***THE SPORTSWOMAN IN THE REGIONAL PRESS***

Karoline Morales[[1]](#footnote-1)

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**Summary**

This article results from a study about the regional press´ coverage of sport in general and of women's sport in particular. The research was financed by the European exchange program MARS, Media & Anti-Racism on Sport, which, in this case, led to the encounter of two professionals linked to media production in different countries: Germany and Portugal.

Our study aims to contribute to a more active role and awareness of the regional media and journalists of sportive diversity coverage, and, more precisely, to giving an equal place for women in sport reports.

Through content analysis, applied to texts and photographs published in the sports section of a selection of the regional press of Guarda (Portugal) and Langenhagen (Germany), from June 11 to July 11, the World Cup Football FIFA 2010 period, we identified specific contours that can occur from the close proximity between issuers, sources, receivers and actors, in the two social and media contexts which are also marked by specific characteristics. In a comparative analysis, we explored differences between the sports coverage by the local press in Guarda and Langenhagen.

By conducting semi-structured interviews with directors and journalists of the newspapers, particularly those who were involved in sports coverage, we also realized that the interviewees have a high degree of consciousness with regard to their opinions and statements about sport and gender equality. In interviews, we also managed to obtain information that complemented and clarified the press analysis.

The results corroborated the findings of previous European studies, which are referred to by the MARS program: journalists in the sports area are mainly men; their reports are mainly about men; they focus on soccer; the reports reference only a few active and passive sources; the main topics are matches and positive results; the tone is mainly positive; and the argumentation used is mainly assertive.

We also found some interesting differences between the sportive coverage of German and Portuguese newspapers: the German newspapers give more attention to sports of younger people, to local sportive modalities and also to women’s sports, channeling the local clubs and teams information; Portuguese newspapers make more often use of active and passive sources, by this means better substantiating their sportive reports.

Based on our research, we wish to express the following recommendations: Both countries should give more space to the athlete´s voice and should vary their argumentation, thereby, diversifying topics and issues, i.e., cultural or social importance of local sports. The number of women in editorial teams should be increased in Portuguese and German newspapers, ensuring the representation of female perspectives on sport and the promotion of women's interest in practicing sport.

The connection of the German newspapers to local/regional clubs and their sportive activities is a practice that the Portuguese regional press could adopt in order to get a greater diversity in its sportive coverage and a more relevant local/regional role. On the other hand, the more frequent use of active and passive sources by Portuguese newspapers should also be applied by newspapers of Germany.

**Introduction**

The MARS’ Program elected sport as a priority area of intervention, given its importance in the development of social cohesion and as target of media attention. The fact that the media coverage does not reflect the full panorama of social and cultural diversity tending towards an unequal representation in sports, encouraged media professionals to participate in national and European meetings and European exchanges of media practices. These meetings served for developing more inclusive and intercultural modes of media content production.

Our study aims to contribute to a more active role and awareness of the media and journalists on sportive diversity coverage, mainly, about the share and role of women in sport. Through content analysis, applied to texts and photographs published in the regional press of Guarda (Beira Interior, Portugal) and Langenhagen (nearby Hannover, Lower Saxony, Germany), we will identify specific contours that can occur from the close proximity between issuers, sources, receivers and actors, within a social and media context marked by specific characteristics.

By means of a comparative analysis, we will explore the differences between the press coverage of Guarda and Langenhagen. Conducting semi-structured interviews with directors and journalists of the newspapers, particularly those who were involved in sports coverage, we also realized that the interviewees have a high degree of consciousness with regard to their opinions and statements about sport and gender equality. This article contains the information we gathered in interviews when serving for complementation and clarification of our press analysis.

**Sport: an (un)equal space?**

The small degree of visibility of sportswomen in the media can be related to their lower presence in sports in general.

In Europe, approximately 60% of people regularly participate in sportive activities, within or outside the existing 700,000 clubs, which, in turn, belong to a large number of associations and federations[[3]](#footnote-3). Within these institutions, women still are not equally represented to men.

