



Women Journalists in a Mediatized Sports Journalistic Culture.

Public seminar organized at Department of Media and Journalism Studies, Aarhus University, by the Nordic research network: *Women in a digitized sports culture* (Funded by NOS-SH)

Time and place: 6 June 2023, room M1, building 1420, Konferencenteret, Fredrik Nielsens Vej 4, Aarhus 8000

Registration by mail before 1 June to: imvkf@cc.au.dk

Program

9.30 - 10.00: Arrival and coffee

10.00 - 10.15: “**Welcome: Why talk about women in sports journalism - again?**”, by Kirsten Frandsen, Professor, Media and Journalism studies, Aarhus University

10.15 - 11.15: “**Audiences’ perceptions of female sports journalists in a male-dominated field**”, by Christiana Shallhorn, Professor Sports Sociology, Johannes Gutenberg University, Mainz

11.15 - 11.30: Break

11.30 - 12.30: “**The effect of gender on the work of sports journalists in the Swiss daily press**”, Zoom presentation by Lucie Schoch, Senior Lecturer, Faculty of Social and political sciences, University of Lausanne

12.30 - 13.30: Lunch break (for the public lunch is on own expenses in Stakladen)

13.30-15.00: Panel discussion: “Women in sports journalism – experiences, challenges, futures?”

Participants: Lone Pagh (former sports journalist), Helena Melin (sports reporter), Jimmy Bøjgaard (Chairman, Association of Danish Sports Journalists), Amalie Bremer (radio and podcast host)

15.00 - 15.30: Coffee break

15.30-16.30: “~~THAT’S JUST HOW IT IS. Period.~~ **Not any more?**”, by Martine Bentsen, PhD, Scientific Assistant, Roskilde University.

16.30: Wrapping up and goodbye, by Kirsten Frandsen

More information about the presentations:

Christiana Schallhorn:

Hostility towards female sports journalists, especially in social media, creates the impression that female sports journalists are considered less competent and less accepted by the audience. However, studies only partially confirm this assumption. It often turns out that female sports journalists are considered just as competent and credible as their male colleagues. The talk will show how this contradiction can be explained and which factors lead to the fact that female sports journalists are nevertheless still less visible in the media and have to prove their skills more than male sports journalists – and what can be done to change this.

Lucie Schoch:

Two gendered ways of approaching and practicing sports journalism between female and male sports reporters in the Swiss daily press are observable through the tensions in the division of work, task hierarchies, and contradictory definitions of what is perceived as the “legitimate” sports journalism. Relying on both quantitative content analysis and qualitative data collected through interviews with female and male sports journalists, this presentation shows that overwhelmingly greater number of male journalists cover what they define as the most prestigious subjects and produce greater numbers of technical match reports, taking on what are considered to be the “hardest” news stories. Women are restricted to covering less prestigious sports, women’s sports, and tend to be allocated “soft” stories to report.

The women interviewed do not adopt the customary professional norms of this journalistic specialty and spoke of finding satisfaction with their work, which actually gives them recognition by their superiors and non-sports colleagues as it is considered as noble in general journalistic norms. However, the gendered ways female and male sports reporters in the Swiss daily press exercise their profession contributes to the definition of masculine and feminine journalistic values and practices and to the maintenance of the existing gender order in sports journalism.

Martine Bentsen:

Can journalism research on gender contribute to show that everything could have been different? In this presentation I will show how my qualitative and autoethnographic research on gender and journalism in Denmark became a manifest on what it means to be a *true journalist*. I present a ‘show it, don’t tell it’-perspective on gender within journalism practise. Being a journalist myself I draw upon both academic and journalistic tools to show how professional norms and habits of Danish journalists shape and socialize new journalists into gendered roles. And I offer you to think with me about the way out of this reproducing mechanism.