

Griffith College Cork



***It's Different for Girls:
Gender Inequality in National Print Media
Sports Coverage***

By

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A thesis submitted in partial fulfilment of the requirements for
MA in Journalism & Media Communications (HETAC)

Faculty of Journalism & Media Communications

Griffith College Cork

August 2012

Declaration of Originality

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of MA in Journalism and Media Communications, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

Name: David Prendergast

Signature: David Prendergast

Date: 9 August 2012

Dedicated to my parents

Pat and Aíne Prendergast

For their devoted support and encouragement

Throughout my education

³Lately in a wreck of a Californian ship, one of the passengers fastened a belt about him with two hundred pounds of gold in it, with which he was found afterwards at the bottom. Now, as

he was sinking ±K D G K H W K H J R O G R U W K H J R O G K L P

- John Huskin, Unto This Last.

Acknowledgements:

I would like to thank the following people for their help and support in completing this dissertation:

- o To my tutor, William Sheehan, for his endless advice and invaluable help and guidance throughout the study.
- o To my parents, Pat and Aí Q H W K D Q N V I R U N Q R Z L Q J Z K D W ¶ V E H V W
- o To my brother, Mark, thanks for everything, as usual.
- o To my sister, Ciara, thanks for the entertainment.
- o 7 R - R K Q ³ - D F N V R G Ó r p u t t i n g m e i n W u c h w i t h D a m i a n L a w l e r a n d c o .
- o To my interviewees: Niamh Briggs, Alice Moore, Fiona Rochford, Sinead Cummins, ' D P L D Q / D Z O H U 3 D W 1 R O D Q - L P 2 ¶ 6 X O O L Y D Q * U D L) L Q W D Q 2 ¶ 7 R R O H ' H U H N . L Q Q H Y H u r t i n g C o - o p e r a t o n 4 X L O O and insights.
- o To Wayne Power, Katryn Harnett, Kev Murphy and Diarmuid Mooney, thanks for the help along the way.
- o To my classmates: Alex, Orla, Sarah, Luci, Tony and Xu, thanks for a memorable year.
- o To Maurice Sweeney, thanks for all the insights into a life in journalism.

Abstract

Studies by the Dublin Sports and Recreation Council between 2002 and 2007 showed that women were all but invisible in the sports pages of our national newspapers. Research also suggested that this low representation of female athletes in the media leads to negative connotations for women such as negative stereotyping, a lack of female role models and low participation rates in sports (www.oireactheas.ie). However, none of this research answers the question: Why do female sports receive such low coverage by the national print media to begin with?

This thesis describes a four phase research plan designed to answer this question. Through content analysis of five national newspapers and a range of interviews with current female athletes, sports journalists and personal of female sporting bodies this thesis evaluates why exactly it is that female sports are substantially under-represented by the national print media in comparison to their male counterparts.

This thesis was implemented between September 2011 and August 2012.

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1. Introduction

Introduction

The low coverage of female athletes in the national media is one of the main concerns UHJDUGLQJ WKH GHYHORS PHQW DQGHYRHOXWLRQRI ZRPH Dublin Sports and Recreation Council conducted a fifteen day study of six national newspapers where they counted the number of photographs of women in the sports pages compared to men. In 2002, figures showed that women got only 2.78% of visibility in the national print media compared to that of men. More worryingly, figures did not increase and 2007 figures showed women were only in 1.2% of the photographs in the sports section (www.dublin.ie). As a result of such low FRYHUDJH ZRPHOIVSRJW have faced many struggles for public acceptance and equality in comparison to male sports such as negative stereotyping, low participation rates and lack of female role models in sport (www.oireactheas.ie).

Media is important for sports because the media is an effective means of education. The majority of people become aware of things through media exposure. It is a powerful institution for shaping values and attitudes in modern day society. In fact, psychologists have concluded that once someone has been informed of something through a media outlet, it is extremely difficult to convince them that what they heard or saw could be wrong (Coon & Mitterer, 2008: 43).

In sport media, coverage is even more important because media coverage raises the profile of the sport which in turn raises more money through sponsorships and advertisement for the sporting body in question (Carnell & Ireland, 2002: 209). Today, media coverage of IHPDOH DWKOHWHV LV VWLOO SRRU *HQQHU GLYLVLRQV respect on the playing fields. Although tennis is the most gender equal sport regarding coverage, it is also the most highly sexualised sport involving women (Rowe, 2011: 518). 6SRUWV ZKLFK HPSKDVLVH ZRPHQ¶V IHPLQLQLW\ DQG VHI media.

+RZHYHU LQ PRUH WUDGLWLRQDOO\ P-^{appropriate}GRPLQDW VSRUWV´ JHQGHUWLOOEHQDOWQ :KHUHDV PHQ¶V IRRWEDO NQRZQ DV IRRWEDOO DQG UXJE\ ZRPHQ¶V IRRWEDOO DQ MRXUQDOLVWV FRPPHQWWRUV DQG VSRUWV IDQV DOLN the code of play for these sports is exactly the same as their male counterparts, requiring the same physical skill and mental toughness, the profile acceptance by the media of women participants is low (Liston, 2003: 234).

It is clear that the media has been a key accessory to the underdevelopment of such sports. In the All-Ireland camogie final this year, Wexford and Galway attracted 14,974 to Croke Park (www.tuamherald.ie). 7KH PHQ¶V ILQDO EHWZHHQ .LONHQQ\ 81,214 (www.irishindependent.ie.) Are we to simply believe that men are just more than four times better than women?

Research Questions

The main purpose of this research is to shed light on the inequality in sports coverage of female athletes in the national print media.

The key objectives of this research are to:

- x ,GHQWLI\ GHVFULEH DQG FULWLTXH WKH UHDVLRQV E of female sports.
- x Highlight the difference between coverage given to female sports and coverage given to male sports.
- x Examine the negative impact low media coverage has on female sports.
- x Investigate and identify methods of improving print media coverage of female sports.

With such aims and objectives in mind, the following research questions were derived and helped guide each phase of research.

- x What are the issues contributing to low coverage of female sports in national print media?
- x What theoretical perspectives address such issues?
- x How can such perspectives be integrated into a framework?

Research Plan

The power and role of the media and its relationship with female sports are the two main areas on which this study is based. Thus, various researchers work on these topics was examined and a research plan was identified for the material. A mixed method approach is used for undertaking this study. Such an approach combines the use of both quantitative and qualitative methods of research. By incorporating more than one approach to data collection, the validity of findings is enhanced. Such methodology is described in more detail in Chapter Three of this thesis.

Research Design

The research was carried out in four main phases. The first phase began in September 2011. The last phase was completed in June 2012. Phase One is a review of the current literature regarding the key issues underlying the study namely; the role of the media and its relationship with female sports. This phase ran concurrently throughout the study. Phase Two involved the content analysis of five national newspapers on Fridays, Saturdays and Mondays for an eight week period between January and March. Phase Three took place in the form of interviews with current female athletes and Phase Four concluded with interviews of current national print sports journalists and members of the relevant female sporting bodies. Each of these phases is described in more detail in Chapter Three of this thesis.

Outline of the Chapters

Chapter Two is a review of the current literature regarding the key issues on which the framework is to be based namely the role of the media and its relationship with female sports. This is accomplished by a detailed examination of relevant literature from Ireland, the UK and America. This chapter assisted the thesis in developing appropriate research questions and an appropriate research design.

Chapter Three discusses the methodology and selection of methods chosen for this study and outlines the rationale for implementing the chosen research design to address the research questions. The methodology refers to the inquiry process and is used to analyse the methods for collecting data.

Chapter Four provides a comprehensive description of Phase Two of the research which involves the UHVXOWV RI WKH WKHVLV¶V FRQWHQW DQDO\VLV findings from Phase One through interviews with current female athletes.

Chapter Five evaluates the reasons found for why the national print media give female sports low coverage by analysing the results of Phase One, Two, Three and Four.

Chapter Six concludes the thesis by addressing the research questions outlined in Chapter One and by summarising the main findings of the study. Recommendations and suggestions for future research is also discussed.

Conclusion

This introductory chapter was designed to set out the nature and range of the research. It began with a description of the background to the research describing the low coverage of female sports in Ireland. The impact on female sports because of such low coverage was discussed such as negative stereotypes, low participation rates of females in sport and a lack of female role models. As a way to reverse these problems it was outlined that this study aims to find the reasons why the national print media give female sports such low coverage. Objectives which will help realise this aim were then identified, along with key questions which guided the research process. The research plan and methodology adopted for undertaking the present work were also discussed. Chapter Two proceeds to set out in greater detail, the background for the research by examining the literature on the role of the media and its relationship with female sports.

2. Literature Review

Introduction:

In Chapter One, it was established that female athletes, particularly in contact team sports traditionally associated with men, received far less media attention than their male counterparts. The purpose of this chapter is to explore the background research and help the author develop a better understanding of the issues contributing to low media coverage in QDWLRQDO QHZVSDSHUV RI ZRPHQ¶V VSRUW 7KLV LV literature from Ireland, Great Britain and the United States of America where such matters have been addressed. This review will allow the thesis to identify concerns with each domain and suggest strategies for the framework on how best to overcome them. It will also assist the thesis in formulating appropriate research questions and an appropriate research design. However, firstly the chapter will provide a brief overview of the relationship between female athletes and the media and the consequences low coverage has on the development of these sports.

What is Media:

John Vincent states that feminists view sport and the media as symbiotic institutions that frame sports coverage within a gender hierarchy where male athletes are portrayed as naturally superior to female athletes (2010: 174). Media naturalised this hierarchy by not rewarding masculine female sports with the same coverage. Vincent states that political economic VFKRQDWLRQDO QHZVSDSHUV are driven by financial considerations of circulation

and advertising revenue (2008: 3). To meet financial objectives, newspapers generally try to attract the largest and most affluent readership possible therefore papers reinforce traditional and cultural mainstream values rather than act as an engine for social change. Cultural scholars believe the media plays an important role in the constructive and reconstruction of hegemonic ideologies such as capitalism, patriarchy and heterosexuality by creating and naturalising social reality (Ott & Mack, 2009: 132). It is claimed that when women enter the masculine world of sport, institutional, cultural, social and economic powers are used to reinforce gender differences and patriarchal ideology through the subordination and oppression of female athletes (Grassbaugh-Forry, 2008: 91). To summarise, the media is a powerful outlet. Media culture shapes the prevalent views of the world by reflecting and reinforcing or most deeply held values. Media stories and images provide myths and resources which help constitute a common culture for the majority of individuals. Therefore, media demonstrates who has power and who is powerless (Kane and Lenskyj, 1998: 186).

0 H G L D D Q G : R P H Q ¶ V 6 S R U W

Doupona-Topic (2005: 112) states marginalisation of female athletes is the primary means by which patriarchy is reproduced in media coverage of sport. , Q P H G L D Z R P a t t Q ¶ V V S F seen as a less authentic version of their male counterparts because sport media images and stories provide us with endless symbols and spectacles that equate male athleticism with strength, courage and competence while simultaneously equating female athleticism with sexual appeal, femininity and a so called limited physical capacity (Doupona-Topic, 2005: 187).

When female athletes are represented, they are typically trivialised or objected. Margaret L. Anderson & Howard F. Taylor (2012: 42) states our culture is shaped and dominated by the media. The media have the power to shape what people believe and the information available to them. Julianne M. Arient (2006: 25) states the negative connotations R I I H P D O H D W K O H W H V W K D W S H U V L V W L Q W R G D ¶ V V R F L H are not as competitive, strong, skilful, or interested in sport as males. With these behaviours and ideas continuing, it is easy to understand why females are discriminated against and have limited opportunities in sport. Mikaela J. Dufur (2006: 394) states female athletes in the media are most notable for their invisibility. They appear in fewer and shorter written articles.

There is more coverage for feminine sports than there is for female masculine sports. 7 K H V H V S R U W V D U H V H H Q D V Z D W H U H G G R Z Q Y H U V L R Q V

ZRPHQ¶V VH[XDO GLIIHUHQF: 257). Ashby and Gibson (2009) states media needs to provide adequate exposure of female athletes because the under-representation of female athletes makes it seem more difficult to be a female athlete.

Sport and Gender

Elizabeth Etue and Megan K. Williams (1996: 192) state the world of sport has traditionally been male terrain. Sport is a setting where men can prove their masculinity and where their actions are glorified. Eileen L. McDonagh and Laura Pappano also highlight the notion that athletics are a comfortable companion to power. Success in athletics, they outline, defines

ZKDW LW LV WR EH ³PDOH´ LQ RXU VRF. Lawler and Lawler (2002: 82) agrees that the social belief in sport is that men are superior to women. Boys are expected to develop physical skills whereas girls are not. Lawler notes this is a routine and

V\ VWHPDWLF VXSSUHVVLRQ RI JLUOV DQG ZRPHQ¶V DQG VD\ V WKDW ³JLUOV participate in sports, particularly those that involve rough play or competitiveness. The cultivation of fighting skills still counts as unfeminine. Sean Connor (2003: 53) states participation by women and their achievements in physical activities was perceived to threaten conceptions about both masculine and feminine behaviour. Mary Lou LeCompte (1999: 17) quotes Canadian feminist Helen Lenskyi who VDLG ³7KURXJKRXW WKH FHQWXU\ RI ZRPHQ¶V PDVV V heterosexuality have been seen as incompatible with sporting excellence: either sport made ZRPHQ PDVFXOLQH RU VSRUWVZRPHQ ZHUH PDVFXOLQH D

David Nylund (2007: 36) defined the popularity of sport as its power to recruit men into the values and practices associated with hegemonic masculinity. Watching sports is one of the few trans-generational experiences that men and boys, fathers and sons, still share (Nylund, 2007: 38). Dufur (2006: 587) determined that men gain access to masculinity through spectatorship. They identify with teams and players and bask in the reflected success of these teams. They use sport to define their masculinity even though they are not doing the masculine acts themselves. In this way sport is a ritual to men. Raymond Boyle and Richard Haynes (2009: 136) believe media sport is a powerful context for the representation of gender LGHQWLWLHV DQG PHQ¶V from one way to another by the interest of V RIWHQ lack of interest in sport. Sport is heavily laden with values of maleness. Men who abstain from male sporting subcultures can be stereotyped as being effeminate in character.

Margaret Carlisle Duncan (2006: 247) states to talk about women in sport is a paradox. This is because what it takes to be successful in sport is the very ideal of a man: superiority, mental and physical toughness, competitiveness, initiative, strength, power, aggression, confidence. Women on the other hand are traditionally associated with traits of inferiority, weakness, incompetence, cooperation, passivity, timidity and vulnerability. Therefore if sport is a celebration of manhood therefore how can a woman be a successful athlete? Katie Liston (2002: 235) notes that the emphasis on achievement, character formation, teamwork and fair play. Modern sport is a site where the link between biology, gender and sex is most evident. At the same time, sport challenges the male counterparts yet while it requires the same physical and mental traits as the male game, it challenges the myth of female frailty and suggests that sport could in some way cease to be masculine men.

Sport is a useful arena in which to study gender and society. Since ancient times, men have used sport to separate themselves from women by restricting women from participating in games and contests and by using these events to emphasise physical size and strength. In examining the ways men have used sport to exclude women some scholars conceptualise sport as a mirror of society. Sport can act as an archetype for masculinity. Boyle and Haynes (2009:143) express that the marginalisation of gendered values of sport are acutely realised when the physical capital ascribed to men and women. Doupona-Topic (2005: 116) states that in youth the image of male body represents the power in society. Often sport and masculinity are synonymous for competitiveness, courage and strength, hence to be a man means to be the upholder of masculine, to have identity, a social role. Sport is an activity through which men and women learn the difference between the genders, and activity in which men assume the role of a macho male of which competition is characteristic. Boys are encouraged by sport to look upon their body as an object through which they can reach the world of a grown up man. Sport is a means of culture identity by means of which boys become the carriers of masculinity and patriarchy. Women, on the other hand, have adjusted themselves to the prevailing rules and assume subordinate role in society and sport.

7KH /DQJXDJH RI or RPHQ ¶V 6S

Michael A. Messner (2007: 32) states what matters is not simply how and why the gap between male and female athletic performance is created, enlarged or constructed; what is PRUH IXQGDPHQWDO FRQFHUQ LV ³WKH PDQWHUHQW Q ZKLFK SRSXODU FRQVFLRXVQWV RYHU RPHU have been subject to overt KRVWLQJ\ LQWHQG HG WR FDVW GRXEWV XSRQ WKHLU W edged sword ±on the surface a compliment to skills but als R VD\LQJ VKH ¶V VR JR PXVWQ ¶W EH D ZRPDQ DIWHU DOO 0HVVDHU portrayed as an exception that proves the rule, thus reinforcing traditional stereotypes about femininity.

Etue and Williams (1996: 221) refer to good female hockey players being labelled the ³:D\QH *UHWVN\ RI IHPDOH KRFNH\´ E\ FRPPHQWWRUV 7 female game rather than their attempts to compliment a player. Female sports are still measured against men ¶V (WXH :LOOLDP) Donagh and Pappano (2008: 6) suggest as long as the phrase ³\RX SOD\ OLNH D JLUO´ UHPDLQV DQ LC undervalued for all women. Lawler (2002: 69) believes while women may have less upper body strength WKDW GRHVQ ¶W QHFHVVDULO\ PHDQ WKH JDPH Z finesse. The sports are two different things yet at the same time observers think this means ZRPHQ ¶V YHUVLRQ LV DXWRPDWLFDOO\ LQIHUHQW /RZHU performance and perhaps most damaging, to a belief on the part of both girls and boys that boys are naturally superior athletes (Lawler, 2002: 83). Fran Harris, a former WNBA player, wrote in her autobiography how sports talk radio hosts kept referring to fans of their league as ³D EXQFK RI OHVELDQV´ 1\OXQG /LVWRQ DOVR F 6FDQORQ ZKR VD\V ³(YHU\ JLUO LQ WKLV FRXQWU\ KDV because they play soccer. Sometimes it even goes as far as saying that all soccer players are OHVELDQV´ /LVWRQ (YHQ WHQQLV KDV. FRPH X

Simon Barnes wrote in The English Times on 5 May 1999 that some female tennis players ZHUH OLNH ³WKH NQIFQ HGLDEJOH %R\OH +D\QH V

,Q &RQRU ¶V YLHZ VSRUW VHUYHV VHYHUD traditional gender roles of both men and women and therefore good female athletes threaten the special status of sport for men. One county councillor went on local radio after XQVXFFHVIXOO\ RSSRVLQJ D ¼ 9(& JUDQW IRU WKH

that girls are too precious for such pursuits and sport fanatic fathers without sons are pushing their daughters to play their games. + H I X U W K H U D V V H U W H G W K D W D ³ J L U O abused, bumped and humped playing football. They have their own natural humps and bumps which should not be abused by playing soccer and f R R W E D O O ' & R - 5 7 Q P u l l i e s also contribute to gender stereotyping from an early age. Boys and girls receive toys and games perceived by parents and relatives to be appropriate to their biological gender. For example, girls receive dolls and boys receive footballs. Therefore sport is more likely to become a male preserve (Connor, 2003: 61).

