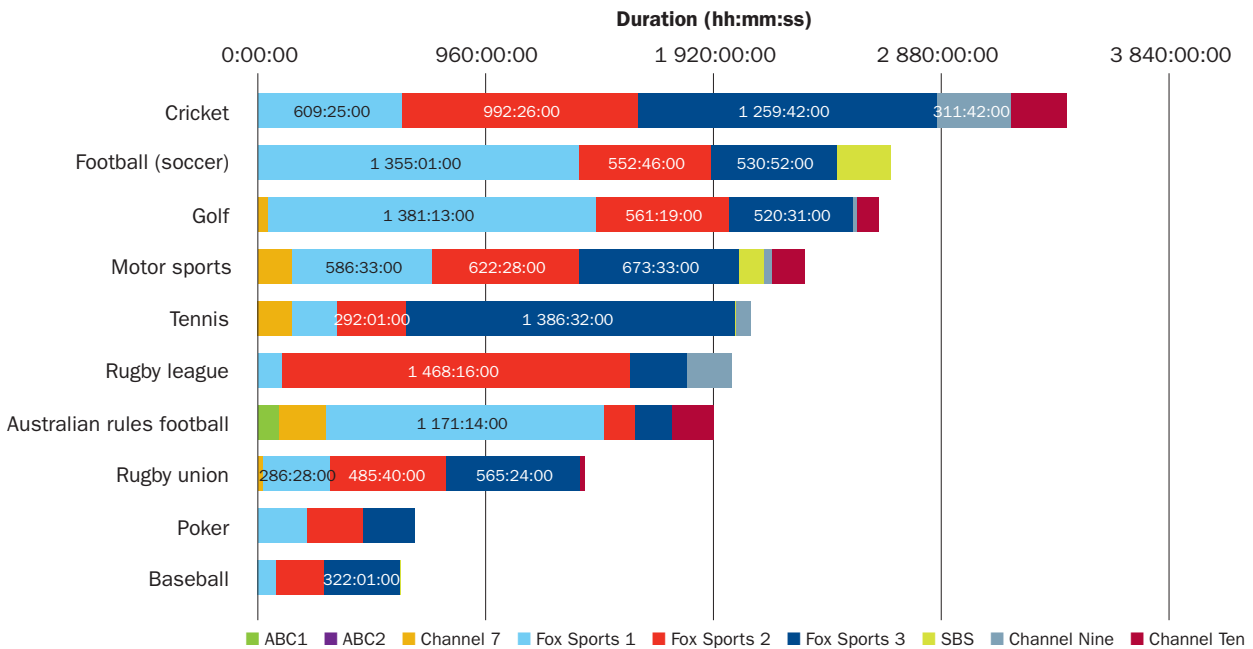


Chart 125: Duration of top ten male sports by television station, Melbourne



Charts 126 and 127 show the top ten female sports by audience in the Sydney and Melbourne markets (see tables 71 and 72, respectively).