With regard to the sports potential for promoting social inclusion, integration and equal opportunities, the European Commission set its own strategies for gender equality:

* Encouraging "the mainstreaming of gender equality issues in all activities related to sport, with particular attention to its access by immigrant women and ethnic minorities, to women's access to sport’s leadership positions and to the media coverage of women in sport;
* Directing their action in order "to improve access for girls and women to physical education and sport, with the aim of helping them to gain confidence, improve social integration, overcome prejudices and promote a healthy lifestyle ...»[[4]](#footnote-4).

***Sports in Portugal***

One of the major imbalances regarding sports reality in Portugal arises from the difference between men and women with regard to the practice of sports. Hence, the IV National Plan for Equality - Gender, Citizenship and Non-Discrimination (2011-2013), which contains a strategic agenda of sports, highlights that «equality between women and men and non-discrimination are fundamental principles of both the Portugal Constitution and the treaty that established the European Union (Lisbon Treaty)».

Despite the growing gender equality in society, there remains a marked imbalance regarding the practice of federal sports, representing the female with less than one fourth of all Portuguese athletes in 2009 (24%). However, women's participation has been growing at a faster pace than the men´s: 356% between 1996 and 2009, to 168% of men´s; and 33% from 2005 to 2009, to 7% of men´s increase in participation. The district of Guarda is among those who have recorded a high increase of female and male sportive activities, with values ​​above 9% and 4%, respectively[[5]](#footnote-5).

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Source: Sport Institute of Portugal, I.D.P.

Despite the tendency towards more gender equality, there is still need to improve. The unequal representation of women in sports as well as the lower media visibility of women's sports have to do with an over-representation of an essentially masculine sportive modality in both fields, sports and the media: Soccer.

In Portugal, its practitioners in 2009 accounted for more than 28% of the total (144.106 of 512.558), of whose only 4% (5826) were women. Women are, in contrast, much better represented in other sportive modalities, that are also of more importance nationally such as volleyball, basketball, handball, camping and mountaineering. Women are even stronger represented in the first of these modalities, volleyball.

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| --- | --- | --- | --- | --- | --- |
|  | **Handball** | **Basketball** | **Mountaineering** | **Soccer** | **Volleyball** |
| **Women** | 14. 101 | 16.274 | 11.397 | 5.826 | 20.447 |
| **Men** | 23.461 | 23.976 | 29.095 | 138.280 | 19.643 |
| **Total** | 37.562 | 40.250 | 40.492 | 144.106 | 40.090 |

Source: Adapted from *Sport Statistics from 1996 to 2009, the Sports Institute of Portugal, May 2011*, pp. 63 ff.

***Sports in Germany***

In Germany, women have become more and more visible in sports. The number of female members of the German Sports Association continuously increased over the last years. When in 1950 only 10% of members were female, in 2011 the percentage of female members already reached 40% (about 10.4 Mio. of 27 Mio. total). Since 1997, the age group of women that increased the most, has been the one of 60 years of age and older.

Although women do represent 40% of the whole membership of the German Sports Association, they are not equally represented in leading positions, neither in regional nor in Head Associations in Germany. For example, in the executive committees of about 45% of the Head Associations in Germany there is no representation of women at all. This clearly shows that gender equality still has not become reality in all areas and on all levels of sports in Germany.[[6]](#footnote-6)

In Hannover, capital of the federal state of Lower Saxony, Germany, almost 20% of the whole population of about half a million has been registered as member of the German Sports Association in 2011.[[7]](#footnote-7) All together, men represented 60.83% of the members and women 39.17% (62.006 men and 39.693 women in 2011).