Sarah M. Fischesser (2008: 101) determines there are two parts to being an athlete for a woman: being female and being an athlete. The female body still presents a space where hegemony is not filling in all the gaps ±the female athlete is still a site where the process of hegemony is being articulated. (Y H U \ W L P H D S H U V R Q L V F D Y O A H G D ³ I partially creating what being a female athlete means. Calling a person a female athlete makes up there identity as an athlete while simultaneously making up the generalised category of an athlete, and participates in fitting the two together. Liston (2002: 243) notes that more funding is given female athletes involved in individualised sports such as running, swimming and tennis. This is because the emphasis on strength, aggressiveness and physical contact is removed and features that conform more to conventional perceptions of femininity are highlighted. Lauren Reichart Smith (2011: 148) states sport remains a male dominated field in terms of everything from access to media exposure. There is a continuing marginalisation, or downright ignoring of wom H Q ¶ V V S R U W V i s E v e r P h G l d an illusion that females are non-existent in the sporting world, which ultimately supports the notions of hegemonic masculinity. This is despite the fact that women have accomplished extreme physical and mental accomplishments in sports. For example in 1998 (Woolum, 1998: 23) Paula Newby-Fraser set a world record in the Ironman Triathlon when she swam 2.4 miles, cycled eleven miles and ran 26.2 miles in eight hours, fifty-five minutes and twenty-eight seconds. In 1995: Alison Hargreaves climbed Everest 29,028feet without oxygen. In 1994: Lynn Hill free climbed the 3,000 foot nose of El Capitan in a single day.

* H Q G H U O D E H O O L Q J F R Q V W U X F W V a c h r i n g O H a u t e S R R U W D V Davis (1997: Z K H Q Z R P H Q ¶ V V S R U W L V F R Y H U H G E \ P H G L D W K H D W K O H W H ¶ V S H U V R Q D O O L Y H V) H P D O H D W K O H W H V I R I I H P D O H D W K O H W H V R I W H Q I H D W X U H ³ L Q D E F e m i n i s u n r e l a t e d t o a t h l e t i c s ' ' D Y L V N y l u n d (2 0 0 7 : 7 2) b e l i e v e s P H Q ¶ V V S R U W V H Y

DUH SURPRWHG DQG GHVFULEHG DV LI WKH\ KDYH VRPH V
DUH XQPDUNHG E\ JHQGHU ZKHUHDV ZRPHQ\XQVSRUW V D

opinion (2006: 254) is that journalists and commentators culturally construct differences between male and females and address audiences as though these gender differences are real and natural. This is an insistence on sexual difference.

The Impact of Negative Stereotypes

Fischesser (2008: 140) states the lesbian stereotype is the ghost that constantly haunts the

HGJHV RI ZRPHQ¶V H[SHULHQFHV LQ VSRUW EHFDXVH O
binary of the hegemonic gender narrati YH 7KH ³OHVELDQ´ QRW RQO\ GRHV

women sexually, but by taking on male roles by being very physical, wearing pants, or playing sports. She is a sexual predator of young women. Because lesbians and female athletes are both challenging hegemonic hetro-femininity they have often been linked. Kane

/HQVN\M EHOHYH KRPRSKRELD LQ ZRPHQ¶V V

intolerance and oppression that have kept women out of sport or contained them once within it.

Liston (2002: 241) suggests slurs regarding the unfemininty of sports can act as a deterrent to sports participation by all women. According to SK Cahn (1996: 52) the stereotype of the mannish lesbian athlete grew out of the persistent common sense equation

RI VSRUW EHLQJ PDVFXOLQH 2SSRQHQWV RI ZRPHQ¶V V
GHQLJUDWHG ZRPHQ¶V DWKOHWLF HIIRUWV DQG ULGLFX

XQQDWXUDO ,Q (2002: 56) women who participate in contact sports are particularly vulnerable to stereotyping which labels them mannish or butch. The

SUHRFFXSDWLRQ ZLWK ZRPHQ¶V VH[XDO RULHQWDWLRQ
society forces women to conform to more conventional gender roles. Lesbians are not under

WKH FRQWURO RI PHQ WKHUHIRUH FDOOLQJ VSRUWV Z
women playing sport is inappropriate for women (Lawler, 2002: 59).

Connor (2003: 55) determined that the fear of being labelled lesbian will keep young
SHRSOH IURP SDUWLFLSDWLQJ RYHUOLG, H[SHULHQFHV DSSUR

may discourage young people from participating in some sports or teams because of homosexual stigmas attached to that sport or team. There is a deep suspicion of female

DWKOHWH¶V WH[WIDOL (1996: 217) note the effects of homophobia and the attempts by sports organisations to hide the lesbian presence on teams have repercussions

beyond the theatrical for both athletes and coaches today. Coaches for instance have been fired or passed over because of sexual orientation. In one public case the head coach of the Canadian Volleyball team, Betty Baxter, was suddenly dismissed by the Canadian Volleyball Association in 1982. While no mention was made of her lesbianism when it was explained why she was dismissed, Baxter protested the firing, telling *The Toronto Star* that

Nylund (2007: 76) sees that sport becomes a particularly troublesome area of concern because female athletes, regardless of their sexual orientation, fit the profile of lesbians. They are frequently in groups without men. They are physically active in ways that do not have to do with being sexually appealing to men and they are engaged in activities that do not fit with traditional specifications for heterosexual motherhood. Nylund (2007: 77) suggests that a particularly effective way to prevent any challenge to male hegemony is to label female athletes as lesbians. This tactic threatens to silence and marginalise all female athletes, regardless of their sexual orientation. Women are thus discouraged from participation in sports and those who do face an ever present threat of censure or ridicule. Homophobia regulates the behaviour of female athletes and discourages significant challenges to traditionally male preserves. Kane and Lenskyj (1998: 188) believe the liberating potential of homophobia. Media coverage imposes traditional notions of femininity and sexual appeal as normative expectations for female athletes.

The Importance of Role Models

Arient states that a lack of female role models displayed through the media can lead to gender role conflicts amongst young girls which can develop into low perceived sport competence reasons for female participation in sport (2003: 52-53). Teenage girls concern with their body image is closely associated with their increasing awareness of their sexual identity. There is pressure from their peer group to conform. Connor notes as the female teenager appears to place great emphasis on catching and enthusiastic participation in PE lessons and extracurricular teams and clubs, which lead to a perceived loss of femininity will be avoided by those girls that regard this as a major objective (2003: 58).

Connor also quotes Hargreaves who studied the influence of peer groups on female adolescent leisure behaviour and found that images portrayed by the mass media had a strong influence in perpetuating the stereotypical conception of femininity (2003: 58). Elena Bertozzi (2010: 449) reflects on a survey carried out in 2002 which asked people what were the top five traits of an ideal young girl. According to the survey the top traits listed were: Very thin, pretty, bland, fake, stupid. Bertozzi summarises this survey result by stating that WKH LGHDO JLUO DFFRUGLQJ WR WKH SXEOLF LV WKHUHI and helpless, yet she uses sex and romantic attachments to get power. She is popular, yet superficial. She is fit but not DWKOHWLF RU VVWUHQFH. This perception can be held responsible for the lack of media coverage of female athletes.

Arient (2006: 3) suggests since female characteristics contrast with athletic ones, categorising an individual as feminine and athletic has created conflict in some female athletes. The primary ethology of gender role conflicts is the notion from society that sport and athleticism are inherently masculine domains, which are contrary to traditional feminine characteristics. Gibson (2007: 85) states girls have a tendency to want to look the prettiest as this leads to positive attention. Liston (2002: 241) points out Irish research in second level education shows girls are far less happy with their bodies than boys.

As pointed out by Connor (2003: 57) girls suffer restricted access to sports and are often discouraged from taking part in certain sports. By being channelled away from sport, girls are growing up with minimal movement skills and are therefore likely to be less competent at sports activities and consequently less likely to take up or remain active in sport. Arient (2006: 2) is of the opinion because some female athletes are suspect, they are less likely to be offered commercial contracts and sponsorship deals. As a result the female adolescent is less likely to have a female sporting role model. Young female athletes do not have readily available group of older role models to identify with in sport not only because there are very few female athletes displayed in the media, but also because there are also few female coaches, a high number of females withdrawing from sport, and a continuing lack of opportunity in scholastic and professional sports for females (Arient, 2006: 2).

ODUNHWLQJ :RPHQ¶V 6SRUW

Etue and Williams (1996: 211) state selling is absolutely fundamental to a sport. By selling viewers to advertisers, sports get sponsorship and sponsorship is critical to sports growth and survival. Cheryl Cooky (2011: 211) points out that after the US women won the World Cup

in 1999 a soccer league was formed. A few years later the league went under due to the lack of commercial value. This does not always translate into increased participation, increased opportunities or broader shifts in the structural landscape of sport.

Michelle Kaufman (2003: 239) asks should the media give female sports the same level of coverage as male sports. Following Duncan (2006: 264) states that the media tries to justify the underrepresenting of women athletes. ZRP HQ V VSRUWV E\ DUJXLQJ WKDW WKH\ DUH PHUHO\ U SXEOLF LQWHUHVW LQ ZRP HQ V VSRUWV I to Dey. Equitably cover women athletes. Do women lack commercial value? She states if this is the case then it is a catch 22 scenario because women sports will not develop a mass audience and thus attain a commercial value without extensive media coverage (Davis, 1997: 143). The presence of media has effectively turned sport into a commodity. Advertisers and the media have a beneficial relationship and essentially sports need media spotlight in order to survive (Honeybourne, 2004: 209).

Boyle and Haynes (2009: 126) believe sports which fail to attract television exposure should be created and given media exposure which generates the accompanying lucrative endorsement portfolio. With the priorities of corporations and the dominant culture of pro male sports, the female game has stood almost no chance of being appreciated for its own merits. PHULWV DQG DFKLHYHPHQWV 7KH ³PDVFXOLQJ He of LPDJH R its history and players have left little room for promotional manoeuvring. Brad Schultz, (2005: 234) points out until you have more women in leadership positions it will be difficult to make changes and make progress. Etue and Williams (1996: 229) suggest that until fans, supporters and athletes themselves join forces and demand the same appreciation for women's sports, the situation is unlikely to change. Collective action is essential. Without proper media recognition, corporations will not invest in the athletes and without the marketing drive of a committed sponsor the media will not take notice (Etue & Williams, 1996: 193).

Do not celebrate the athletic prowess and skill of a female athlete the media prefers to concentrate on the sexual beauty and feminine qualities of female athletes. This overt sexualisation of

athletes diminishes their value. According to Etue and Williams this sends out the message that the real worth of female athletes is in their appearance and not their performance (1996: 192). For example, Kaufman (2003: 239) notes Sports Illustrated has asked top female athletes to remove their clothes or wear sexy clothes or adopt sexy postures and be photographed in a non-sport setting while it does not ask top male athletes to pose this way.

\$ FFRUGLQJ WR 0HV VQH U V Q R W H D E R X W Z R P H Q U J Q D O S F
L W ¶ V D E R X W V H O O L Q J P D J D J L Q H V ' X Q F D Q U H L W
67% of the articles on tennis player Anna Kournikova were non-tennis related.

Boyle and Haynes (2009: 129) quotes British female boxer Cathy Brown who said:
3 : R P H Q D U H S U H V V X U H G L Q W R G R L Q J V H [\ P H G L D V K R W V
media attention and make them more appealing to the male eye. We cannot get media coverage simply because we are brilliant at our sport. Anna Kournikova, who in all honesty was not great at her sport, managed to get sponsorship. Why? Because she is beautiful, sexy and prepared to show half- Q D N H G L P D J H V L a R i e r (2 0 0 1 : 5 6) . H e r e f e r e n c e s w h a t
V R F L R O R J L V W V D F S R O O R J H I M P L I F Q L Q K L V L V W K H L G H D R I P D M
D S S H D O L Q J W R P H Q L Q R U G H U I R U W K H P W R E H P R U H D F
stems from the idea that because sports are masculine, women who play them are unattractive to men. Ins W H D G R I F K D O O H Q J L Q J W K H S H U F H S W L R Q W K D W L W
female athletes accommodate by dressing sexy, wearing make-up and talking about men.
7 K L V L V W K H 3 I H P L Q L Q H D S R O R J H W L F ´ + H Q F H a t t h e W X H D Q Q
focus on appearance of female athletes reflects the historical discomfort with celebrating the competitiveness and power of women, it also points to a deeper role that athletics play in our lives.

Conclusion

This chapter began with a brief review of the role of media in society and the relationship
E H W Z H H Q P H G L D D Q G Z R P H Q ¶ V V S R U W 7 K H Q W K H W K H V L
N H \ H I I H F W V O R Z P H G L D F R Y H U D J H K D V R Q Z R P H Q ¶ V V S R U
female role models and marketing. Such an extensive literature review allowed the thesis to develop a better understanding of the issues contributing to low media coverage of female sports. Furthermore, it assisted in creating appropriate research questions and an appropriate research design which will be explained in more detail along with other methodological issues in the next chapter.

3. Methodology

Introduction

In Chapter Two research questions relating to the low media coverage of female sports by the national print media were established and outlined. The purpose of this chapter is to present and explain the methodology chosen for this study and outline the rationale for implementing the chosen research design to address these thesis questions. The methodology refers to the inquiry process and is used to analyse the methods for collecting data. The thesis was faced with many possible methodological approaches including a range of approaches, procedures and instruments and there were a number of issues which the thesis was obliged to consider. These issues included careful consideration of which research tools to employ and which methodology models were deemed appropriate.

Selection on Research Model

There are two main models for undertaking research. These are the quantitative model and the qualitative model. The quantitative model can be distinguished under numerous headings such as traditional, conventional, scientific, experimental, positivist, and empiricist. This model suggests that by following rational methods of inquiry the researcher can find regularities in the chosen topic. Knowledge gained through scientific and experimental UHVH D U F K LV R E M H F W L Y H D Q G P H D V X U D E O H + H Q F H T approach to understand a few controlled variables (Doyle & Frith, 2006: 564). Qualitative research on the other hand is a much broader term for research methodologies that describe and reveal peoples experiences.

Methodology for this study

Quantitative and qualitative models take different stances on many different issues. One such issue is the question of whether a phenomenon is observable, and quantifiable. However, qualitative researchers are interested in understanding how people make sense of their world and the experiences they have in life (Willig, 2008: 8). Hence, a mixed method approach is used by combining both quantitative and qualitative methods of research. The use of multiple methods reflects an attempt to secure a detailed understanding of the question and allows for broader and clearer results (Soss, 2006: 136). It may also overcome the biases in-built in any single method (Gill & Johnson, 2002: 169). In addition to using more than one approach to data collection, the validity of findings is heightened.

For this research the thesis will incorporate two methods of research: Content analysis and interviewing. Diane Kholos Wysocki (2007: 166) states content analysis looks for trends, patterns and themes. Content analysis provides interesting information about the way people, ideas or behaviours are portrayed to the general public. Michele Canning (2009: 48) states one of the benefits of using content analysis is that texts can be explored for expressing, producing and perpetuating norms of dominant groups and cultures. A noted advantage of using content analysis to study cultural artefacts to examine social and cultural phenomenon is that they are not affected by the process of studying them as people typically are (Canning, 2009: 49). However the use of content analysis does not remove the role of the researcher in the process of analysis.

Roger D. Wimmer and Joseph R. Dominick (2010: 157) state content analysis is a systematic process of entering into the findings. The analysis should yield the same results if another researcher replicates the study. However, perfect objectivity is rarely accomplished in a content analysis. The specification of the unit of analysis and the precise make-up and definition of relevant categories are areas in which individual researchers must exercise subjective choice. Content analysis is quantitative. The goal of content analysis is the representation of a body of messages. Quantification is important in fulfilling that objective because it aids researchers in the quest for precision (Wimmer & Dominick, 2010: 158).

In this study, the research will explore whether there is a difference in the number of articles written by women compared to men, what is the difference in length of these articles and how many

photographs of female athletes appear in the sports section compared to men. These questions are important because media accomplish several tasks, using influence to shape perceptions or opinions, persuasion to directly affects attitudes, for example public perception toward female sports. Mosebach (2007) V W D W H V D J H Q G D V H W W L Q J W K H R U display of news so as to communicate what the public should think about and consider important. Newspapers clearly have agenda setting power to control who or what is significant in important issues. Agenda setting is important in prioritising the news, so this concept deals specifically with the amount and placement of coverage. In print for example, this could be determined by the number or length of articles, which this thesis will examine regarding female sports. This thesis will also evaluate placement which refers to the prominence given to stories by their location in the newspaper (Mosebach, 2007: 11).

Coinciding with agenda setting theory is the concept of framing news. According to O R V H E D F K Q H Z V I U D P L Q J L V 3 7 K H F H Q W U D O R U supplies a context and suggests what the issue is through use of selection, emphasis, H [F O X V L R Q D Q G H O D E R U D W L R Q ') U D P L Q J A g e n d a S e t t i n g H O \ D Q I persuades people what to consider as important issues) U D P L Q J D I I H F W V W K H D X G views, or what to think. This theory works to encourage a particular interpretation of the news story. Framing can limit in-depth understanding of public issues by simplifying complex problems; perhaps even influence a moral right or wrong stance on issues. Through content analysis this research will hope to investigate how these theories of agenda setting and news framing impact on women involved in traditionally male dominated team sports.

Content analysis alone cannot serve as the basis for making statements about the low media coverage of female sports. Interviewing is a qualitative process. Interviewing involves asking people questions but David and Sutton state that listening carefully to the answers given is equally important (2011: 118). This thesis used one off interviews over the telephone which lasted between thirty and forty-five P L Q X W H V G H S H Q G L Q J R Q W K H L Q W to the process. The interview questions were open-ended and semi-structured. This is because the more unstructured the interview the greater the flow of dialogue and depth of validity each individual interview offers (David & Sutton, 2011: 120). This thesis used the findings of the content analysis as well as the literature review from Chapter Two to identify key themes which were explored and discussed with the interviewees during the interview process. This method helped established confidence of knowledge and helped generate fruitful data. While this thesis focused on key themes, the interviews were kept open-ended to allow the

interviewees to speak freely and reveal information that may not have been covered by a rigid question by question format. Also the answers given in one interview helped form further questions for the next interview.