Chart 126: Audience for top ten female sports by television station, Sydney

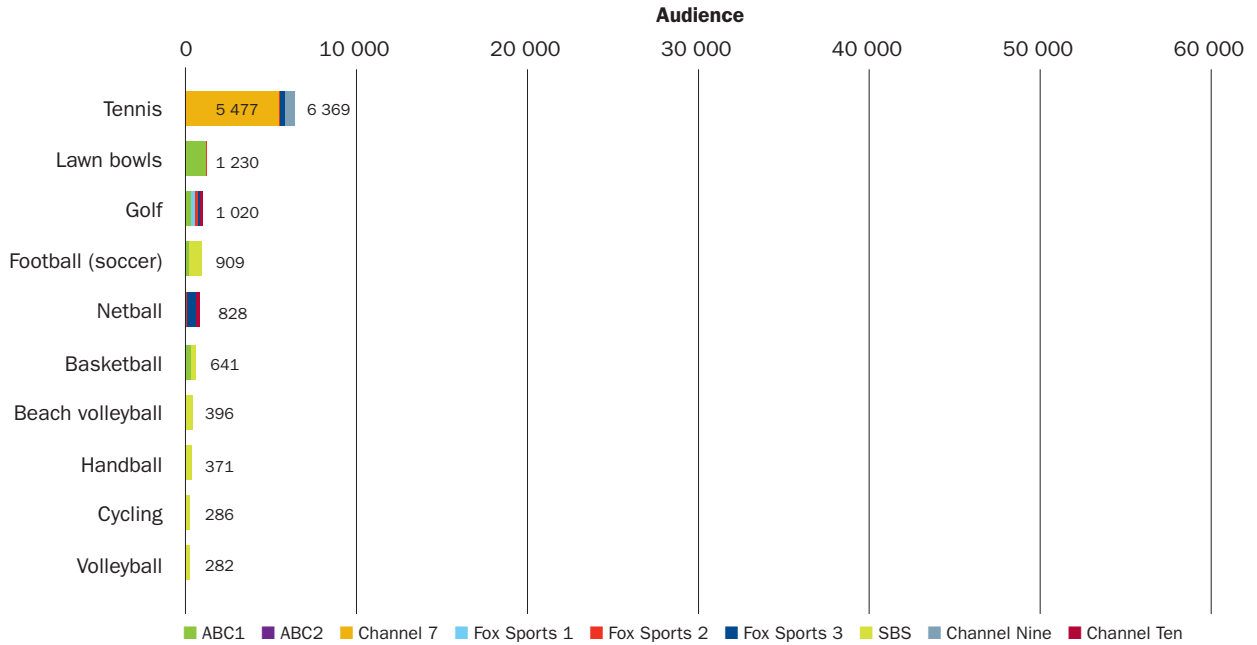


Chart 127: Audience for top ten female sports by television station, Melbourne

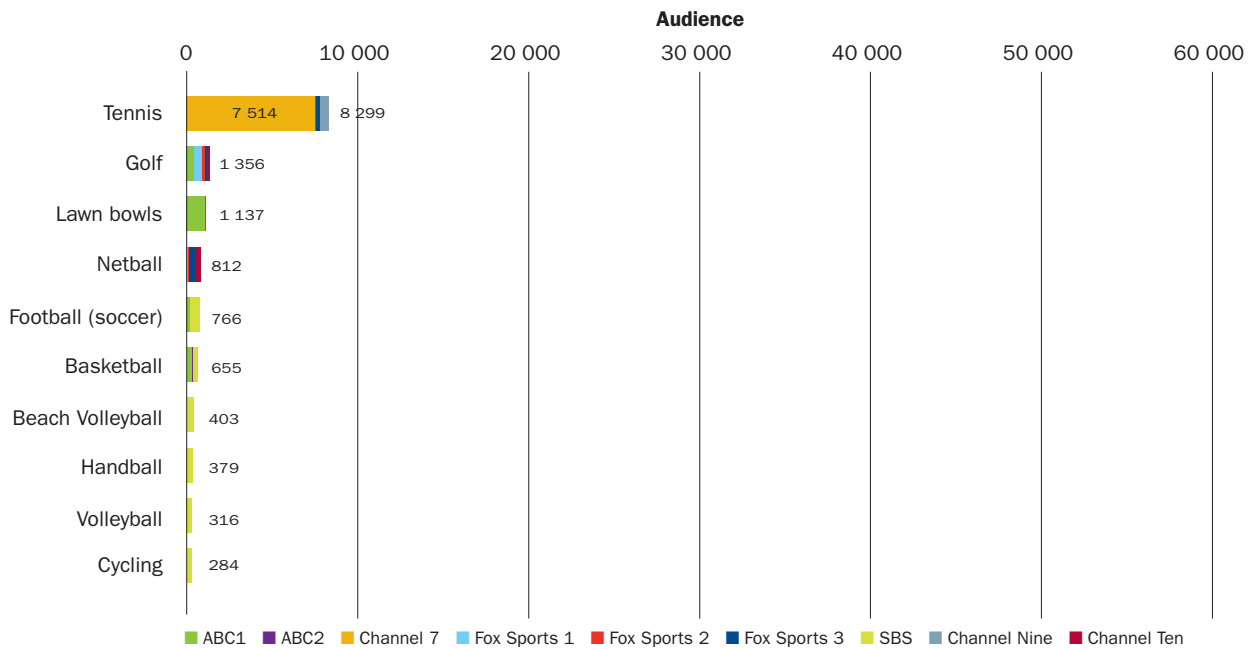


Table 63: Duration of top ten sports by television station, Sydney

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Cricket	0:57:00			609:25:00	992:26:00	1 259:42:00		312:13:00	234:41:00	3 409:24:00
Golf	17:56:00		43:28:00	1 620:59:00	672:23:00	616:44:00		21:49:00	98:20:00	3 091:39:00
Tennis	28:18:00		233:24:00	261:03:00	422:13:00	1 886:26:00	2:45:00	96:20:00		2 930:29:00
Football (soccer)	19:43:00		2:14:00	1 355:01:00	553:41:00	530:52:00	250:39:00			2 712:10:00
Motor sports			152:21:00	595:33:00	626:30:00	680:59:00	105:54:00	34:56:00	138:45:00	2 334:58:00
Rugby league				103:45:00	1 468:16:00	236:45:00		220:46:00		2 029:32:00
Australian rules football			182:54:00	1 171:14:00	134:29:00	153:28:00		155:04:00		1 797:09:00
Rugby union	52:08:00		24:28:00	286:28:00	485:40:00	565:24:00		21:10:00		1 435:18:00
Poker				215:04:00	236:06:00	225:10:00				676:20:00
Basketball	29:58:00	24:02:00		139:44:00	227:56:00	151:50:00	25:16:00	11:57:00		610:43:00
Total	149:00:00	24:02:00	638:49:00	6 358:16:00	5 819:40:00	6 307:20:00	384:34:00	698:01:00	648:00:00	2 1027:42:00

Table 64: Audience for top ten sports by television station, Sydney

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Rugby league				251	11 750	601		32 362		44 964
Cricket	42			1 530	4 851	1 467		26 369	2 543	36 802
Football (soccer)	209		332	5 102	2 390	1 913	4 854	1 692	2 882	14 800
Motor sports			6 160	586	846	646	1 181			13 993
Tennis	568		10 214	150	210	1 036	87	1 417		13 682
Rugby union	1 177		2 539	357	1 181	2 530			365	8 149
Australian rules football			2 991	1 062	83	49			3 623	7 808
Golf	306		630	1 697	778	673		252	860	5 196
Cycling				40	29	166	3 706		175	4 116