Langenhagen, a small town situated next to Hannover, has a number of inhabitants close to the one of Guarda. Langenhagen´s population numbers 52.741 people, and almost 25% are members of one of the 49 registered sports clubs.[[8]](#footnote-8)

The percentage of sport club members of the whole population is only slightly higher than in Hannover. The distribution of gender within the total membership of 12.137 is, however, very close to the one in Hannover, as 41% (4.985) of the members are female while 7.152 or 59% are male. Interestingly, a similar gender distribution spans over all age groups, with the most numerous groups of 7-14 years, 41-60 years and 60 years and older.

With regard to sportive modalities and gender distribution, the city of Langenhagen, unfortunately, does not hold reliable information. However, the Sports Association of Lower Saxony has published the following numbers for the city of Hannover in 2011[[9]](#footnote-9):

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| --- | --- | --- | --- | --- | --- |
|  | **Soccer** | **Gymnastics** | **Tennis** | **Swimming** | **Handball** |
| **Women** | 2.862 | 15.248 | 3.474 | 2.959 | 1.249 |
| **Men** | 20.988 | 6.926 | 5.056 | 3.092 | 2.288 |
| **Total** | 23.850 | 22.174 | 8.530 | 6.051 | 3.537 |

As in Portugal, soccer is the most popular sport (37%), however, in Hannover it is almost passed by gymnastics. The percentage of soccer-playing women is clearly higher than in Portugal (12%), however, women are better represented in swimming (48%), tennis (40%) and handball (35%). In gymnastics women constitute the majority of members with almost 69%. In registers of the most popular sports club in Langenhagen, the LSC, these distributions of sportive modalities with regard to gender of the participants are corroborated[[10]](#footnote-10).

On the national level, the German Gymnastics Association (DTB) has 3.5 Mio. female members, and surprisingly, the second most popular sportive modality is soccer, as the German Soccer Association (DFB) has about 1 Mio. female members[[11]](#footnote-11).

Altogether, we have seen a highly different situation in the two local contexts of research.

**Journalism of proximity: Citizen Journalism?**

The regional press is based on information that concerns a limited and relatively restricted geographical area, strategically designed in accordance with its implantation. This local space plays a structural role in determining contents of local information, with regard to the agenda, the sources and the availability of information.

Gabriel Ringlet (Apud Camponez, 2002) also considers the reunification of news in spaces, such as pages specially designed to cover the different areas comprise the territory characterized by the regional press. In maintaining that it "is defined less by its content than by its geographic space" (Camponez, 2002: 108), Ringlet is certainly not devaluating the peculiarities associated with content, but rather highlighting the fundamental influence of geography regarding the definition of content, comparable to other specific factors.

By recognizing the relationship between the territorial location of the regional press and the territorialization of content as the basic principles of its existence, specificity, and power, Carlos Camponez (2002) questions the intention behind it. Relying on Pierre Bourdieu, he emphasizes that the areas covered by regional journals are not naturally but socially constructed territories. They may be defined by natural characteristics, but are always resulting from a process of setting symbolic boundaries and arbitrary imposition wherein the media themselves have a decisive role.

João Correia (1998) considers regional communication as a model for a different rationality, reflected in less public anonymity; the journalists are intertwined in the cultural contents that fit the facts they report; regional communication relies on the maintenance of forms of sociability influenced by a certain notion of neighborhood, on the easier access to forms of knowledge mutually shared between readers and producers of information.

This sharing of knowledge provides the constitution of an alternative rationality different to the one practiced by mass journalism, the overcoming of the crisis of mediation mechanisms by "a relationship where the community itself would regain a major role of medium". (Correia, 1998: 155)

The two contexts of our research (Guarda, Portugal - Langenhagen, Germany) are very different regarding both, their geographic scale and their socio-cultural realities. This leads to different types of sports coverage with respect to content and territorialization, and may even exert influence on the frequency of publishing: Guarda has only regional weeklies, where the sport has lesser space (two pages, on average), while those from Langenhagen, with different periodicities (daily and twice-weekly), share the importance they give to sports actuality. Besides a separate section (sport), which we analyzed, they have another one dedicated to Sport Clubs (*Aus den Vereinen* and *Vereine in der Nordhannoverschen*), and still use a great share of the space for local contents (*Lokal* and *Aus der Nachbarschaft*) for pieces on sport (the latter basically features interviews and background information).