Research Purpose and Questions

The main purpose of this research is to shed light on the inequality in sports coverage of female athletes in the national print media.

Essentially the research intends to:

- x , GHQWLI\ GHVFULEH DQG FULWLTXH WKH UHDVRQV E of female sports.
- x Highlight the difference between coverage given to female sports and coverage given to male sports.
- x Examine the negative impact low media coverage has on female sports.
- x Investigate and identify methods of improving print media coverage of female sports.

With such aims and objectives in mind, the following research questions were derived and helped guide each phase of research.

- x What are the issues contributing to low coverage of female sports in national print media?
- x What theoretical perspectives address such issues?
- x How can such perspectives be integrated into a framework?

Theoretical Perspectives

The broad and extensive review of literature outlined in Chapter Two informed the development of this study and highlighted the importance of key issues namely: negative stereotypes, lack of female role models and low participation rates of girls in sport. The work of these UHVH DUFKHUV SURYHG LPSRUWDQW LQ FROTWUXFWL H[DPLQH ZK\ WKH QDWLRQDO SULQW PHGLD ¶ Vision RYHUDJH PHQ ¶ V W developed three phases of research.

Phase One involved the use of content analysis with five national newspapers for three days each week over a two month period. The news days examined were Fridays, Saturdays and Mondays as these are the busiest days for sports news. This phase began in January 2012

and concluded in March 2012. During this timeframe the camogie and football national leagues, the newly created national soccer league and the Six Nations took place as well as the male equivalents of the competitions. This helped the thesis highlight the severity of the imbalance. This information was essential in proving there is a clear discrimination against female sports.

Phase Two was conducted by interviewing five current female athletes. These athletes were Fiona Rochford (a Wexford GAA dual player and All-Ireland winner), Niamh Briggs (Irish international rugby player and captain), Sinead Cummins (Waterford camogie player), Grainne Kenneally (Waterford GAA dual player and All-Ireland winner) and Alice Moore (former Irish soccer international and current Waterford League player).

7 K L V V H F W L R Q G H D O W Z L W K W K H D W K O H W H ¶ V Y L H Z experiences as athletes growing up and in secondary school. Besides their inputs on media coverage, these athletes were chosen for specific reasons to help with the development of this research. For example, Moore has experience as a soccer coach and will be coaching soccer in the USA this autumn. Cummins is a secondary school student and therefore offers valuable insight into PE and peer pressure faced by girls in school. Rochford is a PE teacher at an all-girls school and thus has valuable views on this topic also. Briggs is not only the captain of the Irish rugby team but she is also a former inter-county football player at underage and adult level. Kenneally is a dual player and thus offers insight into the commitment and hardships female athletes go through for little or no reward.

Phase Three was conducted by interviewing five sports journalists working in the national print media. These journalists were Damian Lawler (The Irish Independent) † Pat Nolan (The Irish Daily Mirror) L Q W D Q T h e I r i s h E x a m i n e r , Peter Sweeney (The Irish Daily Star D Q G - L P 2 ¶ T h e I r i s h E x a m i n e r). These journalists were contacted Z L W K W K H K H O S R I - R K Q 3 - D F N V R Q ´ . L H O \ D Q G ' D P L D Q individually for any specific reason other than the fact that they are sports journalists working in the national print media. This section helped understand the opinion the media has of itself as well as gauge insight into their views on female sports and the consequences of low media coverage on female sports. Examples of these questions range from the relationship between journalists and editors to the influence of business on reporting to their views on the current state of female sports.

Validity and Reliability

The validity and reliability of any particular instrument influences the extent to which useful meanings can be discovered about the topic being examined (Colton & Covert, 2007: 74). When quantitative and qualitative methods are used in research, issues of validity and reliability must be addressed. Qualitative research is often seen as being less determined than quantitative research in terms of results. This is because qualitative methods can be influenced by any bias or opinions which the participants may hold, whereas quantitative H [S H U L P H Q W V D U H Q R W + R Z P H Y M K I R G V K D I S X U R D R F I K W D K H X P X C overcomes any weaknesses of the individual methods and makes the findings more reliable (Cohen, Manion & Morrison, 2000: 113).

The validity of a measurement instrument is the extent to which the instrument measures what it is supposed to measure (Grinnell & Unrau, 2010: 185). The purpose of validating the research is to convince those interested that the data has not been misinterpreted or misrepresented. Quantitative validity can be enhanced through vigilant sampling, proper instrumentation and appropriate statistical treatment of the data (Cohen, Manion & Morrison, 2000: 113). In this research, the use of five newspapers with different readerships and circulations ensured appropriate levels of validity. In qualitative research the subjectivity of respondents, their opinions, attitudes and perspectives together contribute to a degree of bias (Cohen, Manion & Morrison, 2000: 105). Therefore, the level of validity depends on the impartiality of the researcher and the honesty, extent and depth of the data obtained (Gray, 2007: 230). To ensure validity to this research an appropriate time scale was chosen for the two month period of content analysis. The eight week period chosen ensured there was an equal amount of male and female sporting events taking place at the same time thus ensuring a fair comparison could be made by studying the newspaper coverage. The selection of the five newspapers was also done in respect to ensuring validity of the research. Three broadsheets and two tabloids were chosen. The two tabloids both differ from each other: The Irish Daily Mail and The Irish Daily Star. The three broadsheets also differed in their styles and demographic audience: The Irish Times, The Irish Independent and The Irish Examiner

The reliability of a measurement is the extent to which it yields consistent results when W K H F K D U D F W H U L V W L F E H L Q J P H D V X U H G K D V Q ¶ W F K D Q J strictness and accuracy. Cohen, Mannion and Morrison (2000: 146) explain that if quantitative research is to be reliable it must be demonstrated that if carried out on a similar group of respondents similar findings would be obtained. This indicates the consistency of

the scale. Reliability, with regards to qualitative, is best described as a fit between the data recorded by researchers and what actually occurs in the natural setting that is being researched (Hesse-Biber & Leavy, 2006: 157). The thesis pursued reliability in a number of ways, for example by supporting the research theoretically and in a multi-method approach; by assuming a rigorous approach to data collection, analysis and write up, and by collecting different forms of data from a variety of sources.

Ethics

Before research began; ethical approval was sought from Griffith College Cork. Ethical issues were recognised and ethical guidelines were obeyed throughout. When carrying out interviews a responsibility to enter into personal and moral relationships with people who have given up their free time to participate must be undertaken. , W Z D V W K H V L V ¶ ensure that the welfare of research participants was not adversely affected by research activities. Information used for this thesis was based only on freely given informed consent of those studied. The thesis explained before the interviews commenced, as fully as possible, the aims, objectives and methods of the research. It was very important to remember that co-operation in fieldwork should be negotiated and not assumed. While consent was given by potential interviewees, the thesis still took care to protect the words and information given by interviewees and did not present them in a twisted or untruthful way which although may make for better reading would harm the reputation of the interviewee. The thesis did not attempt to distort any aspects of this research in order to get the anticipated results.

Limitations of the Study

The thesis collected five newspapers three days a week for two months straight. This is 120 newspapers. In these newspapers there were 4,759 articles about the sports relevant to this thesis. Therefore a large amount of data was produced and so decisions had to be made with regard to how specific and from what perspectives the data was analysed. For example, rather than count all the paragraphs for the 4,759 articles the thesis decided to focus instead on the busiest days of coverage for each female sport studied and count the length of those articles in comparison to the articles about male sports on that day. Examining the placement of articles was also carried out this way, as was discussing the language of the articles.

In addition, due to availability issues the thesis was not able to interview a journalist from each of the newspapers studied during the content analysis phase. The Irish Times, The

Irish Independent and The Irish Daily Mail were studied but journalists from these newspapers were not interviewed in the later phases of research. However, it is not this work is intended to signal that the five newspapers studied during content analysis are the only newspapers which neglect female sports. The thesis believes the entire national print media are guilty of this and thus simply due to time constraints these selected newspapers were chosen to represent the national print media as a whole. Similarly, the interviews with journalists are supposed to represent the views of the print media as a whole and not the newspapers they work for.

Conclusion:

This chapter outlines the theoretical perspectives that guided the thesis and explains the methodologies engaged in the study. The overall research purpose is detailed along with specific questions which will be addressed by the study. A detailed discussion of the research models is provided along with comprehensive overview on issues related to validity, reliability, ethics and limitations of the study.

4. Evidence, Analysis & Effects of Gender Inequality

Introduction

This chapter will address the results of the thesis ¶ V FRQWHQW DQDO\VLV VWXG week period over January and March. The thesis will look at these results in two sections. Firstly, the thesis will look at the percentage of articles and photographs women received during this period in comparison to men. Secondly, the thesis will closely examine these articles by comparing their length and loca WLRQ WR WKDW RI PHQ¶V 7KLVV introduce the views of five female athletes on the subject. These athletes are Niamh Briggs (Ireland rugby player), Fiona Rochford (Wexford GAA dual player), Grainne Kenneally (Waterford GAA dual player), Sinead Cummins (Waterford camogie player) and Alice Moore (former Ireland underage soccer player and current Waterford league player). These athletes were chosen for specific reasons to help with the development of this research. For example, Moore has experience as a soccer coach and will be coaching soccer in the USA this autumn. Cummins is a secondary school student and therefore offers valuable insight into PE and peer pressure faced by girls in school. Rochford is a PE teacher at an all-girls school and thus has valuable views on this topic also. Briggs is not only the captain of the Irish rugby team but she is also a former inter-county football player at underage and adult level. Kenneally is a dual player and thus offers insight into the commitment and hardships of a female athlete despite little recognition.

Media and Sport

Margaret L. Anderson and Howard F. Taylor (2012: 42) stated that our culture is shaped and dominated by the media. This is because the mass media control the information that is available to us for consumption and thus control what information we are exposed to. This makes the media an extremely powerful tool. Journalist Damian Lawler believes the media

SOD\ V DQ LPSRUWDQW UROH LQ VRFLHWAmpire , UMDWEG ¶ 7
0-2 defeat to Italy in their final group game of the European soccer championship). The
media now over the next ZHHN RU WZR ZLOO H[DPLQH HYHU\ DUHD RI
RQ IRU D UHYLHZ RI , ULVK IRPWEFOO DQG WKH ¶ OO SXW
So even though Trapattoni has a two year deal that brings us up to the next World Cup the
media will play an awful important part in whether he sees that contract through ´ (Appendix
E). -RXUQDOLVW -LP 2 ¶ 6XOOLYDQ DJUHHV ZLWK /DZOHU ¶ V
VRFLHW\ VWDWLQJ WKDW ³ 7KH PHGLD VHUYHU DV D PHD
XQGHUVWDQG WKH QHZV 3HRSOH GHSHQG RQ PHGLD I
(Appendix G). It is clear from these arguments that the mass media has a huge impact in
GHYHORSLQJ SHRSOH ¶ V YDOXHV DWWLWXGHV DQG RSLQL

Jon M. Shepard states that sport as a social institution teaches some of the basic values of society (2010: 461). According to Shepard sport helps individuals identify with other members of society and helps people connect through a sense of belonging built around team

DQG LQGLYLGXDO VSRUWV 6KHSKDUG VWDWHV ³ 6SRUW
(2010: 461). /DZOHU KLJKOLJKWV WKH LPSRUWDQW UROH VSRUW
everywhere in Ireland. People are struggling to pay their mortgages. Every time we turn on
the radio all you hear is Troika, recession, unemployment. So what did sport do over the past
few weeks? It gave the whole country a lift and it put Ireland out there in a different light and
, GRQ ¶ W WK LQ WK VXSSRUWHUV ZHUH VLQJLQJ DERXW µ 7
VRFFHU WHDP , WKLQN WKHUH LV PRUH UHVLOLHQFH RI
WKURXJK WKLW DQ WKH ¶ OO JHW EDFN VWURQDTHU VR , V
Irish life ´ (Appendix E). From this, it is the thesis ¶ V YLHZ WKDW VSRUW SOD\ V
society and one which has the capability of drawing people together through its ability to
entertain and delight.

Content Analysis Findings:

Despite the clear importance of sport in society, the mass media does not equally represent its coverage of female VSRUWV ZLWK PHQ¶V VSRUWV 7KLV WKHVLV F of five national newspapers for three days each week over a two month period. The news days examined were Fridays, Saturdays and Mondays as these are the busiest days for sports news. This phase began in January 2012 and concluded in March 2012. The eight week period chosen ensured there was an equal amount of male and female sporting events taking place at the same time thus ensuring a fair comparison could be made by studying the newspaper coverage. The selection of the five newspapers was also done in respect to ensuring validity of the research. Three broadsheets and two tabloids were chosen. The two tabloids both differ from each other: The Irish Daily Mail and The Irish Daily Star. The three broadsheets also differed in their styles and demographic audience: The Irish Times, The Irish Independent and The Irish Examiner. The tKHVLV¶V FRQWHQW DQDO\VLV newspapers over an eight week period between January and March found the following:

The Irish Daily Star had seventeen articles about women in their sports pages out of a total 1,322. Of these seventeen articles tKUHH ZHUH DERXW ZRPHQ¶V UXJE\ IL football, nine were about camogie 7KHUH ZHUH QR DUWLFOHV DERXW ZR SHULRG EXW WKHUH ZHUH DUWLFOHV DERXW PHQ¶V dedicated to these selected female sports was 1.2%.

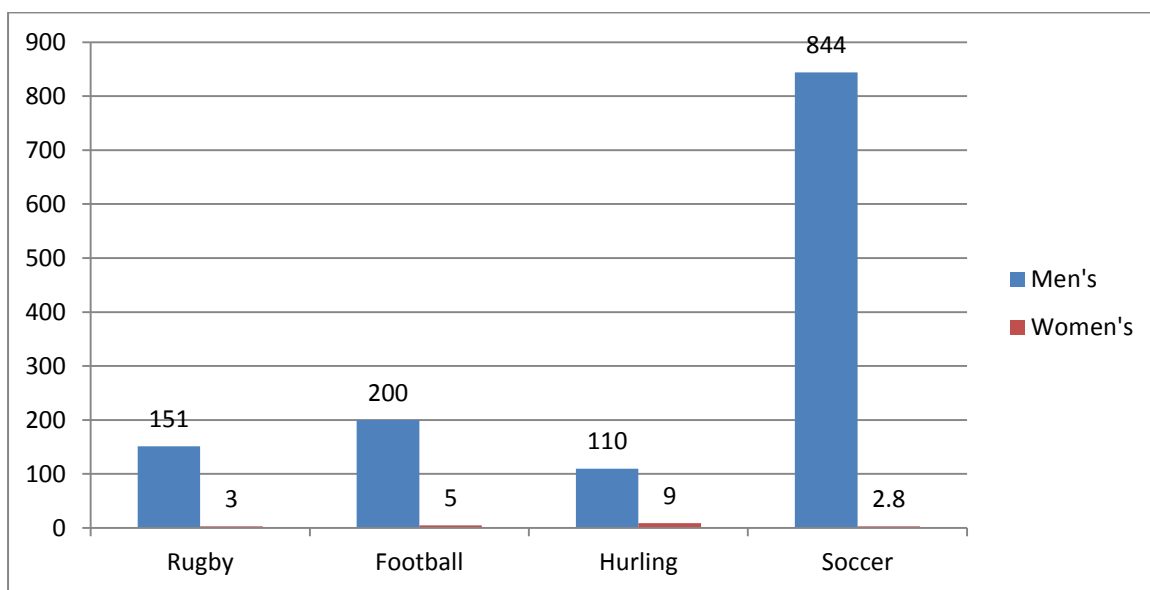


Figure 4.1: No. of The Irish Daily Star articles per sport

The Irish Daily Mail had zero articles about these selected female sports during this

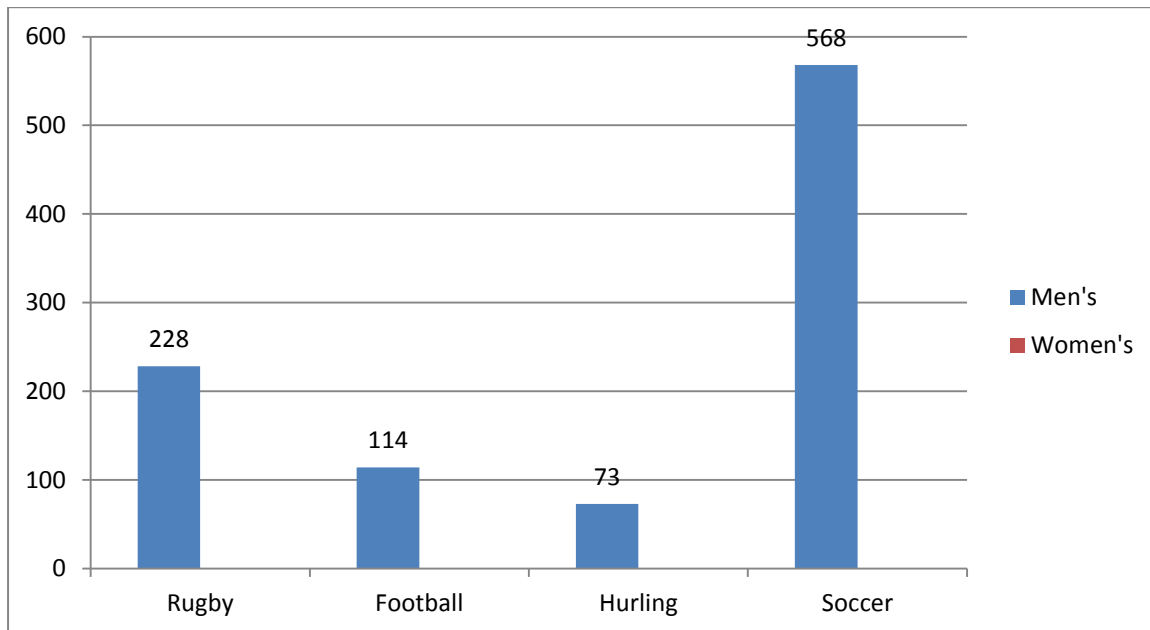


Figure 4.2: No. of The Irish Daily Mail articles per sport

The Irish Independent dedicated 2% of its coverage to these female sports. Camogie received 5% of the newspaper's coverage to hurling. Ladies football fared less well off only rugby coverage given to soccer. The Irish Independent gave seventeen articles over the eight week period to counterparts.