Lawn bowls	2 709			6	56	25				2 796
Total	5 011	0	22 866	10 781	22 174	9 106	9 828	62 092	10 448	152 306

Table 65: Duration of top ten sports by television station, Melbourne

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Cricket	0:57:00			609:25:00	992:26:00	1 259:42:00		312:39:00	235:25:00	3 410:34:00
Golf	17:56:00		43:30:00	1 620:59:00	672:23:00	616:44:00		21:51:00	98:51:00	3 092:14:00
Tennis	28:18:00		233:24:00	261:03:00	422:13:00	1 886:26:00	2:45:00	96:53:00		2 931:02:00
Football (soccer)	19:43:00		2:14:00	1 355:01:00	553:41:00	530:52:00	250:39:00			2 712:10:00
Motor sports			152:34:00	595:33:00	626:30:00	680:59:00	105:54:00	32:09:00	138:45:00	2 332:24:00
Rugby league				103:45:00	1 468:16:00	236:45:00		188:48:00		1 997:34:00
Australian rules football	90:22:00		195:32:00	1 171:14:00	134:29:00	153:28:00			176:16:00	1 921:21:00
Rugby union			21:02:00	286:28:00	485:40:00	565:24:00			21:10:00	1 379:44:00
Poker				215:04:00	236:06:00	225:10:00				676:20:00
Basketball	29:58:00	24:02:00		139:44:00	227:56:00	151:50:00	25:16:00	10:57:00		609:43:00
Total	187:14:00	24:02:00	648:16:00	6 358:16:00	5 819:40:00	6 307:20:00	384:34:00	663:17:00	670:27:00	21 063:06:00

Table 66: Audience for top ten sports by television station, Melbourne

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Australian rules football	1 674		23 223	8 760	182	200			18 886	52 925
Cricket	25			2 060	5 629	1 489		27 888	2 799	39 890
Tennis	678		13 779	193	141	745	60	1 161		16 757
Motor sports			6 131	561	536	554	1 210	1 553	4 622	15 167
Football (soccer)	182		210	3 359	1 569	1 121	3 014			9 455
Rugby league	423		737	141	2 135	154		4 448		6 878
Golf				2 560	832	741		210	1 068	6 571
Cycling				56	32	130	4 093		238	4 549
Horsereading			2 945					692		3 637
Lawn bowls	2 617			33	101	21				2 772
Total	5 599	0	47 025	17 723	11 157	5 155	8 377	35 952	27 613	158 601