Is the regional press regulated by principles that differentiate it from national media in the coverage of sport, taking itself as citizens´ journalism? Proximity should be a fundamental criterion in local media, determining a greater and distinct social responsibility towards the communities they integrate and serve. Based on this assumption, we establish the following research question:

**Does the regional press discriminate women in its sports coverage, despite its particular characteristics and specific social role that it should fulfill?**

Conducting a comparative study, we attempt to verify the following hypotheses:

H1 The sports agenda of regional media include modalities with less public representation, thus, enhancing visibility of the sportswomen (practitioner, trainer, manager) in the media.

H2 Soccer, as a predominantly masculine modality, determines the agenda of the regional sports press, which is deeply discriminatory towards sportswomen (practitioner, trainer, manager).

H3 The sportswomen (practitioner, trainer, manager), unlike the sportsmen, only appear in regional press, when they achieved the highest merit in important sport competitions.

H4 Guarda’s and Langenhagen’s regional press shows in their sports coverage different degrees of sexual discrimination arising from different social and sportive realities.

H5 Guarda’s and Langenhagen’s regional press shows in their sports coverage different degrees of sexual discrimination arising from different journalistic principles and agenda setting.

**Method**

The fieldwork that took place in Guarda and Langenhagen during two exchange periods in June 2012 was based on press content analysis and interviews.

***Press content analysis***

Four regional newspapers constituted our analysis targets: two of them are published weekly in Guarda (*A Guarda* e *Terras da Beira*); one is daily and one two times weekly edited in Langenhagen, *Langenhagener Echo* [Eco of Langenhagen] and *Nordhannoversche Zeitung* [Newspaper of Northern Hannover][[12]](#footnote-12).

The newspapers have different modes of distribution: While the Portuguese papers are published and sold once a week, the German *Langenhagener Echo* is handed out for free on Thursdays and Saturdays, and the *Nordhannoversche Zeitung* comes from Monday to Saturday as one of eight available free local inserts with the daily newspapers *Hannoversche Allgemeine Zeitung* [General newspaper of Hannover] and the *Neue Presse* [New Press]. Both German local newspapers are available in print and online, and the Portuguese journals in print only.

The papers also demonstrate different work forms with regard to the sports section: While the Portuguese papers have an editorial team for sports, the *Langenhagener Echo* counts with one editorial team for all contents, and the *Nordhannoversche Zeitung* contracted the agency *Pressekonzept* for their sports and club sections. *Pressekonzept* produces the sport reports for all eight local inserts.

The body of analysis consisted in all the news, reports and interviews (short news have been excluded) in the sports sections of the four chosen newspapers out of 2010, the International Year for the Reapprochment of Cultures (UNESCO). From this body, we selected a small non-random sample, defined according to the temporal axis of the 2010 FIFA World Cup, held in South Africa between 11 June and 11 July. Our initial aim was to check the visibility of such an event in the regional press, and to see whether or not it determined the sportive agenda throughout that period.

In the case of Guarda’s weeklies we observed the sports sections of the four editions published between June 17 and July 8, 2010. Concerning Langenhagen’s regional press, we analyzed Thursdays´ editions from June 17 to July 8 (*Nordhannoversche Zeitung*) and Saturdays´ editions from June 19 to July 10, 2010 (*Langenhagener Echo*).

Based on the above assumptions, we obtained a sample of 55 units of analysis, broken down by the Guarda’s 27 weeklies and Langenhagen’s 28 diaries and two-weeklies. The survey of collected data led to a database in SPSS (Statistical Package for Social Sciences), structured according to predefined variables and categories of analysis[[13]](#footnote-13).

***Interviews***

In order to obtain additional information, that would complement and clarify any findings resultant from content analysis, we interviewed directors and journalists, particularly those responsible for the sport agenda of the papers that made up our press corpus.