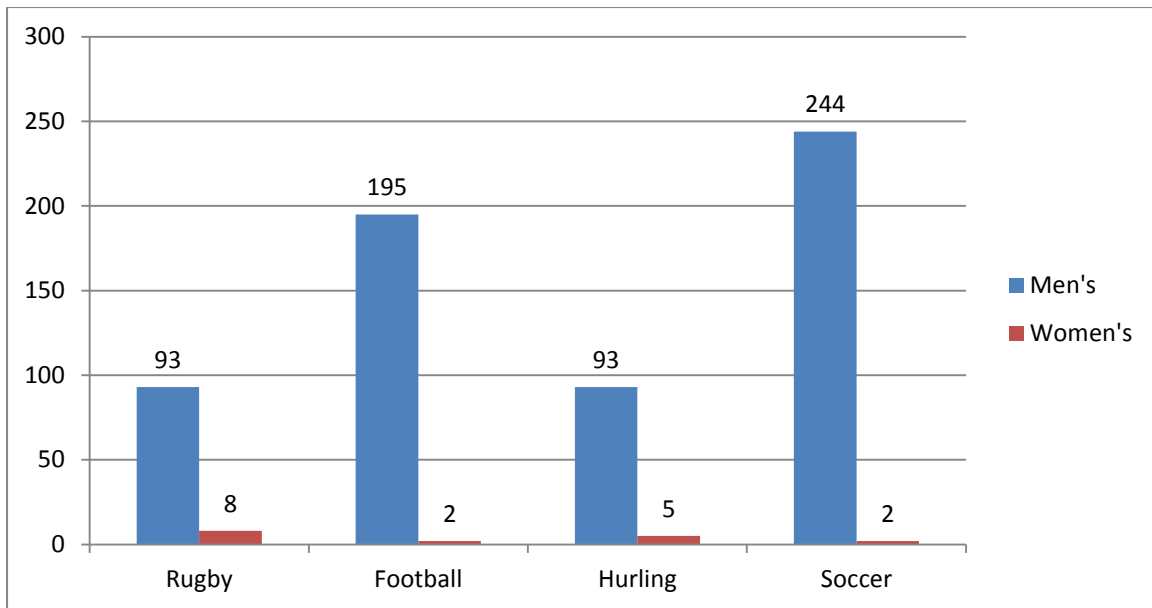


Figure 4.3: No. of The Irish Independent articles per sport

Again The Irish Times dedicated seventeen articles to female sports out of a total of 689 articles. Again camogie fared best getting three of the sixty-three articles given to hurling or 4.76% of the coverage. Soccer fared worst receiving only one mention out of 248 articles dedicated to the sport. Rugby fared high with the most articles, ten out of 235 or 4.2%. Ladies football got 2% of the coverage. Overall The Irish Times coverage of these sports against their male counterparts was 2.4%.

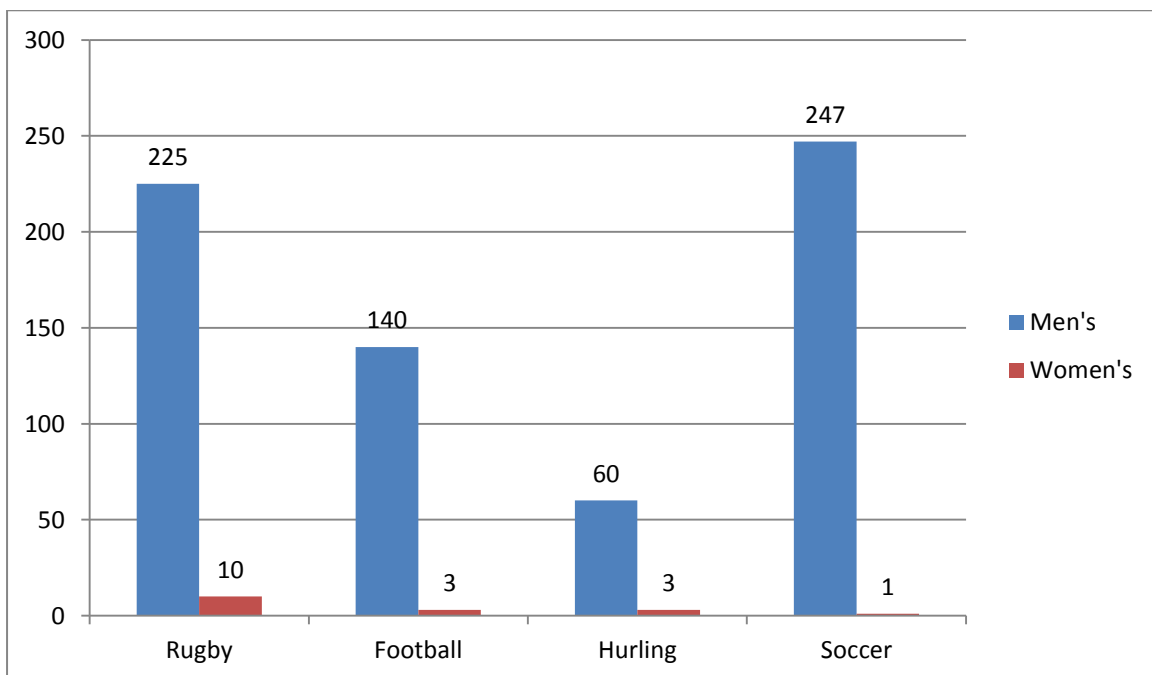


Figure 4.4: No. of The Irish Times articles per sport

The Irish Examiner wrote twenty-three articles out of 1,082 about women. This gives them 2.12% of the coverage. Soccer again fared poorly (two out of 460) recording under 1% of the coverage again (0.43%). Rugby got 2.5% of the coverage with seven articles out of the 276. Ladies football got four articles out of 182 but again camogie received the most coverage with ten articles out of 164 which gave it 6% of the coverage.

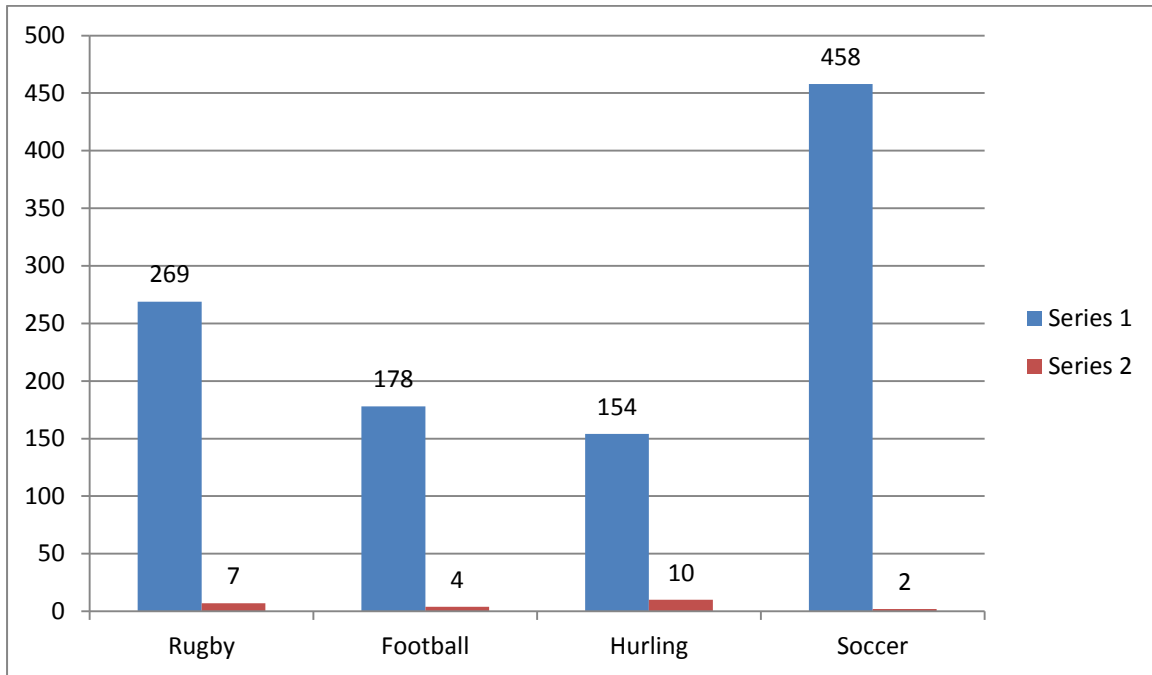


Figure 4.5: No. of The Irish Examiner articles per sport

Overall the total amount of coverage dedicated to these selected female sports between WKH ILYH QHZVSDSHUV RYHU WKH HLJKW ZHHN SHULRG Z six articles written about them out of the 4,759 articles dedicated to their male counterparts. Camogie fared best with twenty-three articles out of 533 giving it 4.3% of the coverage given to hurling. Soccer fared worst with only four DUWLFOHV GHVSLWH EHLQJ Z soccer. Ladies football and rugby both received 2% of their respective coverage. These ILQGLQJV WLH LQ ZLWK 0LNDHOD - 'XIXU¶V DVVHUVLRQ noted for their invisibility (2006: 394).

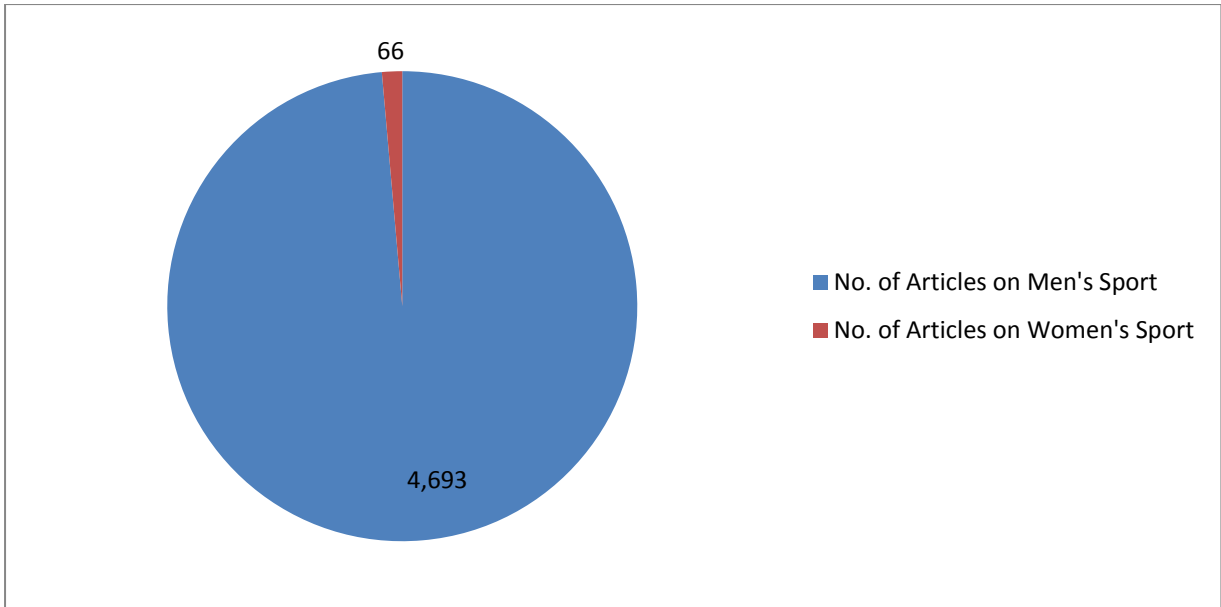


Figure 4.6: No. of overall articles per gender

Female sports were also far outnumbered in the national newspapers when it came to photographs. Overall there were 22 photographs of female sports in the five national newspapers studied during the eight week period studied. This was in comparison to 5,720 photographs of male sports during the same period. This means photographs of women in the sports section translates at just 0.3% of overall photographs. Of the four female sports examined in this research, camogie again received the highest coverage in this area with ten

SKRWRJUDSKV RXW GHGLFDWHG WR KXUOLQJ 7K
 UXJE\ FRPSDUHG WR RI PHQ¶V UXJE\ /DGLHV IRRWE
 WKHP FRPSDUHG WR SKRWRJUDSKV RQ PHQ¶V IRRWE
 ZRPHQ¶V VRFFHU RXW RI SKRWRJUDSKV RQ VRFFHU

sports in photographs further reinforces the isolation of women from the sports pages. Obviously photographs are far more visible and attention-grabbing than articles and thus the absence of women in this vital and influential method of journalism further ostracises female sports and propels men further ahead as natural sporting athletes.

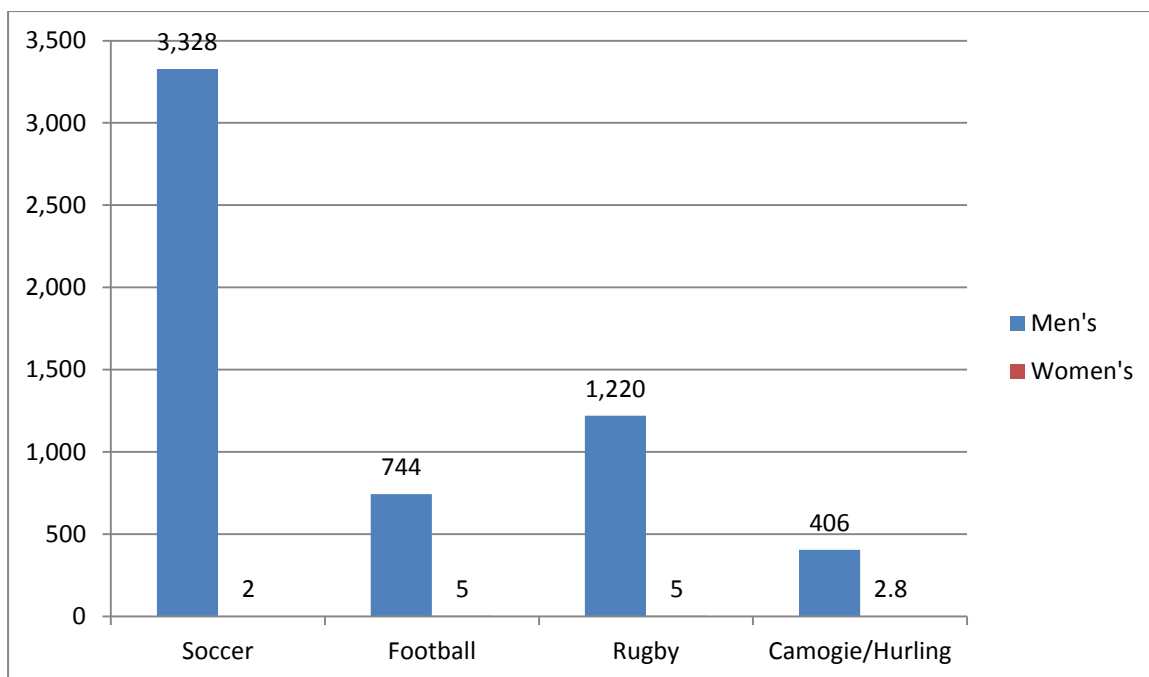


Figure 4.7: No. of photographs per sport

Content Analysis at a closer look:

7 R IXUWKHU KLJKOLJKW WKH GLIIHUPISDFUHLQWFR YPHUQJH VRS
thesis decided to examine the days in which the chosen sports received their highest amount
RI FRYHUDJH DQG DJDLQ FRPSDUH LW WRS WKH FRYHUDJH
following.

Camogie received its highest amount of coverage on Monday, 5 March 2012 when there was six articles out of twenty-seven dedicated to it. These six articles were in the: **The Irish Daily Star**(two), **The Irish Independent**(two), **The Irish Times**(one) and **The Irish Examiner**(one). These articles were covering the All-Ireland club finals which had taken place that weekend. Oulart de Ballaigh of Wexford won the senior title and Eoghan Rua of Derry won the intermediate title.

7 KH , ULVK ' Dn Articles were located in their GAA pull- R X 70 Minutes'
They were located on the last page of the pull- R X W DORQJ ZLWK WKH PHQ V
OHDJXH WDEOHV DQG WKH PHQ V QDWLRQ De ma R WEDOO
reports. One was three paragraphs long. The other was five. Both had headlines but no picture accompanied them. However in the main sports section there was a picture of the Oulart the Ballagh team with the cup. The picture was located on the last page of the sports section accompanied by a round-up of all the local GAA results from around the country and horse

racing, show jumping and greyhound results. In *The Irish Daily Star* that Monday there were four articles about hurling that averaged 10.25 paragraphs. The two camogie articles averaged four paragraphs.

The Irish Daily Star used the two matches in four paragraphs. The article was located on page nine of the fourteen page sports section and six pages in after the start of the GAA coverage. Included on the page was *W K H P H Q ¶ Vourlough (W K H P H Q ¶ U H S R U W V W K H P H Q ¶ V L Q W H U S U R Q Y L Q V K L H D P H K Q ¶ U M Q H I D W H U Q R D U)* Cup hurling final match report. There were eleven articles about hurling in *The Irish Examiner* which averaged at ten paragraphs per article compared to the four paragraphs dedicated to camogie.

The Irish Independent had two articles. The match report on Oulart was eight paragraphs long and included a picture of Una Lacey lifting the cup. The match report on Eoghan Rua was five paragraphs long and did not include a picture. These articles were not located alongside the hurling cover *D J H E X W L Q V W H D G Z L W W K H P H Q ¶ V* match reports on page fourteen and fifteen. *The Irish Independent* had five articles about hurling on page nine which averaged 9.4 paragraphs in length in comparison to the 6.5 paragraphs given to camogie.

The Irish Times had twelve pages of sport on this particular Monday. The GAA coverage started on page eight and this is where the camogie coverage was located. *The Irish Times* summarised both camogie games in one article which was six paragraphs long. *The Irish Times* had four articles about hurling which were 5.5 paragraphs in length.

The Irish Daily Mail did not cover the All-Ireland club camogie finals. However they did have three articles on hurling which averaged 11.6 paragraphs long.