Table 67: Duration of top ten female sports by television station, Sydney

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Tennis			88:57:00	41:45:00	91:47:00	476:25:00		34:36:00		733:30:00
Golf	17:56:00			238:46:00	111:04:00	95:13:00		0:55:00	10:00:00	473:54:00
Netball				36:03:00	71:39:00	178:16:00			12:18:00	298:16:00
Lawn bowls	42:53:00			17:55:00	47:46:00	15:56:00				124:30:00
Basketball	29:58:00	24:02:00		2:00:00		2:00:00	9:58:00			67:58:00
Football (soccer)	19:43:00				0:55:00		26:19:00			46:57:00
Field hockey				6:00:00	11:45:00	10:56:00	2:04:00			30:45:00
Beach volleyball				5:31:00	2:11:00	14:43:00	7:27:00			29:52:00
Gymnastics					6:52:00	14:09:00	1:28:00			22:29:00
Volleyball							14:18:00			14:18:00
Total	110:30:00	24:02:00	88:57:00	348:00:00	343:59:00	807:38:00	61:34:00	35:31:00	22:18:00	1 842:29:00

Table 68: Duration of top ten female sports by television station, Melbourne

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Tennis			88:56:00	41:45:00	91:47:00	476:25:00		35:12:00		734:05:00
Golf	17:56:00			238:46:00	111:04:00	95:13:00		0:55:00	10:00:00	473:54:00
Netball				36:03:00	71:39:00	178:16:00			12:18:00	298:16:00
Lawn bowls	41:55:00			17:55:00	47:46:00	15:56:00				123:32:00
Basketball	29:58:00	24:02:00		2:00:00		2:00:00	9:58:00			67:58:00
Football (soccer)	19:43:00				0:55:00		26:19:00			46:57:00
Field hockey				6:00:00	11:45:00	10:56:00	2:04:00			30:45:00
Beach volleyball				5:31:00	2:11:00	14:43:00	7:27:00			29:52:00
Gymnastics					6:52:00	14:09:00	1:28:00			22:29:00
Volleyball							14:18:00			14:18:00
Total	109:32:00	24:02:00	88:56:00	348:00:00	343:59:00	807:38:00	61:34:00	36:07:00	22:18:00	1 842:06:00

Table 69: Duration of top ten male sports by television station, Sydney

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Cricket	0:57:00			609:25:00	992:26:00	1 259:42:00		311:16:00	234:41:00	3 408:27:00
Football (soccer)			2:14:00	1 355:01:00	552:46:00	530:52:00	224:20:00			2 665:13:00
Golf			43:28:00	1 381:13:00	561:19:00	520:31:00		19:54:00	88:20:00	2 614:45:00
Motor sports			146:25:00	586:33:00	622:28:00	673:33:00	105:54:00	34:56:00	138:45:00	2 308:34:00
Tennis			144:27:00	189:55:00	292:01:00	1 386:32:00	2:45:00	61:44:00		2 077:24:00
Rugby league				103:45:00	1 468:16:00	236:45:00		220:46:00		2 029:32:00
Australian rules football			182:54:00	1 171:14:00	134:29:00	153:28:00			155:04:00	1 797:09:00
Rugby union	52:08:00		24:28:00	286:28:00	485:40:00	565:24:00			21:10:00	1 435:18:00
Poker				209:04:00	234:06:00	216:15:00				659:25:00
Baseball				75:26:00	205:19:00	322:01:00	1:53:00			604:39:00
Total	53:05:00	0:00:00	543:56:00	5 968:04:00	5 548:50:00	5 865:03:00	334:52:00	648:36:00	638:00:00	19 600:26:00