At *Terras da Beira*,the interviewees were the journalist Gabriela Marújo and the journalist and sports editor Faustino Caldeira. Marújo is 45 years old and has seventeen years of journalistic experience. She worked as sport editor for five years. The second, a young journalist graduated from Polytechnic Institute of Guarda, debuted in sports journalism at LUSA while still an intern, and is responsible for *Terras da Beira*’s weekly sports coverage since 2005.

At *A Guarda*, a Catholic weekly paper published in the same region, we interviewed Francisco Barbeira and António Sá Rodrigues, both of the same age, 44 years. The first is managing editor since 1996 and the second has been working as a journalist since the early 1990s.

At the *Langenhagener Echo*, we interviewed Mr. Oliver Krebs (age: 44) and Mr. Rainer Thode (age: 49). Krebs works for the journal since 2000. In 2003, he was founding member of the editorial group, and now holds the position of editor-in-chief of the local section of the journal. Thode joined the newspaper in 2000. He works as freelancing sports journalist focusing on the biggest local sports club, the *Langenhagener Sport Club* (LSC).

At the *Nordhannoversche Zeitung* we did not get a hold of the two male journalists who form the editorial sports team. This difficulty might have to do with the fact that they do not only write for the local newspaper we were researching on, but rather do write generally on sports in the outskirts of Hannover.

We decided to conduct semi-structured interviews based on a file of five questions:

What is, in your opinion, most widely read in the sports section of your paper?

Which principles determine the sports content of the journal (modalities, themes and actors included)?

What is the "place" for women's sports in your paper? Justify.

What kind of role does the journal play in order to promote sportive culture and practice in the region (how is it different, or not, from the role played by the national press)?

**Findings and Conclusions**

First of all, the common assumption that journalists and editorial journalists in the area of sports are mainly men and representatives of the major society (white, native German or Portuguese), has been confirmed. Only one of 55 reports overall was written by a woman, a brief report on horse-riding published in the *Langenhagener Echo*.

Secondly, we discovered a high degree of awareness of gender equality among the journalists. In interviews held in Guarda and Langenhagen, all journalists told us, they would try to promote women, and they would not privilege men and male teams. Our analysis, however, shows a highly different representation of men and women in the analyzed body of local press. Only about 13% of all analyzed pieces were written about women. A woman as main protagonist appeared only once in the Portuguese journals, and slightly more often in the German journals (six times overall).

We assumed up front that articles which only feature men would get more space, and found this assumption confirmed. Reports on women and mixed protagonists did never get more than half a page in Guarda´s papers, and in Langenhagen´s papers even not more than one quarter of a page.

Concerning our assumption of distinctive adjectivization with regard to gender, we did not make any findings. In our hypothesis, we had assumed that women would rather be adjectivized by esthetic categories, while men would be rather adjectivized by expressions of power. However, esthetic adjectivization has not been used in any of the journals. Both, the Portuguese and the German newspapersgenerally focused on sport-related attributes to report on athletes. In fact, reporters used the same vocabulary to capture both women’s and men’s athleticism, focusing on skills and effort. In addition, we did not find any comparison between men´s and women´s performances or teams.

The main topics of the articles are matches and positive results (82% Portugal, 86% Germany). Respectively, the tone is mainly positive (56% Portugal, 75% Germany), and the argumentation is 100% assertive.

Although they apply the same topics, the journals in Portugal and Germany do emphasize, with exception of soccer, different sportive modalities. Further, clearly different focuses of the newspapers of the same region can be made out in both countries:

In Portugal, *A Guarda* reports only two times on soccer, but seven times on motorsports, once on athletics, four times «another one» and once about «various».*Terras da Beira*, in contrast, has a clear preference of soccer (five times), followed by cycling and athletics (each two times), two about «other» and only one report on motorsports.