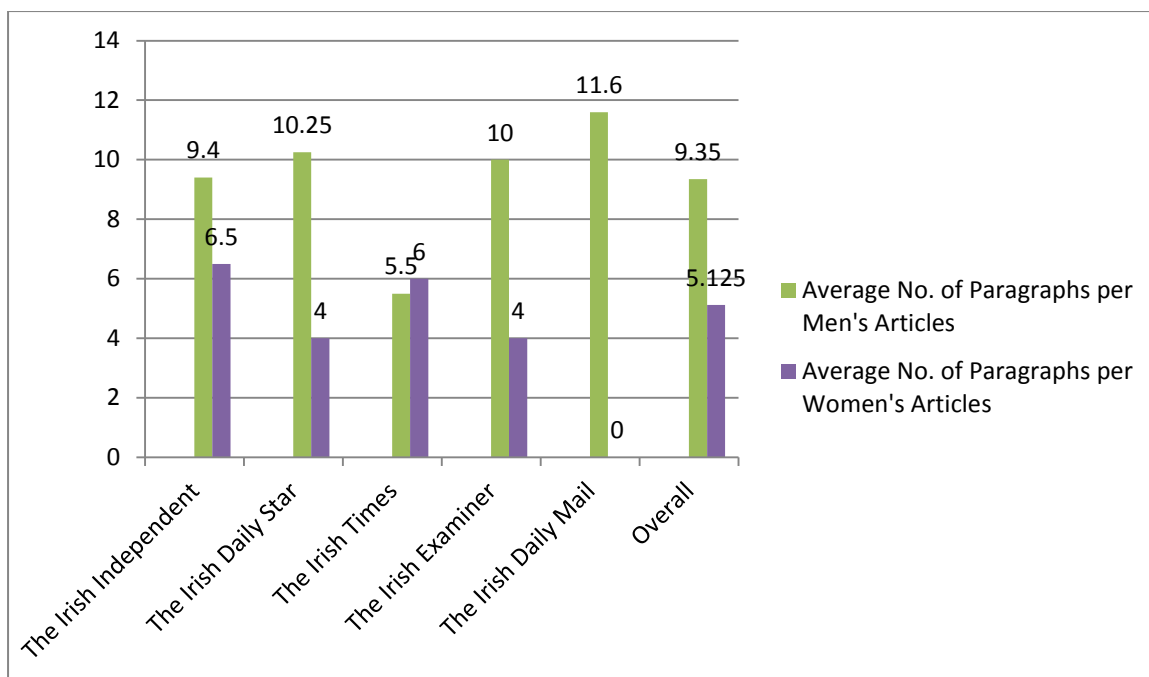


Figure 4.8 Average no. of paragraphs per article on camogie versus hurling.

Soccer received its highest day of coverage on Saturday, 25 February 2012 where it had one article in *The Irish Independent*. This day counts as the sports highest coverage because the article in question was six paragraphs long. The article reported on the FAI Schools Senior Girls Leinster Cup final between Eureka Kells and Alexandra College. After the game ended 2-2 after extra time, Eureka Kells won the game 4-2 on penalties. This article was located on page fifteen of twenty- VL[SDJHV RI VSRUW ,W ZDV QRW LQFOXGHG which had eleven articles that day. These eleven articles averaged 13.8 paragraphs. Instead WKH ZRPHQ ¶V DUWLFOH SZUW V QLEOYGHUHQD LQD D and alongside other sports such as racing, boxing, tennis, cricket, coursing and golf.

:KLOH WKH RWKHU IRXU QHZVSDSHUV hLGH QRW FRYH VXEVWDQWLDO FRYH The Irish Daily Mail had eleven articles averaging 10.4 paragraphs. The Irish Times had eight articles averaging 12.8 paragraphs. The Irish Daily Star had thirty-seven articles averaging 15.7 paragraphs. The Irish Examiner had eleven articles averaging 13.8 paragraphs.

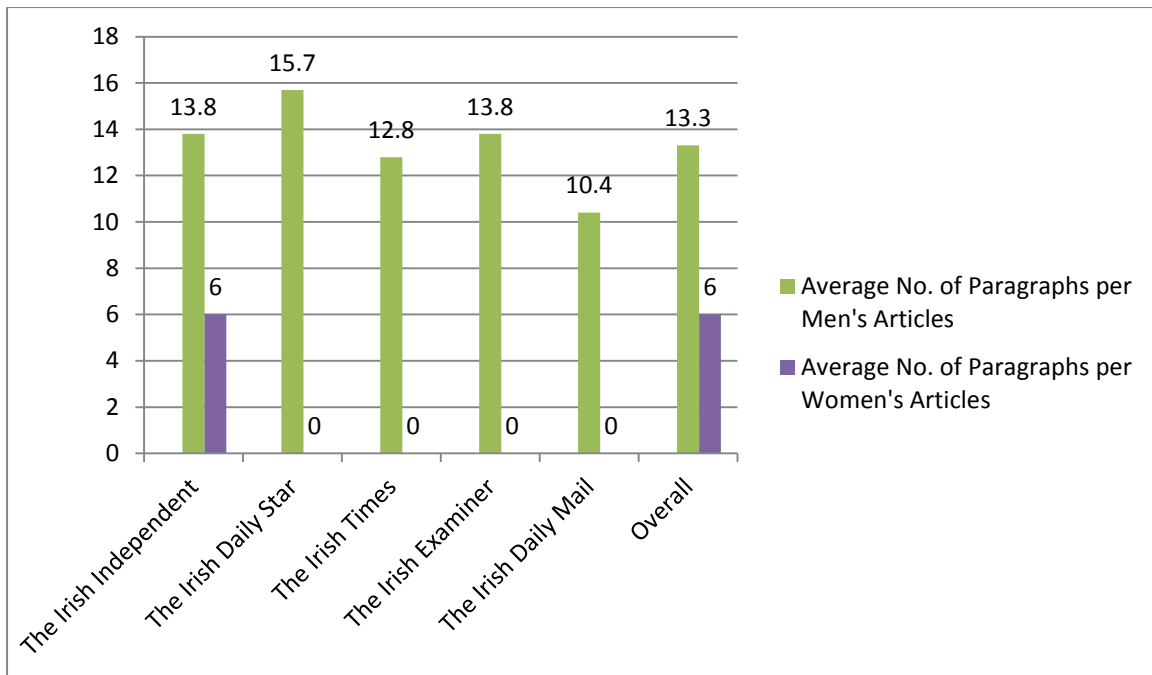


Figure 4.9: \$YHUDJH QR RI SDUDJUDSKV SHU DUWLFOH RQ PHO

Rugby received its highest amount of coverage on Saturday, 25 February 2012. It received four articles out of seventy-six articles dedicated to rugby.

The Irish Independent KD G RQH DUWLFOH RXW RI ILIWHHQ GHGL DUWLFOH ZDV D PDWFK 10 with a picture in the Six Nations coverage night. The article was thirteen paragraphs long and was accompanied with a picture and a KHDGOLQH ,PSRUWDQWO\ WKH DUWLFOH ZDV DOVR LQFO was placed alongside the match report of the u-20s game, also from the night before as well DV EHV LGH SUHYLHZ DUWLFOHV WR WKH VHQLRU PHQ V twenty-six pages of sport but importantly it was also located on page four of eight pages of rugby coverage. The fourteen articles on the men averaged 18.6 paragraphs.

The Irish Daily Star DOVR FRYHUG WKH ZRPHQ V UXJE\ PDWFK before in one article. This article was five paragraphs long with a headline but no picture. Again it was located along with the u-20s match report and also match reports from the Pro12 league. The Irish Daily Star FDUULHG WKLUWHHQ DUWLFOHV DERXW fifteen paragraphs.

The Irish Times FDUULHG RQH DUWLFOH RQ ZRPHQ V UXJE\ Z on the Six Nations game against Italy from the night before. This article was eleven paragraphs long. There was a headline but no picture. It was included on page four of the

sports section which was also the last page of rugby coverage. It was included again alongside the u-20s and Pro12 league match reports. The Irish Times carried twelve articles

The Irish Examiner carried ten articles on rugby. Eighteen of these were on men. These eighteen articles averaged 10.8 paragraphs long.

The Irish Daily Mail carried ten articles on rugby which averaged 12.1 paragraphs.

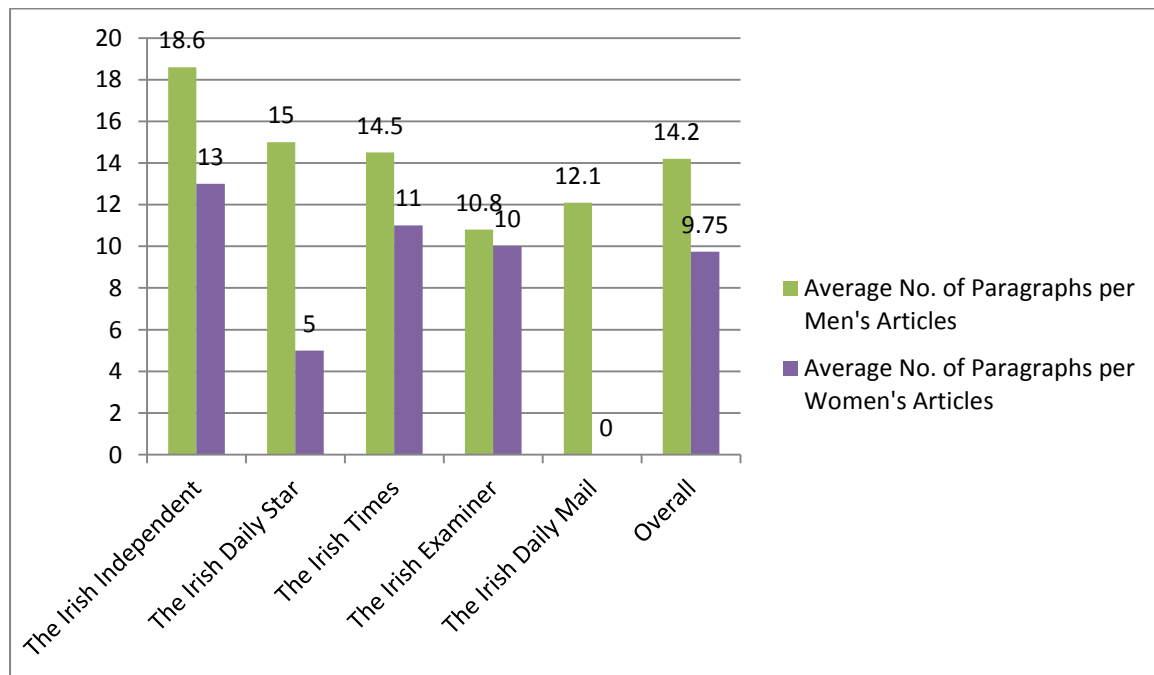


Figure 4.10: Average number of paragraphs per men's and women's articles in Irish newspapers.

Ladies football received its highest amount of coverage in any given day on Monday, 20 February 2012. On this day there were three articles about ladies football between the five newspapers studied.

The Irish Daily Mail and The Irish Times did not carry any articles about ladies football. The Irish Daily Mail carried three articles about ladies football.

paragraphs long. The Irish Times had five articles on PHQ¶V IRRWEDOO 7KHVH D paragraphs in length.

The Irish Independent had one article on ladies football in its twenty-eight pages of sport. This article was located on page twenty- VL[DQG QRW ZLWK WKH FRYHU football. It was instead located with the GAA scoreboard results of all the county by county club action over the weekend and also with the local rugby and greyhound roundups. The article was a roundup of all the matches in the first, second, and third division over the weekend. A headline was included but no picture accompanied the piece. The article was eight paragraphs long. The Irish Independent KDG WZHOYH DUWLFOHV RQ PHG averaged at fourteen paragraphs.

The Irish Examiner also carried one article on ladies football which summarised action from games in Division One and Two of the league. No headline or picture accompanied this article which was nine paragraphs long. Again this article was not located alongside the coverage RI WKH PHQ¶V IRRWEDOO 7KH PHQ¶V IRRWEDOO Z coverage. The ladies was included on the second last page at the back of the sports coverage alongside the soccer league tables from all over Europe as well as an article rounding up action from the European leagues over the weekend. Also on the page were pieces on athletics, tennis, golf and sailing. The Irish Examiner KDG HOHYHQ DUWLFOHV RQ These averaged at 16.6 paragraphs in length.

The Irish Daily Star also summarised the action from the ladies football league in one article. This article covered the action from four divisions and also had a headline and a picture. This article was nine paragraphs long and was included alongside the match report of)HUPDQDJK DQG ^{Division} R DGRU PHQ¶V PDWFK ZKLFK ZDV DOVR C Overall The Irish Daily Star KDG VL[DUWLFOHV RQ PHQ¶V IRRWED paragraphs in length.

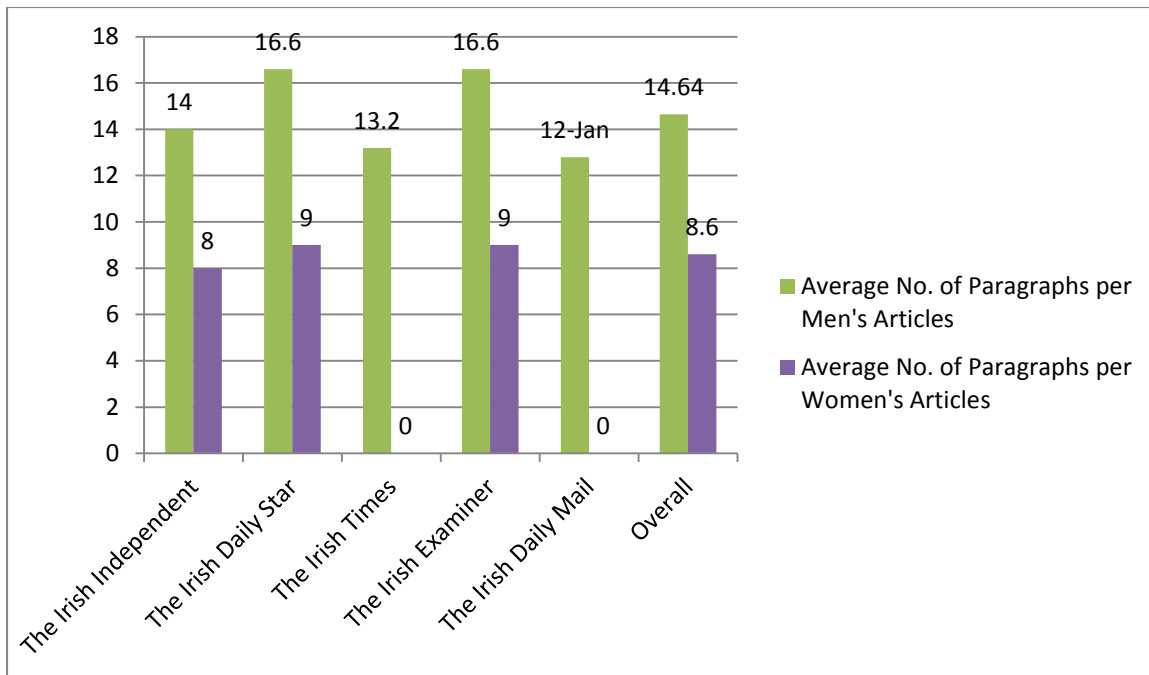


Figure 4.11: Comparison of the average number of paragraphs per men's and women's articles across various Irish newspapers and overall.

Overall the articles on male sport were longer than the articles on female sport. The difference in length between men's and women's articles was consistently 9.4 paragraphs. For example, in the overall category, men's articles averaged 14.64 paragraphs while women's articles averaged 8.6 paragraphs. This trend was consistent across all newspapers analyzed, with men's articles consistently having more paragraphs than women's articles. The Irish Examiner and The Irish Daily Star showed the largest difference, with men's articles averaging 16.6 paragraphs and women's articles averaging 9 paragraphs. The Irish Times and The Irish Daily Mail had zero paragraphs for women's articles, while The Irish Independent had 8 paragraphs. Overall, the average number of paragraphs per men's article was 14.64, and the average number of paragraphs per women's article was 8.6.

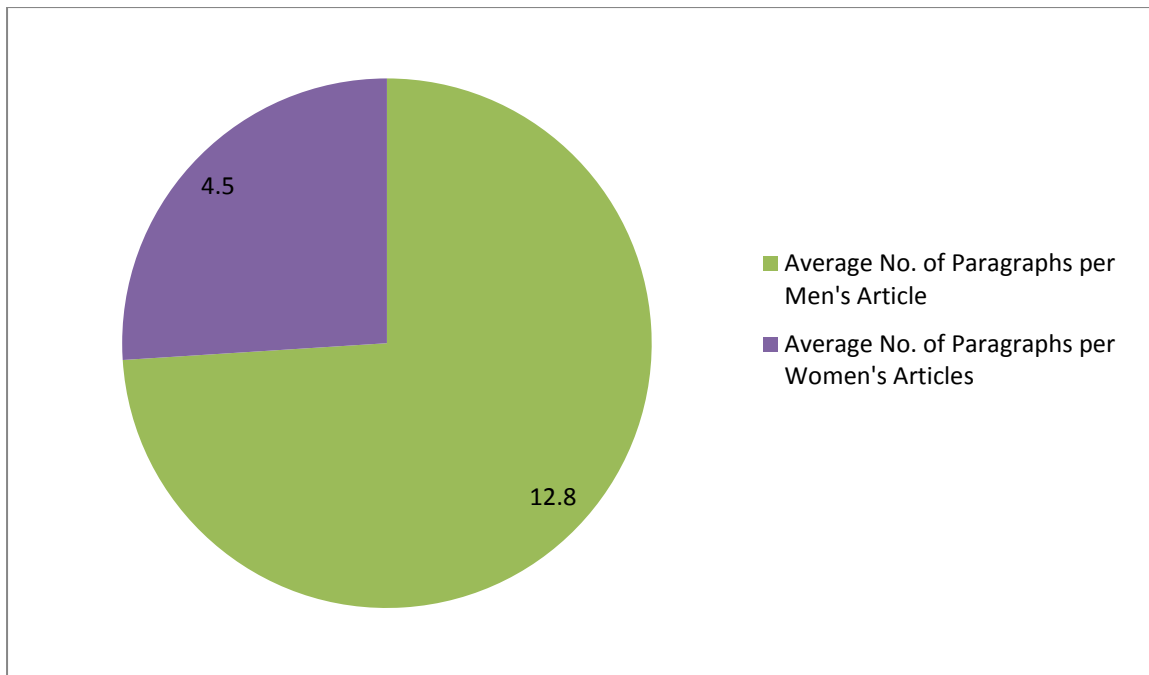


Figure 4.12: Average no. of paragraphs per article on m H Q ¶ V V S R U R P H Q ¶ U W X ¶ S R Z U W

The Language of Sport

There is no real difference in language. Women are not sexualised, mocked or patronised.