Table 70: Duration of top ten male sports by television station, Melbourne

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Cricket	0:57:00			609:25:00	992:26:00	1 259:42:00		311:42:00	235:25:00	3 409:37:00
Football (soccer)			2:14:00	1 355:01:00	552:46:00	530:52:00	224:20:00			2 665:13:00
Golf			43:30:00	1 381:13:00	561:19:00	520:31:00		19:56:00	88:51:00	2 615:20:00
Motor sports			146:35:00	586:33:00	622:28:00	673:33:00	105:54:00	32:09:00	138:45:00	2 305:57:00
Tennis			144:28:00	189:55:00	292:01:00	1 386:32:00	2:45:00	61:41:00		2 077:22:00
Rugby league				103:45:00	1 468:16:00	236:45:00		188:48:00		1 997:34:00
Australian rules football	90:22:00		195:32:00	1 171:14:00	134:29:00	153:28:00			176:16:00	1 921:21:00
Rugby union			21:02:00	286:28:00	485:40:00	565:24:00			21:10:00	1 379:44:00
Poker				209:04:00	234:06:00	216:15:00				659:25:00
Baseball				75:26:00	205:19:00	322:01:00	1:53:00			604:39:00
Total	91:19:00	0:00:00	553:21:00	5 968:04:00	5 548:50:00	5 865:03:00	334:52:00	614:16:00	660:27:00	19 636:12:00

Table 71: Audience for top ten female sports by television station, Sydney

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Tennis			5 477	16	48	271		557		6 369
Lawn bowls	1 185			4	27	14				1 230
Golf	306			291	154	89		26	154	1 020
Football (soccer)	209				0		700			909
Netball				55	78	470			225	828
Basketball	317	35		1			288			641
Beach volleyball				3		10	383			396
Handball							371			371
Cycling							286			286
Volleyball							282			282
Total	2 017	35	5 477	370	307	854	2 310	583	379	12 332

Table 72: Audience for top ten female sports by television station, Melbourne

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Tennis			7 514	23	34	222		506		8 299
Golf	423			470	178	129		2	154	1 356
Lawn bowls	1 080			14	32	11				1 137
Netball				68	76	414			254	812
Football (soccer)	182						584			766
Basketball	337	66		7		1	244			655
Beach volleyball				2		4	397			403
Handball							379			379
Volleyball							316			316
Cycling							284			284
Total	2 022	66	7 514	584	320	781	2 204	508	408	14 407

Table 73: Audience for top ten male sports by television station, Sydney

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Rugby league				251	11 750	601		32 362		44 964
Cricket	42			1 530	4 851	1 467		26 296	2 543	36 729
Football (soccer)			332	5 102	2 390	1 913	4 154			13 891
Motor sports			5 990	573	840	624	1 181	1 692	2 882	13 782
Rugby union	1 177		2 639	357	1 181	2 530			365	8 149
Australian rules football			2 991	1 062	83	49			3 623	7 808
Tennis			4 737	115	145	756	87	860		6 700
Golf			630	1 405	624	582		179	706	4 126
Cycling				40	29	166	3 420		175	3 830
Lawn bowls	1 524			2	29	11				1 566
Total	2 743	0	17 219	10 437	21 922	8 699	8 842	61 389	10 294	141 545

Table 74: Audience for top ten male sports by television station, Melbourne

Sport	ABC1	ABC2	Channel 7	Fox Sports 1	Fox Sports 2	Fox Sports 3	SBS	Channel Nine	Channel Ten	Total
Australian rules football	1 674		23 223	8 760	182	200			18 886	52 925
Cricket	25			2 060	5 629	1 489		27 817	2 799	39 819
Motor sports			5 921	551	527	554	1 210	1 553	4 622	14 938
Football (soccer)			210	3 359	1 569	1 121	2 430			8 689
Tennis			6 265	165	105	516	60	655		7 766
Rugby league				141	2 135	154		4 448		6 878
Golf			737	2 090	654	612		157	914	5 164
Cycling				56	32	130	3 809		238	4 265
Rugby union			349	198	394	479			278	1 698
Lawn bowls	1 537			19	69	10				1 635
Total	3 236	0	36 705	17 399	11 296	5 265	7 509	34 630	27 737	143 777

Appendix A: CARMA[®] methodology

Media Monitors uses the CARMA[®] media content analysis methodology, which is internationally recognised as one of the most sophisticated and rigorous commercial systems available. CARMA[®] executives are foremost specialists in media research and analysis.

Media Monitors analyses media coverage of companies, organisations, products, events, campaigns, trends and issues quantitatively and, most importantly, qualitatively.