In Germany, the *Langenhagener Echo* reported three times on swimming, two times on each soccer, tennis and athletics, and once each on badminton, ping pong and VoViNam (martial arts). The *Nordhannoversche Zeitung* equally emphasizes soccer and handball (five times each), and then presents judo (martial arts), ping pong, dance, horse riding and archery. Especially when reporting on swimming, older people, seniors of 60 years and older, appeared in the German newspapers.

Women do appear with regard to soccer in the Portuguese papers (once). In the German papers they appear with regard to athletics, swimming, horse-riding, badminton (disability sport), and ping pong. Represented mixed sportive modalities in Portugal were athletics and martial arts. In Germany, mixed sportive modalities were swimming, athletics, soccer, judo, ping pong, archery and badminton.

In general, we found more different age groups represented in the German journals. In Portugal, the two journals do mainly write about athletes of 18 years and older. In the German papers, however, the age group of 18 and younger is covered in more than a third (36%) of the pieces.

With regard to gender, the German sports sections had six reports on women, and eight on mixed protagonists, which shows more gender relations than in the Portuguese (four on mixed teams, one on a female athlete).We conclude here, that reporting on younger people leads to more gender equality in press, as a gender separation is not established by all clubs and in all child and youth sportive modalities.

Active sources of journalism of proximity with regard to sport seem to be almost irrelevant. 44% of the Portuguese articles don’t cite any active source in the sports section, in the German articles 64% did not make use of any, either. However, the Portuguese journals made more use of sources in general, applying different citations and stakeholders. For example, they give weight to the sports managers (seven) and some less (five) to the sportsmen, however, not to the only represented woman. The German journals cite mainly the trainers (six), managers (three), but never the active athlete.

Passive sources are only relevant in 40% of the Portuguese articles, and only in one of the overall 28 German reports. German interviewees told us, they received articles from press makers of the clubs and sports organizations, however, we cannot say how many articles are based on club notes and how much of the written text has been changed by the journalists.

However, diversity with regard to voices and perspectives is, in our opinion, not given. We conclude from our data, that local sports journalism is to some degree based on clubs and organizations, or trainers as informants, but that eventually mainly the journalists do express their opinions.

With regard to journalism of proximity, we found that the Portuguese newspapers pay almost equal attention to local and regional (seven) sport as to national (six), and international events (five), and a little less to European (two) competitions. In contrast, the German journals mainly report on local and regional competitions (75%, 21 of 28), and never on international sport events.

As we have only selectively analyzed newspapers of a small time frame and of different distribution and work modes, we would not feel comfortable calling our findings significant. However, the data mainly confirmed our assumptions. All together, the data helped us to perceive differences with regard to gender equality in sports journalism of proximity between the local sports press in Guarda, Portugal, and Langenhagen, Germany.

**Recommendations**

The local press of Guarda should report more on younger people (which could lead to more gender equality) and should stronger emphasize local sportive modalities which also could result in more visibility of women. The connection of the German newspapers to local/regional clubs and their sportive activities is a journalistic practice that the Portuguese regional press could adopt in order to achieve a greater diversity in its sports coverage and to play a more relevant local/regional role.

The local press of Langenhagen, in contrast, should make more use of active and passive sources, which would lead to more diversity in sports journalism. Also, women´s perspectives could be given more weight. The exclusion of active and passive sources might be due to the small degree of variety in journalistic genres, almost exclusively reports (sports section). However, we recommend that the more frequent use of active and passive sources by Portuguese newspapers should also be applied by local newspapers in Germany.

Both countries should give more space to athletes´ voices and should vary their argumentation, thus, diversifying topics, issues and genres, in order to represent the cultural and social importance of local sports. In order to diversify local journalism in general, the number of women in editorial teams should be increased dramatically[[14]](#footnote-14).

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(accessed June 07, 2012).