7KH GLIIHUHQFH ERLOV GRZQ WR WKH OHQJWK RI DUWLFOH therefore much less detailed. Sports writing often exhibits some of the most creative and LPDJLQDWLYH ZULWLQJ DURXQG EXW EHFDXVH ZRPHQ ¶ V basic facts are given and that is all. Obviously this thesis did not have time to summarise the ODQJXDJH RI WKH DUWLFOH ¶ W URXJERWR PPHQ ¶ V I D R Q E Z D during the eight week period examined during the content analysis research. However this thesis did feel it was necessary to briefly touch this area and highlight the difference nonetheless. This thesis felt from its HLJKW ZHHN VWXG \ RI PHQ ¶ V DQG ZR QDWLRQDO QHZVSDSHUV WKDW DOO DUWLFOHV RQ ZRPH DQG GHVFULSWLRQ DQG YLFH YHUVD ZLWK PHQ ¶ V 7KHUI ZRPHQ ¶ V V S R U W WR DFW DV D UHSUHVH each gender. The articles and sport were picked at random. The newspaper is The Irish Daily 6 W D M o n d a y edition on 5 March 2012. The sports are camogie and hurling.

The All-Ireland senior club camogie game between Oulart de Ballagh and Drom & Inch was summed up in three paragraphs. The first paragraph described who won. The

second described who played well for Oulart and the third and last paragraph described who played well for Drom & Inch. An excerpt reads:

37R JLYH WKH 7LSSHU DU\ JDQJ WKHLU GXH FUHGLW WKH
DQG 0LFKHOOH 6KRUWW JLYLQJ DOO WKDW W

, Q FRQWUDVW WKH DUWLFOH RQ PHQ ¶ VUKXHOITQ, was WKH)LV
thirteen paragraphs in length and described the game from start to finish in detail and included interview quotes from players and managers. For example an excerpt of one paragraph reads:

3 \$IWHU 3DXGLH 2 ¶ 6XOOLYD as a frame resulted in a throw in and from RXW
that the ball fell to Coughlan. His initial effort hit the post but he poked in the rebound and
H[WUD WLPH ZDV QHFHVVLWDWHG ´

This passage greatly describes a long build up to a single score in the match. In contrast, the

VHFRQG SDUDJUDSK RI WKH ZRPHQ ¶ V PDWFK DOO EXW VX

33RZHUG E\ WKH /HDF\ VLVWHUV 8QD DQG 0DU\ 8UVXOD
and the outstanding Stacey Redmond, Oulart were much too powerful for a Drom & Inch

RXWILW WKDW IDLOHG WR VFRUH LQ WKH IL

In Chapter Two the literature review describes media using back handed compliments such as

3 VKH SOD\ V OLNH D PDQ´ WR SUDLVH IHPDOH DWKOHWHV

toward female sports (Messner, 2007: 41). This thesis finds that coverage of female sports in Ireland is too low for comments like that to appear in any articles. However, while these views might not be expressed on paper, this thesis feels that newspapers can be held responsible for their existence in Irish society simply due to their lack of sufficient coverage of female sports. Low media coverage in itself exerts the opinion that women are not on par with men when it comes to sporting excellence and thus back handed compliments such as

3 VKH SOD\ V OLNH D PDQ´ DV ZHOO DV QHJDWLYH VWHUHF
VSRUWV DV WKLW WKHV LMFV WILQWHUJYH HZV ZH WK IHPDOH D

Female Athletes and their view on the media:

The UHVXOWV RI WKLW WKHV LV ¶ V FRQWHQW DQDO\VLV VRC
contains female athletes by simply failing to represent them (2007: 72). The content analysis

results reiterate Michael A. 0HV VQHUV ¶ V WDW WPHQW WKDW HHPDOH

of mass media (2002: 93). In her own research Elizabeth Beggs (2007: 25) asked how female athletes react to the various media representations of female sport. Following the conclusion of her research, she asked a series of questions on the views and opinions of current coverage of female sport by the national print media.

Alice Moore, a former Irish soccer international, sees no reason why female sports should not be given the same coverage as male sports. She notes that the sports pages in the Irish newspapers are often dominated by male sports, and she feels that this is a reflection of the cultural stereotypes that exist in Ireland. She says that she has never seen a female athlete featured in a headline in the Irish newspapers, and she feels that this is a significant omission. She also notes that the coverage of female sports is often trivial and uninteresting, and that it fails to provide the same level of detail and analysis as the coverage of male sports. This lack of representation in the media at the expense of substantial male coverage especially for events such as u-12 schoolboys soccer, significantly reinforce the stereotype that recreational sport is trivial for girls and something that only boys are supposed to do (Connor, 2003: 52). Grainne Kenneally, Waterford GAA dual player, agrees that the media tends to focus on male sports, and that this is a problem for female athletes. She says that she has never seen a female athlete featured in a headline in the Irish newspapers, and she feels that this is a significant omission. She also notes that the coverage of female sports is often trivial and uninteresting, and that it fails to provide the same level of detail and analysis as the coverage of male sports. This lack of representation in the media at the expense of substantial male coverage especially for events such as u-12 schoolboys soccer, significantly reinforce the stereotype that recreational sport is trivial for girls and something that only boys are supposed to do (Connor, 2003: 52). Grainne Kenneally, Waterford GAA dual player, agrees that the media tends to focus on male sports, and that this is a problem for female athletes. She says that she has never seen a female athlete featured in a headline in the Irish newspapers, and she feels that this is a significant omission. She also notes that the coverage of female sports is often trivial and uninteresting, and that it fails to provide the same level of detail and analysis as the coverage of male sports. This lack of representation in the media at the expense of substantial male coverage especially for events such as u-12 schoolboys soccer, significantly reinforce the stereotype that recreational sport is trivial for girls and something that only boys are supposed to do (Connor, 2003: 52).

Niamh Briggs, Irish rugby captain, agrees that the lack of coverage is frustrating especially when she believes that the media should be more supportive of female athletes. She says that she has never seen a female athlete featured in a headline in the Irish newspapers, and she feels that this is a significant omission. She also notes that the coverage of female sports is often trivial and uninteresting, and that it fails to provide the same level of detail and analysis as the coverage of male sports. This lack of representation in the media at the expense of substantial male coverage especially for events such as u-12 schoolboys soccer, significantly reinforce the stereotype that recreational sport is trivial for girls and something that only boys are supposed to do (Connor, 2003: 52). Grainne Kenneally, Waterford GAA dual player, agrees that the media tends to focus on male sports, and that this is a problem for female athletes. She says that she has never seen a female athlete featured in a headline in the Irish newspapers, and she feels that this is a significant omission. She also notes that the coverage of female sports is often trivial and uninteresting, and that it fails to provide the same level of detail and analysis as the coverage of male sports. This lack of representation in the media at the expense of substantial male coverage especially for events such as u-12 schoolboys soccer, significantly reinforce the stereotype that recreational sport is trivial for girls and something that only boys are supposed to do (Connor, 2003: 52).

low level of sporting competence in the attitudes of young girls (Arient, 2006: 1). The literature review specifically noted an absence of female role models shown through media outlets and a low participation rate of young girls in physical education due to cultural norms espoused by media outlets. These statements were confirmed through detailed interviews

with female athletes. I was just something I liked so I took it upon myself to get started. I suppose it would have been nice to have had someone to look up to. My favourite player was Steven Gerard but I suppose I never really wanted to be like him because he was a professional who played u-12 and u-14 soccer with the local boys team, also a player on her team) used to kill me by picking on me. He would have me in bits some days. My father caught him up by the throat more times (Appendix B). I view that women who participate in contact sports are vulnerable to labels such as butch etc. In this case Moore suffered from not having any female role models growing up and states she was definitely more influenced by hurling and football county titles in 2000) was huge for me. I was eleven. I would have been in fifth or sixth class. I absolutely idolised so many of those men because I knew them and they were neighbours of mine (Appendix C). Similarly she recalls how the Wexford hurlers winning the All-Ireland at that age seeing Wexford win, a hurling All-Ireland, UHPHPEHU ZKHQ ZH JRW RXU KXUOV time I got a hurl and we (her brothers) were so excited and we just went out purely from watching the men on telly (Appendix C). I don't have a group of female role models to look up to and aspire to because they are very few female athletes displayed in the media. This lack of visibility of female athletes in the media has clear repercussions and consequences. It reinforces the notion that sports are only for men

DQG FRQWULEXWHV WR -ZKDW O'DZ J'HRU FZROGZ 2 WKHP 3 G SIR UV
is further evident when the female athletes interviewed talk about their experiences during PE
class in secondary school.

&XPPLQV LV FXUUHQWO\ D VWXGHQW DW 6W 'HFODQ
Co. Waterford. She will be entering her Leaving Cert year this coming September. Cummins
reveals that although she attends a mixed school the PE classes are now segregated regarding
gender. Cummins reveal the split is down to both the overly competitive nature of the boys
and the lack of interest generated by the majority of the girls toward sport and exercise. She
FLWHV DQ H[DPSOH RI WKH ODFN RI LQWHUHVW VKRZQ
teacher) goes what ye want to do? Do ye want to go up to the pitch and have loads of games?
Do ye want to go to the gym? Or do ye want to go for a walk? And they (the girls) all chose
WR JR IRU D ZDON ,W V OLNH WKH\ FDU GHZKDWK SHR BKH
feel like a dope when they are running around. They care what the fellas think ' (Appendix
D). 7KLV UHIOHFWV \$ULHQW V YLHZ WKDW IHPDOHV ZLWKG
Girls feel uncomfortable about playing sports with boys who they see as naturally superior
and so instead opt to not play sports at all. Rochford is a PE teacher at an all-girls school, Ard
Scoil na Deise, in Dungarvan, Co. Waterford. She states that while every class is different
ZKHQ LW FRPHV WR 3(WKH PDM' Appendix A CR I 6KH OAD VDUH WKH
MXVW GRQ W ZDQW WR RGR DQW
find out why the girls give up working up a sweat is out of the
question with them ' (Appendix C). 5RFKIRUG QRWHV WKH GURS RII LQ L
fourteen or fifteen ' (Appendix C) 6KH VD\ 37KH\ UH YHU\ LQIOXHQFH
suppose the one thing that influences them the most seems to be the ones who have no
interest. Some of them are study motivated. Others are motivated by fellas. I suppose some of
WKHP OLNH WR SOD\ WKH JLUO\ JLUO NLQG RI DQ WKLQJ
KDQJ DURXQG WRZQ LI WKH\ KDYH WR JR WUDLQLQJ DW
out if there not home from training WLOO QLQH R FODN B.U KDOI QLQH
(Appendix B)

Kenneally believes young girls give up sports more often than boys because of the
SHUFHSWLRQ WKDW VSRUW LV IRU ER\ DQG QRW IRU J
SHUVRQD WKDW FRPHV ZLWK SOD\LQJ ZRPHQ VSRUWV)R
:KHUHDV JLUO LW V H[SHFW make up and things like that and
WKDW V SUREDEO\ WKH SXEOLF SHUVSHFWLYH RQ JLUOV
ZKDW LW LV IRU IHOODV ZKR SOD\ VSRUW ,I VRPHRQH V
do whereas with girls I think the cool thing to do is to be into fashion and makeup ' (Appendix B)

(Appendix H). The influence of significant others and the socialisation process all affect the participation rates of women in sport. This also shows the cultural influences which promote a gender divide in sport. Boys use competence in sport as a vehicle for social success whereas girls focus on cultivating an attractive appearance (Bertozzi, 2010: 449). Briggs believes that PE in schools is failing to get young girls involved in sports. She recalls from her own days in school that like either you went to study hall and did your homework (Appendix A). She also highlights the difference between who boys and girls chose to idolise: young boys that are playing u-8s and u-9s they love Ken McGrath and Tony Browne and Dan Shanah. This can be seen as a product of gender stereotyping from an early stage where boys and girls receive toys and presents from their parents appropriate to their gender (Connor, 2003: 61).

Rochford attended an all-girls school in Wexford where she states interest and participation in PE gradually declined over the duration of her schooling. She remembers loads of times we had only seven or eight of us doing it which was alright too because at least that seven or eight had interest but at the same time there is very little you can do with seven or eight in a PE class (Appendix C). Briggs parallels this by recalling winning an All-Ireland football title with Waterford u-14s and how only six or seven of that panel were still playing. She also recalls how rugby, soccer, football or camogie were not played or hockey and basketball, basically so the teachers could see us for teams and stuff (Appendix C). The distinction in which sports were acceptable at school and which were not is obvious of a law-dee-daw sport. So that kind of would have been influenced definitely because the

school was all girls and it was like a convent and you now they prided themselves on EULQJLQJ ODGL (Appendix C). This reflects the cultural views that sport is masculine and therefore inappropriate for women. Hence women are limited in their participation in sport by socially accepted norms (Connor, 2003: 55). Interestingly some of the athletes hold stereotypical views of some sports also. Cummins revealed that she was asked to play rugby but turned the o I IHU GRZQ EHFDXVH VKH GLGQ¶W ZDG (Appendix D). She also stated she would rather date a hurler than a hockey player because a PDQ SOD\LQJ KRFNH\ LV ³D OLWWOH ELW JD\` DQG WKD (Appendix D). Rochford DOVR DGPLWWHG WKDW VKH WKRXJKW LW KRFNH\ DQG WKDW VKH ³ZRXOGQ¶W KD (Appendix D). She UHFDOOHG SOD\LQJ ³VRFLDO` JDPHV at the end of the school DJDLQVW \H DU DQGHW¶W ³W DVLFDQO\ KXUOHUV SOD\LQJ KRFNH\ V really play hockey` (Appendix C). That athletes who partake in traditionally masculine sports can hold negative perceptions about men who play traditionally feminine sports further highlights the power of the media. It is clear from this that media is a powerful representation of gender identities.

Conclusion

This chapter highlighted the extent of the national p ULQW PHGLD¶V FRYHU DJH RI detailed the vast difference not only between the amount of articles and photographs dedicated to women in comparison to men but also the difference in length and location of articles in the sports section. These content analysis results proved the negligence shown by media to female sport. In the final section the reader received the views of current female athletes on the coverage given to female sport. In context with the thesis ¶V ILQGLQJV IURP literature view the effect this low coverage is having on female participation in physical education was discussed with the athletes as was the impact of the absence of female role models in the media. Overall this chapter outlined the extent of the coverage dedicated to female sport and the negative effects that it is having on female participation in sport. The next chapter is concerned with outlining why female sport receives such minimal attention from the national print media to begin with.

5. Reasons behind Media Gender Inequality

Introduction

7 K L V F K D S W H U Z L O O D G G U H V V W K H W K H V L V ¶ V I L Q G L Q J V
as to why the coverage of female sport in the national print media is so low in comparison to
W K D W R H i v e P j o u r n a l i s t s who work in the field were interviewed for this thesis. These
were Damian Lawler (The Sunday Independent), Peter Sweeney (The Irish Daily Star), Pat
Nolan (The Irish Mirror) L Q W D Q 2 ¶ 7 R R O n e I r i s h E x a m i n e r I n d i v I G A A
editor of thescore.ie D Q G - L P 2 ¶ 6 X O O L Y D Q T R U P H E x a m i n e r T h e y V H G L W
were not selected individually for any specific reason other than the fact that they are sports
journalists working in the national print media. This section helped understand the opinion
the media has of itself as well as gauge insight into their views on female sports and the
consequences of low media coverage on female sports. Examples of these questions ranged
from the relationship between journalists and editors to the influence of business on reporting
to their views on the current state of female sports. Following on from interviewing these
journalists this thesis decided to interview representatives of the relevant sporting bodies.
This is because much of what was discussed with the journalists brought up the role of PROs
and the role of female sporting bodies in media coverage. However on such short notice this
thesis was only able to acquire the co-operation of two sporting bodies: The Ladies Gaelic
Football Association (LGFA) and their President Pat Quill and the Football Association of
Ireland (FAI) and their Communications Executive Derek Kinnevey.

The Interview Process

Content analysis alone cannot serve as the basis for making statements about the low media coverage of female sports. Interviewing is a qualitative process. Interviewing involves asking people questions but David and Sutton state that listening carefully to the answers given is equally important (2011: 118). The interview questions were open-ended and semi-structured. This is because the more unstructured the interview the greater the flow of dialogue and depth of validity each individual interview offers (David & Sutton, 2011: 120). This thesis used the findings of the content analysis as well as the literature review from Chapter Two to identify key themes which were explored and discussed with the interviewees during the interview process. This method helped established confidence of knowledge and helped generate fruitful data. While this thesis focused on key themes, the interviews were kept open-ended to allow the interviewees to speak freely and reveal information that may not have been covered by a rigid question by question format. Also the answers given in one interview helped form further questions for the next interview. The views and opinions on the matter. Three main themes began to emerge from these interviews. These themes are: Attendances, public and business interests, and sponsorship

Attendances:

The journalists all believed the low attendances at female sporting events were a decisive factor in the low coverage that was then dictated to these sports. Damian Lawler states: ³, think sometimes the criteria is to judge a sporting event by the attendance or the general interest in it. For the All-Ireland ladies football final you might get 20,000 but for the ladies camogie final you might get maybe 9,000 or 10,000. Obviously if you had 40,000 or 50,000 controversy in either sport like your manager pulling out or there was a few controversies a few years ago with certain ladies footballers leaving the country will get a bit of coverage. I think that apart from that the media will focus on attendance levels for the rest of the year (Appendix E). numbers dictate how sports media cover and present female sports (2005: 237). Pat Nolan look at it more in terms of what the public interest in the sport is. I think coverage of the sport is generally dictated by the level of public interest in it and the amount that attended the games so to take GAA as an example. Is it realistic to expect an All-Ireland camogie final to

get the coverage of an All-Ireland hurling final and the camogie final, maybe
Park would have 80,000 plus for the All-Ireland hurling final and the camogie final, maybe

7KH VDPH OHYHO RI LQWHUHVWV RQ D QDWLR
RI ILHOG VSRUWV 7DNH WKH &RUN DQG 7L3,500 DU\ JDPH
people in Pairc í Caoimh. The opening of the new stadium in 1981
QJ RI WKH FDP RJLH JDPHV WKDW DUH
FROOHFWLYHO\ DWWUDFW DQ DWWHQGDQFH RI DQ\WKLQJ
(Appendix F).