Quantitative analysis is relatively straightforward. However, in addition to simply counting the total number of articles, column centimetres/inches or minutes of air time, Media Monitors is able to calculate the total impressions generated (the total circulation or audience reached by media coverage). Also, where competitors are analysed, Media Monitors can report editorial 'share of voice'.

Media Monitors analyses media content qualitatively, taking into account multiple key variables that determine the impact of media coverage. These include:

- the **media** in which articles appear (particularly whether they reach key target audiences)
- **positioning** (front page, front of business section, etc.)
- **prominence** (size or length of articles, headline mentions, photo, etc.)
- **issues** discussed
- **messages** conveyed in articles (positive and negative)
- **sources** quoted (favourable and unfavourable)
- other textual and contextual factors, such as **tone**, **headline**, **photos**, etc.

From this multivariate analysis, an aggregate score is derived and presented on a 0–100 scale (in which 50 is neutral) to provide a sophisticated overall rating of the favourability or otherwise of each article, each media, each source and each writer for the client. Average favourability is also calculated for issues, media, writers and sources, providing valuable data for identifying trends and for comparing with benchmarks or previous data. This aggregate score is called the CARMA[®] Favourability Rating.

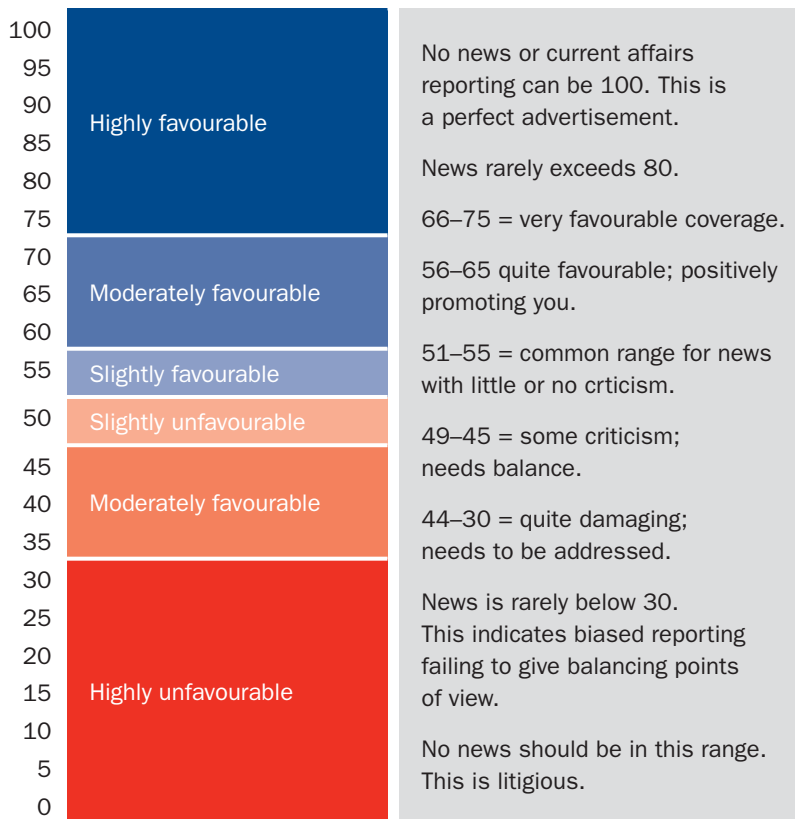
The CARMA[®] Favourability Rating is more than a positive or negative description, which is the basis of some simplistic (uni-variate) media analysis systems. It provides a precise overall qualitative rating that reflects the likely impact of coverage.

Quality control to ensure rigour and reliability of analysis is achieved in three key ways:

- most of the variables analysed by Media Monitors — such as media name, page number, positioning, sources' names, etc. — are **objective criteria**
- 'issues' and 'messages' (somewhat more subjective) are identified by either exact word or phrase matching, or presence of acceptable synonyms. A list of acceptable synonyms and coding instructions is provided to analysts, in **Coding Guidelines**, to maintain consistency and rigour (for example, 'innovator' can equal 'cutting-edge products', 'ahead of competitors' or 'first to market')
- Media Monitors uses **multiple coders** on all projects to minimise individual subjectivity.

Interpretation of CARMA® ratings

Chart 130



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