Annex 1

**Basic Information Sheet**

***A Guarda***

Chief Editor: Francisco Barbeira

[](javascript:OpenWindow('/func/popup.asp?src=/fotos/359/c_704.JPG','','toolbar=no,location=no,directories=no,status=no,menubar=no,scrollbars=no,width=317,height=445'))

Journalists: António Sá Rodrigues; Bernardo Terreiro

Number of pages: 24

Sports section: 2

Monthly circulation: 22 000

Owned by: Casa Véritas Editora, Lda.

Tipografia Véritas

Marquês de Pombal 55-61

6300-728 Guarda

Phone numbers: 271 222 105 / 271 208 386

Fax - 271 208 387

Email - a.guarda.veritas@mail.telepac.pt

***Terras da Beira***

Chief Editor: Gustavo Brás

Journalists: Elisabete Gonçalves; Gabriela Marújo; Faustino Caldeira (sports)

Number of pages: 24

[](javascript:OpenWindow('/func/popup.asp?src=/fotos/665/c_976.JPG','','toolbar=no,location=no,directories=no,status=no,menubar=no,scrollbars=no,width=430,height=600'))

Sports section: 2 pages

Monthly circulation: 20 000 exemplares

Owned by: Fundação Frei Pedro - Guarda

Rua Soeiro Viegas 2B – Apartado 201

6300-758 Guarda

Phone numbers: 271223110/1

Fax - 271223112

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***Langenhagener Echo*** (e-Paper and print)



Chief editor: Thorsten Schirmer

Journalists (Sports): Oliver Krebs, chief of local news section,

Rainer Thode (sports journalist)

Number of pages: ca. 12

Sports section: 1-2 pages

Monthly circulation: ca. 20 000 (Th and Sat)

Owned by: EXTRA Verlagsgesellschaft mbH

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[www.langenhagener-echo.de](https://service.gmx.net/de/cgi/derefer?TYPE=3&DEST=http%3A%2F%2Fwww.langenhagener-echo.de%2F)

***Nordhannoversche Zeitung*** (e-Paper and print)



Chief editor: Peter Taubald

Journalists (Sports): André Nowak, Rolf Linda

Number of pages: ca. 20

Sports section: 2 pages

Monthly circulation: 21.884 (Mon-Sat)

Owned by: Madsack Heimatzeitungen

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http://www.haz.de/Abo-Leserservice/Wir-ueber-uns2/Madsack-Heimatzeitungen/Nordhannoversche-Zeitung/Das-ist-die-Nordhannoversche-Zeitung

Annex 2

***Codebook***

|  |  |
| --- | --- |
| **FORM** | |
| **Journal identification** **(title acronym and number, from 01 to 04)**  TB 01 ►04  G 01 ►04  LE 01 ►04  NZ 01 ►04  **Author**  Newspaper Director  Journalist  Specialist  Opinion Speaker  Reader  Other  Missed  **Author Gender**  Female  Male  Mixed  Missed  **Type of piece**  News  Report  Interview  **Floorspace**  1/8 page  1/4 page  1/2 page  3/4 page  1 page  1 page e 1/2  2 pages  More than 2 pages  Other | **Location**  Odd page (in sportive section)  Pair page (in sportive section)  **Illustration**  Illustrated  Not illustrated  **Number of illustrations**  One illustration  Two illustrations  Three illustrations  Four or more illustrations  Not applicable  **Illustration type**  Caricature/cartoon  Drawing  Photo  Grafics  Map  Table  Other  Not applicable  **Photo plan**  Detail plan  Close-up  Medium plan  American plan  General plan  Overall plan  Mixed  Not applicable  **Camera angle**  High  Front  Low  Mixed  Not applicable |
| **CONTENT** | |
| **Dominant issue**  Competition  Success  Organization  Personal  Preparation  Social  Sportive culture  Other  **Sport**  Soccer  Cycling  Swimming  Handball  Volleyball  Basketball  Mountaineering  Motorsport  Athletics  Gymnastics  Motocycling  Other  Mixed  None | **Geographic Context**  Local / regional  National  European  International  Mixed  **Main scenario**  Sportive space  Private/personal space  Another one  Not applicable |
| **DISCOURSE** | |
| **Main active sources**  Sportsman/sportswoman  Coach  Manager  Security Agent  Specialist  Politician  Sportive fan  European/International Organization  Referee  Other  None  **Main passive sources**  Sportsman/sportswoman  Coach  Manager  Security Agent  Specialist  Politician  Sportive fan  European/International Organization  Referee  Other  None  **Actors identified in text (actor 1 e actor 2)**  Sportsman/sportswoman  Coach  Manager  Politician  Referee  Team  Club/association  Other  None  **Sportive Actor Age ((identified in text)**  Until 18 years  18 to 25  Over 25  Missed  Not applicable | **Actors represented in photography**  Sportsman/sportswoman  Coach  Manager  Politician  Referee  Team  Club/association  Other  Not applicable  **Sportive Actor Age (represented in photography)**  Until 18 years  18 to 25  Over 25  Missed  Not applicable  **Sportive Actor Gender (represented in photography)**  Female  Male  Mixed  Not applicable  **Tone**  Positive  Balance or neutral  Negative  **Argumentation**  Sportive  Polícy  Economic  Social  Cultural  Other  **Adjectives**  Aesthetics (beautiful, stylish…)  Strength (resistance, ability, energy…)  Ambition (determination, passion…)  **Sportive Actor Gender (identified in text)**  Female  Male  Mixed |