However while examining the busiest day of coverage given to ladies football
(MRQGD\)HEUXDU\ GXULQJWKHWHKHLVWAS HLJKW
Period of content analysis was noted that a substantial amount of coverage which given by all five newspapers studied to the
PHQ V-provincial Cup or Railway Cup as it was formerly known, despite the fact that
attendances averaged at roughly 500 people per game. The Irish Daily Star had a total of
VHYHQ DUWLFOHV GHGLFDWHG WR IRRWEDQ\QFOXGLQ
Es, two were about the Railway Cup. These two articles were thirty-three paragraphs and twelve
paragraphs long respectively. This averages at 22.5 paragraphs in length. The other five
articles were ten, six, nine, nine and twenty-eight paragraphs long. This averages at 12.4
paragraphs in length. Therefore despite the low attendance figures for these two football
matches they still received substantial coverage, almost double in length, compared to the
other football articles in the newspaper that day. The Irish Daily Mail had nine articles about
football. Of these nine articles, three were about the Railway Cup. These three articles were
fifteen, seventeen and twenty-two paragraphs in length. This averages at eighteen paragraphs
long in total. The other articles were eight, three, twenty-one, eight, nineteen and three
paragraphs long, averaging out at 10.3 paragraphs in length. Again despite the low
attendances, articles on the Railway Cup were 7.7 paragraphs longer on average. The Irish
Times had five articles. Two were about the Railway Cup. These were twenty-one and
fourteen paragraphs long averaging 17.5 paragraphs in length. The other three articles were
three, twelve and sixteen paragraphs long, averaging 10.3 paragraphs in length. Here, the
Railway Cup coverage was 7.2 paragraphs longer than other football news coverage. The
Irish Independent had thirteen articles on football including one on ladies. Two of these
articles were about the Railway Cup and were seventeen and twenty-five paragraphs long,
averaging twenty-one paragraphs long in total. The eleven other articles were five, seven,
twelve, nine, fourteen, twenty-five, seven, three, twenty and eight paragraphs long; averaging
12.2 paragraphs in length. This means articles on the Railway Cup were 13.8 paragraphs

longer than other football coverage that day. The Irish Examiner had twelve articles on football including one on ladies. Two of these articles were about the Railway cup and were twenty-one and seven paragraphs long, averaging fourteen paragraphs in total. The ten other articles were ten, twenty-eight, thirteen, twenty, five, three, twelve, twenty-one, eight, fourteen, sixteen and nine paragraphs in length; averaging at 15.9 paragraphs. Here the coverage of other football news was 1.9 paragraphs longer than Railway Cup coverage. Overall the eleven articles on the Railway cup averaged at 18.6 paragraphs in length compared to the 12.2 paragraphs the other thirty-five articles on football averaged at. This coverage came despite The Irish Daily Star saying in their thirty-three paragraph long match report that the Railway Cup was the most popular football competition in Ireland. The Irish Independent also noted in their twenty-five paragraph long report on the match that the Railway Cup was the most popular football competition in Ireland. The Irish Daily Mail wrote in fact two articles on this one match, fifteen and twenty-two paragraphs long despite the fact that according to their reporters there was an attendance of 3,000.

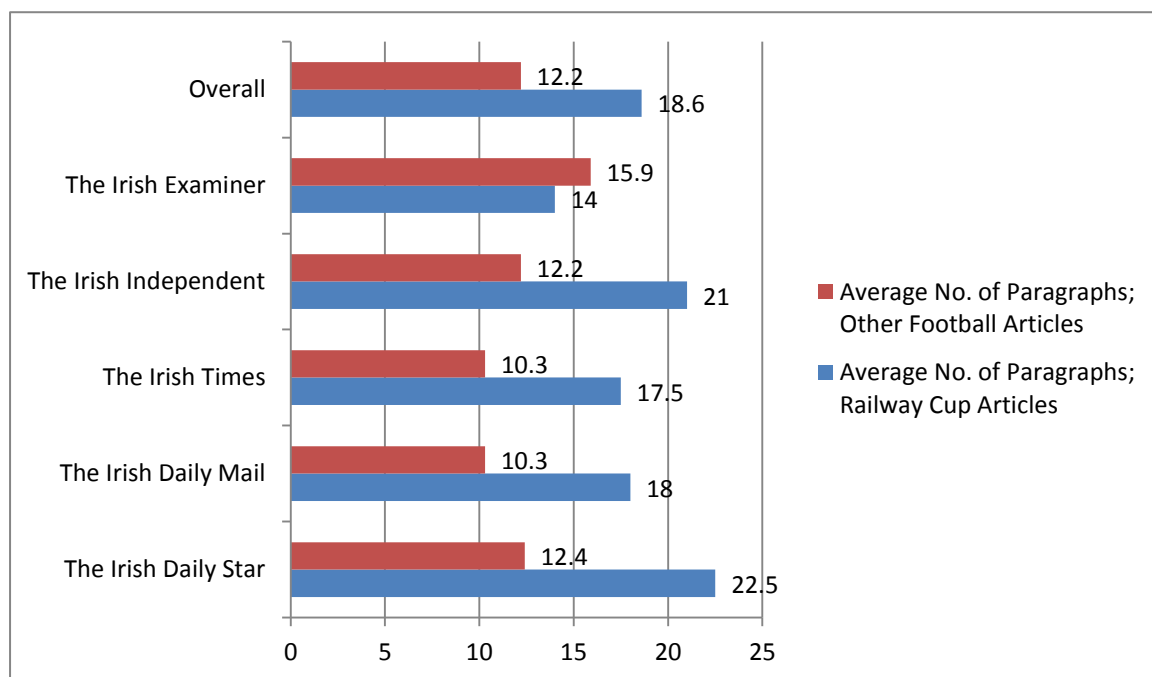


Figure 5.1: Average No. of Paragraphs per articles; Railway Cup versus Other Football

high attendances will receive good coverage by the media. Also according to Football Association of Ireland (FAI) Communications Executive Derek Kinnevey the average

DWWHQGDQFH DW :RPHQ¶V 1DWLRQDO 6RFFHU /HDJXH JDI
or no coverage by the national media (Appendix K). Peter Sweeney suggests were female
VSRUWV WR JHW HTXDO FRYHUDJH WR PHQ¶V WKHUH FRX
have four pages of GAA in The Star tomorrow. If you divide that equally between the two
WKHUH PD\ EH D GURS RII EHFDXVH WKHQ \RX RQO\ KDY
interested in reading about camogie ' \$SSHQGL [ODWHU DVVHUWV ³OHQ DU
interested in sports th DQ ZRPHQ ' \$SSHQGL question is the public interest
these journalists talk about simply because it is men they substantially target with their
product. They all seem to be resoundingly certain that it is men who will read their sports
pages but President of the Ladies Gaelic Football Association (LGFA) Pat Quill points out
that ladies football have 150,000 members and that newspapers could benefit greatly from
this large number LI WKH\ FRYHUHG ZRPHQ¶V VSRUWV at the \$SSHQGL [ODWHU
SRLQW UHIHUV WR UHGHUV DV PHQ EHIRUH LPPHGLDWH
VSRUW LVQ¶W RQ WKH WHOHYLVLRQ VR IHOODV UHGHUV
ZRPHQ¶V VSRUWV \RX NQRZ VR ZRXOG WKH\ ZSSHQGL [UH
D). This comes despite Quill stating that TG4 shows twenty-three ladies football games live a
year (Appendix L). Fintan 2¶7R RSD GPLWWHG KH FRXOGQ¶W HYHU VH
coverage with men in the sports pages and said: ¶I think men sports probably deserve more
coverage simply because of the att HQGDQFHV WKH\ J¶W R \$S S HQGLR FRQIL
that men are the main target of the sports pages thus highlighting that this is the public
interest they speak about. This casts doubt on whether national newspapers would
FRQVLVWHQWO\ FRYHU ZRPHQ¶V VSRUW WR WKH VDPH H
LQFUHDVH +H VWDWHG ³, ZRXOG VD\ WKH\ ZRXOG SUREI
probably changed you know a lot but I mean ultimately you look at it from a wider point of
YLHZ 1HZVSDSHUV GHGLFDWH WKHLU IDVKLRQ FROXPQV
stereotypical about it but they ultimately have women in mind when they are planning that
kind of stuff and so when it comes to sport I would say that men are the ma MRU FRQVLGHUV
(Appendix J). This also reflects the cultural ties sport has with masculinity and Mikaela J.

'XIXU¶V SRLQW WKDW VSRUW LV DQ DUFKHV\SH IRU PDVF
Of coXUVH WKH PHGLD¶V ORJLF RI FRYHUULIQUVSRUWV
flawed as it is a catch 22 scenario. How will female sports increase their following if the
media fail to highlight its attractions to the public through better media coverage? This
GRXEOH VWDQGDUG RI FRYHULQJ PHQ¶V WDUKHLVSLWH

Helen Lenskyj's statement that sports coverage reflects a common culture where men have SRZHU DQG ZRPHQ (187). GRRUJHWV ERWK 6ZHHQH\ DQG 2¶7RROH DVNHG LI WKH\ WKRXJKW PRUH FRYHUDJH ZRXOG OHDG (Appendix I & J). Wexford GAA dual player Fiona Rochford believes the media need to take PRUH UHVSQRVLELOLW\ GXH WR WKHLU LQIOXHQWLDO UR accentuate the positives of camogie. There are some terrible camogie games but sure there are some terrible football games as well. I think the media can definitely influence people when it comes to going to games (Appendix C). -LP 2¶6XOOLYDQ GLVDJUHHV Z YLHZ WKDW WKH PHGLD QHHG WR GR PRUH WR HDLG³ZRPHQ ZRXOGQ¶W VD\ WKDW WKH\ DUH RZHG , ZRXOG LPDJLQH D ZK\ WKHUH¶V QRW PRUH SXEOLFLW\ WKH\ ZRXOG SRLQW RWKHU VSRUWV DWWUDFW ELJJHU ~~Fig 2. ZGM to get more~~ DOZD\ coverage so I would say newspapers probably feel that they are not obliged to give more publicity (Appendix G). But Waterford camogie player Sinead Cummins believes that it is the low attendances at matches that is not only a cause of low media coverage but also harms the chances of high attendances ever being achieved. She states that the low crowds at ZRPHQ¶V PDWFKHV FUHDWH D GXOO DWPRVSKHUH ZKLFK turn makes them less exciting for people to ZDWFK 6KH VD\ WKDW ZKLOH VK FDQ EH MXVW DV JRRG DV PHQ¶ VKH ZRXOG UDWKHU ZDV because of the lack of atmosphere generated by low attendances (Appendix D). Rochford SDUDOOHOV WKH VHHW as a HGW Wexford crowd Dup at the two All- , UHODQGV EXW OLNH LW¶V QRW DV DWWUDFWWLYH WR QH ticket for an All- , UHODQG ILQDO , ¶G SUREDEO\ JR UHJDUGOHVV But if I got a ticket to a camogie All- , UHODQG DQG :H[IRUG ZHUHQ¶W SOD\ rather go to a hurling All-Ireland as a QHX (Appendix C). +RZHYHU 2¶6XOOLYDQ F this attitude of inter- FRXQW\ SOD\HUV QRW VXSSRUWLQJ WKHLU RZ persists among top inter- FRXQW\ SOD\HUV LW¶V HDV\ WR VHH ZK\ ELJ WR WKHLU JDPHV 7KH ERWWRP OLQH LV WKDW ZRPHQ (Appendix G). Quil O DJUHHV ZLWK 2¶6XOOLYDQ¶V VWDWPHQW W VXSSRUWHUV RI ZRPHQ¶W HSRJWWKH ZRPHQ¶V VXSSRUWH 3DUN QR SUREOHP DQG RWKHU YHQXH V EXW WKH\ GRQ¶W come out and support their own sports yet if th H ODGV ZHUH SOD\LQJ XS WKH U WR EH V\the thing, W¶ seen at those games (Appendix L). This again reflects the cultural view that sport emphasises masculinity and is an indicator of gender symbolism

(Dufur, 2006: 588). Nolan EHOLHYHV LI PRUH ZRPHQ¶V VSRUW IROO WKHQ JUHDWHU DWWHQGDQFHV FRXOG EH DFKLHYHG DQ :LPEOHGRQ WKH ZRPHQ¶V DQG PHQ¶V WRXUQDPHQWV JR of the biggest single reasons why the women sports particularly in tennis enjoy the same VWDWXV DV WKH PHQ¶V DQG PDEH SHUOLDSVNLGHILH RX ORR LW SUREDEO\ ZRXOG KDYH D ELJ LPSDFW RQ WKH SHUFHL WKLQN LW¶V VRPHWKLQJ WKDW ZRXOG SUREDEO\ JR D FUHGLELOLW\ RI WKH ODGLHV JDPHV 6HH KRZ ODGLHV WHQQLV 7KDW¶V D ELJ SDUW RI ZK\ ODGLHV RPHQ¶V LW HLO (Appendix F).

Public and Business Interests:

7KH MRXUQDOLVWV DOVR EHOLHYHG ZRPHQ¶V VSRUW F competing against too many popular male sports. Lawler believes female sports can never be DV SRSXODU DV LWV PDOH FRXQWHUSDUWV ³, I\RX¶UH D rugby-massive, soccer-PDVVLYH \RX¶YH J-massive, Gaelic football and hurling-massive, so you know the female sports are fighting a losing battle ´(Appendix E). 2¶7RROH FRQWHQG WKDW WKH ODGHU RFRYHUJH IRU female sports do not agenda driven but merely D UHVSQRVH WR PDUNHW GHPDQGV +H VDI\ ³, VXSSRVI GRQ¶W WKLQN LW¶V DQ DJHQGDWCUQWHQWVWKLQXVEM PHG interest ´(Appendix J).

Lawler points to the fact that newspapers are businesses and all businesses must make PRQH\ WR VXUYLYH ³, I\RX ZDON GRZQ DQ\ VWUHHW LQ , buy thirteen Irish newspapers and that means the competition is massive that means that the headlines have to be ferocious. From a GAA perspective, VSRUWV HGLWRUV ZRXOG kind of story in ladies football or camogie ´ \$SSHQ¶¶RROHWUHLWZODHU¶V SR ³, WKLQN XOWLPDWHO\ DOO PHGLD RUJDQLVDWLRQV DUH DQG , WKLQN WKDW¶V WKH PDLQ FRQVLGHUDWLRQ E\ WK QRW WR FRYHU´Z\$BBHQSGWPSRUWV In his analysis of why coverage RI IHPDOH VSRUW IDOOV VKRUW LQ FRPSDULVRQ WR PHC PRUH SRSXODU" :KDW VHOOVW ,W LPHQ¶W VSRUW¶V \$SRQV realises the position this puts female sports in. However, he is far from sympathetic to their cause: ³:RPHQ¶V VSRUWV DUHQ¶W DV SRSXODU DV PHQ¶V VS

PRUH SRSXODU" 2QO\ E\ FRYHULQJ WKHP PRUH , VXSSR
 newspapers to promote something just for its sport development ' \$SSHQGHU ,
 viewpoint shifts the weight of the blame on to the media and away from athletes and
 associations themselves. It highlights the difficulties female sports face in getting the
 attention of the media. Kinnevey stated: 'You just have to work a lot harder for less reward.
 , WTV YHU\ GLIILFXOW EHFDXVH \RX NQRZ ZRPHQTV IRRW
 7KHLU WLPH DQG WKHLU Giffill's DeWitt's Rewards Mat Wek Heeds PH , WTV
 you know that paragraph or two in the newspaper is a combination of you know weeks of
 work; contacting behind the scene, organising whatever they need be it press conferences,
 photo calls, there would be a lot of work going in to getting paragraph in national papers '
 (Appendix K). Lawler is V\PSDWKHWLF EXW DJDLQ GRHVQTV VHH I
 coverage any time soon just for the simple sake of being fair and equal. Lawler says there is a
 conflict between journalists and editors and a different outlook on what the definition of
 QHZVZRUK\ LV +H VDV 3+H KLV ERVV ZDQWV WR VHO
 media where a lot of people on the ground would be tuned in and they would be passionate
 and all the rest of it but sometimes at a higher executive level the job and the pressure there is
 to sell copies of newspapers so can you see the conflict there straight away? '(Appendix E).
 2TVRROH DOVR RXWOLQHV WKH EXW DQG WKURDW DVSH
 LPSRWHQW VLWXDWLRQ IRUHZRPHQTVRUKDWIMRKHVTVU
 XOWLPDWHO\ LWTV JRLQJ WR EH DQ HGLWRULDO GHFLVL
 are going to cover it or not so all they can do is keep trying to sell the product the way they
 DUH EXW , VXSSRVH LWTVEKSWRKRZ UHSSHQGHU -
 revelations are very distressing and hint that coverage of female sports is not likely to
 improve any time soon.