1. Media pedagogue, journalist and musicologist, Braunschweig University of Arts, Germany. [↑](#footnote-ref-1)
2. Teacher and researcher on journalism area, Polytechnic Institute of Guarda, Portugal. [↑](#footnote-ref-2)
3. Eurobarómetro, november 2004. [↑](#footnote-ref-3)
4. Livro Branco sobre o Desporto, Comunidades Europeias, Bélgica, 2007. [↑](#footnote-ref-4)
5. Estatísticas do Desporto de 1996 a 2009, Instituto do Desporto de Portugal, Maio de 2011, p. 15. [↑](#footnote-ref-5)
6. Aktuelle Zahlen zu Frauen im Sport und in Sportorganisationen, BMJFS, 2010. Link: <http://www.bmfsfj.de/RedaktionBMFSFJ/Abteilung4/Pdf-Anlagen/zahlen-frauen-und-sport,property=pdf.pdf> (accessed June 07, 2012). [↑](#footnote-ref-6)
7. Sports Association, Lower Saxony, 01.01.2011. Link: <http://www.ssb-hannover.de/fileadmin/downloads/Bestandserhebung/Bestandserhebung_2011.pdf> (accessed June 07, 2012). [↑](#footnote-ref-7)
8. Registered on 30.06.2011 by Landesbetrieb für Statistik. [↑](#footnote-ref-8)
9. Sports Association, Lower Saxony, 01.01.2011. Link: <http://www.ssb-hannover.de/fileadmin/downloads/Bestandserhebung/Bestandserhebung_2011.pdf> (accessed June 07, 2012). [↑](#footnote-ref-9)
10. Link: <http://www.scl-aktuell.de/gesch%C3%A4ftsstelle/scl-mitgliederzahlen/> (accessed July 11, 2012). [↑](#footnote-ref-10)
11. Link: <http://www.bmi.bund.de/SharedDocs/Downloads/DE/Veroeffentlichungen/12_sportbericht.pdf?__blob=publicationFile> (accessed July 11, 2012). [↑](#footnote-ref-11)
12. Basic Information Sheet in Annex 1. [↑](#footnote-ref-12)
13. *Codebook* in Annex 2. [↑](#footnote-ref-13)
14. In 2012, a discussion is held in Germany on whether or not a female quota should be established in journalism. Here, you can find an article on the topic in German: http://alldieschoenenworte.com/2012/03/31/frauen-haben-weder-macht-noch-meinung/

    (accessed July 12, 2012). [↑](#footnote-ref-14)