Nolan states that the public interest in male and female sport can also be determined by
 the level of commitment given to their respective sports. He questions whether women
 themselves have the same level of interest in playing at the highest level as PHQ GR 3 , TVQRV
 sure if you really go down the competition do all these teams match the level of effort
 FRPSDUHG WR PHQTV , TVMXVW WU\LQJ WR PDNH WKH S
 ladies competitions train as hard as middle of WKH URDG WHDPV LQ WKH PHQTV
 ZRXOGQTV WKLQN VR \$QG \RX NQRZ , TVYH DQGHGRWDO H
 camogie team have a game coming up shortly (but are short a few players for it) because it
 clashes with some Westlife concert '(Appendix F). However, Waterford dual player Grainne

.HQQHDOO\ GLVDJUHHV ZLWK 1RODQ¶V RSLQLRQV .HQQ
Waterford who are intermediate in both codes and 2011 were even lower down the camogie
ranks playing in the junior d LYLVLRQ 6KH VWUHVHV WKH FRPPLWPHQ
WKH URDG WHDPV´ OLNH :DWHUIRUG ³, WKLQN WKDW¶V
sacrificing absolutely everything to play. Even when we were only junior last year; your
weekends, your social events (are gone) and we got very little recognition from anyone. We
MXVW GLG LW EHFDXVH ZH ORYH WKH VSRUW /LNH ZH G
ER¶V WHDPV JHW :H GLGQ¶W HYHQ JHW SHWUR.O H[SHQ
Like, us playing inter-county is a cost to the player whereas any of them men, they probably
ZRXOGQ¶W SOD\ LI WKH\ KDG WR SD\ WKH FRVW WKDW Z
because I think we give as much commitment if not more because we do it without the
backing of financial assistance ´(Appendix G). 1RODQ¶V RSLQLRQ UHIOHFWV W
that media are helping to portray due to the low coverage they dedicate to female sports; that
LV WKDW ZRPHQ¶V PDVV VSRUW is comparable with male WKLQ LKDYH
(LeCompte, 1993: 17). ,UHODQG¶V UXJE\Briggs also dismisses the lack of
recognition WKH HIIRUW FRPPLWPHQW DQG VDFULILFH ZRPHQ
train like three or four mornings at half six-quarter to seven in the morning and we do two or
three evenings and we have to go to work in between and even when we have to go away on
6L[1DWLRQV ZH FRXOG OHDYH RQ 7KXUVGD\ RU)ULGD\
early Monday morning and you KDYH WR JR VWUDLJKW LQWR ZRUN OR
GHILQLWHO\ RQH WKLQJ ,¶G ORYH WR UDLVH WKH DZD
Basically your life is on hold when you playing ´(Appendix A). Briggs is also dismissive of
WKH ³ODFNLQW BHEOWF H[FXVH IRU ZRPHQ¶V VSRUW FRYH
DQQR\LQJ H[FXVH DFWXDOO\ LI WKH\¶UH VDLQJ WKDW W
believe that it is there. Even when people who, even proper rugby heads come see us play for
the first time they are very genuinely surprised with the skill level and the intensity and stuff
like that, the way we play it, s R \RX NQRZ , ZRXOGQ¶W (Appendix A)\ EX\ WKD

Sponsorship:

Selling is key to the progression of any sport. Selling leads to advertisement which gives
access to money for growth and development (Etue & Williams, 1996: 211). The best way to
attract advertisers is through the promise of high media coverage. 2¶6XOOLYDQ UHLWHU
OLWHUDWXUH¶V sponsRLUHZK\SDWLYQJDO ,W¶V WKH IHEORR
proILOH RI WKH VSRUW. However, the sports media argued the media could not be

expected to cover female sports more adequately until the sports got more sponsorship to make it a PRUH DWWUDFWLYH SURGXFW IRU WKH PHGLD WR F the organisations need to find a way to make the competitions more attractive to spectators to try and reel in more followers and then maybe the media might act on that. I t K L Q N W K D W ¶ V V harsh reality of it ´(Appendix E). Yet Quill for example lists numerous big names sponsors of ODGLHV IRRWEDOO VXFK DV 7 * % of course Del would like, to 7 HVFR I have more sponsorship but everybody is affected in the current economic climate of a fall off of sponsors but even allowing for all that we still have some very prestigious sponsors on board ´(Appendix L). /DZOHU FLWHV WKH EOXHSULQW RI PHQ ¶ V U SRWHQWLDO H[DPSOHDE R P R Q ¶ V Q G S R R U O R E E S O M A D U W H G R WHQ \HDUV DJR DQG , ¶ G V D \ \ R X ¶ G E H O X F N \ W S J H W W Z rugby went off then and they made a very successful product with the Heineken Cup, bringing Italy into the Six 1 DWLRQV DQG QRZ WKH \ ¶ UH V W D U W L Q J W (Appendix E). \$ V Z H O O D V S R W H Q W L D O O \ U D L V L Q J W K H S U R I L O H L G H D F R X O G D O V R W D F N O H W K H S U R E O H P R I J H Q G H U O D I ³ , \ R X F D O O H G L W J D H O L F I R R W E D O O Z H ¶ G J H W F R Q I X V H G think that look at the branding of the Heineken Cup. Y R X N Q R Z Z K \ G R Q ¶ W W K H O ladies football feel that the gender labelling is a problem, Z K \ G R Q ¶ W W And maybe try and secure a sponsorship with Coca Cola and call it the Coca Cola Cup where everybody automatically knows that it is a ladies competition but there is a bright, quirky sponsorship there with lots of possibilities as well ´(Appendix E). + R Z H Y H U 6 Z H H Q H \ G R H V Q ¶ W Z R X O G Z R U N I R U Z R P H Q ¶ V V S R U W G R X E W V E U D Q G L Q J K rugby, and says it was down to public interest, which again reinforces a belief that there is no S X E O L F L Q W H U H V (Appendix L). R P H Q ¶ V V S R U W

Notably The Irish Daily Star has been the main sponsors of the camogie National League for the past two seasons: 2011 and 2012. Despite this, this thesis does not feel the newspaper gave sufficient coverage, not just to the sport of camogie (7.5%), but to the league itself. During the thesis ¶ M g h t week content analysis of five national newspapers, including The Irish Daily Star two rounds of the camogie league were played. These rounds were on Sunday, 26 February 2012 and Sunday, 11 March 2012. Although it gave greater coverage to the two rounds of camogie league matches than the other four newspapers, the author feels that it was kept to as little as possible and that much more coverage could have been done.

Here is an analysis of the camogie league coverage by The Irish Daily Star, the main sponsor of the competition:

Despite being the main sponsor and a national media outlet The Irish Daily Star did not do any pre coverage of the games in their Friday and Saturday editions. They covered the games in their Monday edition, 27 February 2012. The three division one games were covered in one article which was fifteen paragraphs long. However the article was not included in The Irish Daily Star pull-out. Instead it was located in the sports section in the main body of the newspaper on the thirteenth page of sixteen pages on sport. It was found before three pages of horse and greyhound racing coverage and after one page covering boxing and athletics. The article was 15 paragraphs long. The Irish Daily Star sport can often be put into a category of interest. Interestingly in the eleven pages of sport covering soccer, rugby and golf only three advertisements can be found. Yet on the page dedicated to camogie by their main sponsor what is noticeable is the large advertisement for milkit.ie which takes up more than half the page and dwarfs the article on the roundup of games itself. The Irish Examiner covered the league in one article and seven paragraphs. The Irish Times covered the league in one article and nine paragraphs. The Irish Independent covered again in one article and six paragraphs. The Irish Daily Mail did not cover it. None of the other newspapers used pictures with their articles. The Irish Daily Star used two.

The Irish Daily Star did not do any preview coverage of the games in their Friday and Saturday editions. They covered the round in their Monday edition, 12 March 2012. This coverage was again in one article and fifteen paragraphs summarised action from two Division One games and one Division Two match. The article was shared on the final page of the pull-out and three other pages. The Irish Daily Mail did not cover the round. The Irish Examiner had two articles on camogie. One which was six paragraphs long on the All-Ireland finals in the schools camogie and one on the league action which was also six paragraphs

long. The Irish Times covered the round on one snippet article which was four paragraphs in length. The Irish Independent also covered in one article and four paragraphs. Again none of these newspapers used pictures to accompany their articles. The Irish Daily Star used one.

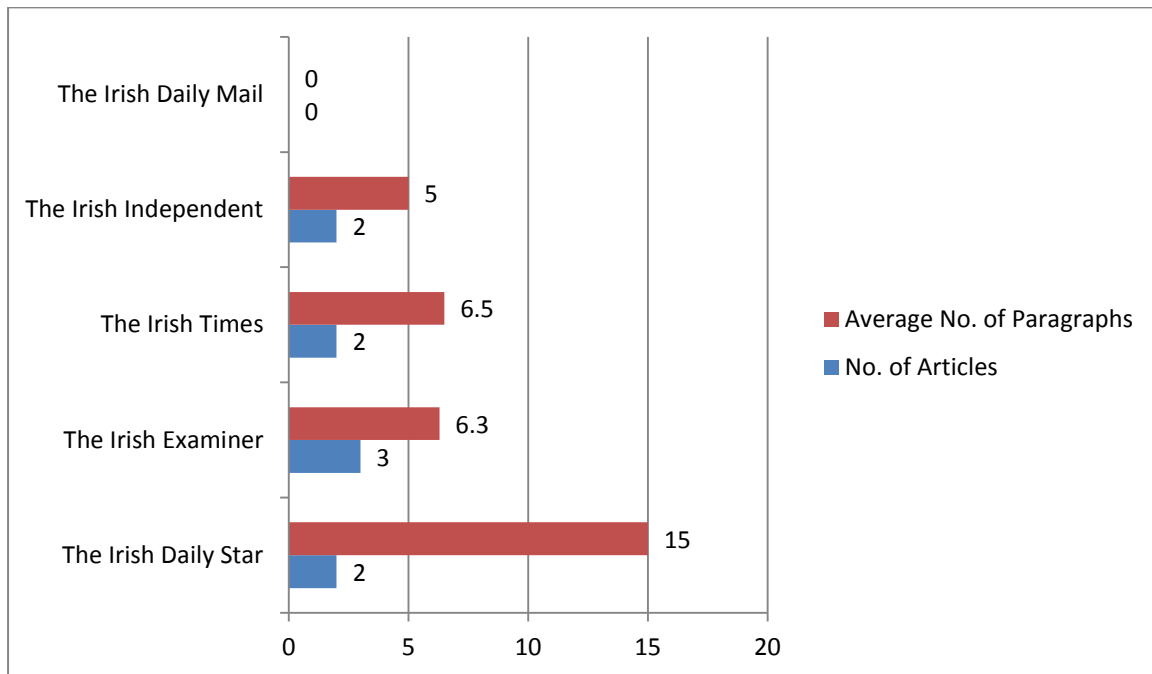


Figure 5.2 No. of paragraphs and articles by newspapers on camogie national league

Overall, while The Irish Daily Star had longer paragraphs than the other publications but it was matched for the number of articles written on the topic by three of the four other newspapers. While it included pictures from the camogie league action, which none of the other newspapers did, the thesis finds that one article per round on a competition which has four divisions is not enough coverage for a main sponsor especially considering its position as a newspaper. In the two articles covering the two rounds, both articles substantially dealt with Division One games. Division Two got a mention on Monday, 12 March 2012 but even though four games in this division took place all that was reported was:

3 0 HDQZKLOH LQ 'LYLVLRQ \$RLIH yankso to match a SRLQWHG
YLFWRU\ IRU 7LSSHUDU\ RYHU .LONHQQ\ '

The first article on Monday, 27 February 2012 was not located with the other GAA coverage. Instead it was located near the end of the sports coverage before horse and greyhound racing and after athletics and boxing. It also shared its page with basketball and a huge advertisement with milkit.ie that took up most of the page. The second article did appear with

WKH *\$\$ FRYHUDJH EXW RQ WKH ODVW SDJH DQG VXUURX

hurling team of the weeks. Without proper media recognition, corporations will not invest in female sports and without the marketing drive of a committed sponsor the media will not take notice (Etue & Williams, 1996: 193). Therefore, considering that The position as a commercial investor in camogie with its own media outlet its coverage should be much higher and far more distinct.

Kenneally notes that while The Irish Daily Star gave coverage to camogie it was nothing compared to what the men got despite their status as main sponsor (Appendix G).

5 R F K I R U G W R R V D \ V L W Z D V 3 D Y H U \ V P D O O D P R X Q W F R Q V
nice to have you know maybe interviews and that sort of a thing to make it a bit more exciting (Appendix C). Sweeney, who writes with The Irish Daily Star

know see our place in all W K L V E X W D W W K H V D P H W L P H \ R X F D Q ¶ W E
it (Appendix I). + H O D W H U V W F W H W D L Q D P R K J D M D Q L P D J H S U R E O

ways about that. You can only get the media to bring it so far because then people have to
K D Y H D Q L Q W H U H V W D Q G , ¶ P Q R W F R P P H Q W D W L Q J R Q D O
K D Y H Q ¶ W J R W S H J R S O G H S D U R I G X ¶ W J R L Q J W R F R P H Z L W K \ R
expect that level of coverage (Appendix I). 7 K L V U H I O H F W V 2 ¶ 7 R R O H D Q G

V W D W H P H Q W V W K D W Z R P H Q ¶ V H I I R U W V D U H X O W L P D W H C
newspapers choice what they cover (Appendix E & J). However Briggs believes when an

influential product such as a newspaper is the main sponsor of a sport it should do all in its
S R Z H U W R S U R P R W H W K H J D P H 3 7 K H \ V K R X O G E H U H D O O

It could also be said PROs for camogie, for the rugby, the unions themselves just need to be
W K U R Z L Q J Z R P H Q ¶ V U X J E \ F D P R J L H Z R P H Q ¶ V V R F F H U D O

you know, they should be throwing it out there and forcing people to understand it. There are a lot of cogs in the wheel that have to be oiled (Appendix A). This reflects Etue and Williams point that for coverage to increase for female sports collective action is necessary. Supporters, players and organisation members need to collectively demand appreciation for female sports in terms of media coverage and sponsorship (Etue & Williams, 1996: 229).

Conclusion:

7 K L V F K D S W H U G H V F U L E H G W K H W K H V L V ¶ V I L Q G L Q J V D V
comparison to male sports. The thesis found that newspapers dedicate so little coverage to female sports due to a perceived lack of public interest which they gauge in accordance to attendance numbers at female sporting events. A lack of sponsorship is also cited as a reason

for low coverage. Essentially, the newspapers are saying it is not in their best interests financially to cover female sports as they could stand to lose money through readership by doing so. However, these three reasons cited design a vicious cycle in which this thesis sees it will be very difficult for female sports coverage to improve if it remains intact. Only through improved media coverage can attendances, public interest and sponsorship improve and prosper. Therefore, if the media sticks to its current rationale for deciding which sports are worthy of coverage female sports will continue to be discriminated against. The next chapter is concerned with conclusions of the research. Significant findings will be discussed along with recommendations and ideas for further research.

6. Conclusion

Summary

This thesis began by discussing the problem of low coverage for female sports by the national print media in Ireland. Figures from recent studies done by the Dublin Sports and Recreation Council and the influence of the media were discussed. However despite the importance the media plays in influencing cultural and social norms no reasons were offered by these studies as to why women receive substantially less coverage than men in the sports pages of newspapers. In an attempt to answer this question the thesis began to design a framework for this research. The first step in designing such a framework was the undertaking of a comprehensive review of literature on the topic. This extensive review allowed the thesis to develop a better understanding of the effects low media coverage has on female sports. Furthermore, it helped in the formation of the thesis ¶ V F R Q W H Q W D Q D O \ V L V D Q C relevant questions for interviews with female athletes, sports journalists and members of female sporting bodies which were Phase Two, Three and Four of the research design respectively. Its evaluation came to a successful conclusion showing that there is a significant difference in sports coverage given to females compared to males, reinforcing the negative effects low coverage has on female sports and highlighting reasons behind the level of low coverage by national newspapers.

Key Findings for the Research Questions

7KH WKHVLV¶V FRQWHQW DQDO\VLV KLJKOLJKWHG WKH K IHPDOH VSRUWV LQ FRPSDULVRQ WR PDOH VSRUWV 7KH eight week period between January and March 2012 during which the coverage given to ZRPHQ¶V DQG PHQ¶V IRRWEDOO (Curling) were studied. The thesis¶V content analysis found that out of the 4,759 articles dedicated to these sports over this period only sixty-six were about female sports. This figure asserts that female sports receive 1.3% of the sports coverage in the national print media during the period in question. Furthermore the thesis found that articles about male sports were on average twice as long as those written about female sports. The thesis¶V FRQWHQW DQDO\VLV found that female sports were not likely to be covered alongside their male counterparts and articles were most likely to be located at the end of the sports section with articles on, for example, cycling, cricket, boxing or basketball. All these results highlighted the inequality female sports are subjected to in the sports pages of newspapers and clearly showed that the female equivalents are not held in the same value or respect as the male equivalents of these sports.

Chapter Two showed that the result of low media coverage of female sports had many negative impacts on the sports namely; negative stereotypes, lack of female role models and low participation rates of females in sport. The thesis¶V UHVHDUFK highlighted this problem through interviews with five current female athletes. During these interviews the thesis learned that female athletes take up sport after being influenced by male sports and not female sports due to the lack of media coverage of female sports. It was also felt that cultural issues played a role such as young girls looking up to pop stars rather than sport stars and being encouraged to like fashion rather than sport. It was also found that because of the negative stereotyping of women who play sports all athletes admitted to being called a tomboy and other slurs at some stage in their life. However, the stereotypes went both ways and cultural effects and power of the media were even more evident when athletes admitted finding men who play G KRFNH\³ RGG (Appendix C & D). This thesis also learned that females are not pushed in physical education at secondary schools. If they do not show an interest they are left to their own devices. Girls often do not want to show an interest in sport for fear of embarrassing themselves in front of boys. Some mixed secondary schools now segregate their PE classes. Also girls are extremely influenced by their peers and if it is seen as inappropriate behaviour to partake actively and enthusiastically in sport then they will not. Regarding media coverage this thesis learned from its interviews with athletes that they

felt they were not been targeted by sports journalists with articles which interest them. They also felt that when they did receive coverage it was often inaccurate and substantially minor in FRPSDULVRQ WR HYHQ WR ORZHVW OHYHO RI PHQ¶V V despite what the journalists thought there was a public appetite for more coverage of ZRPHQ¶V VSRUW

As the interviews with the sports journalists showed, media judges public interest of a sport by the number of people which attend these games. Hence, the media interpret the low crowds at female sports as a lack of interest in these sports by the public and therefore do not cover them in the media. Journalist Pat Nolan cited that events were not based on gender but always on attendance levels (Appendix F) +RZHYHU WKLV WKHVLV¶V FRQV GXULQJ WKH SHULRG RI UHVHDFK WKDW WKH PHQ¶V 5DL received articles which were almost double in length to all the other articles about football on that day. This comes despite the crowds at these games being roughly the same size of the DYHUDJH FURZG DW D Maximal League soccer match according to FAI Communications Executive Derek Kinnevey (Appendix K). This raises doubts over whether an increase in attendances at female sporting events would lead to greater coverage.

-RXUQDOLVWV)LQWDQ 2¶7RROH DQG 3HWHU 6ZHHQH\ ZHU case and both stated later on that men deserved more coverage and expressed fear that if women received more coverage readership could drop off due a drop in interest (Appendix I & J). However it was also revealed that both view this public interest to mean male interest. They do not visualise women when they think of who might read their sports pages. Public interest was a key reason cited for low coverage of female sports but as mentioned above it was revealed that the journalists visualised this public interest to be male interest thus UHLQIRUFLQJ WKH OLWHUDWXUH UHYLHZ¶V ILQGLQJ WKDY dominion. Public interest also reflected the business aspect of newspapers and their need to make money which lead to the conclusion that ultimately female athletes and female sporting bodies efforts to gain and attract higher coverage are effectively impotent as it ultimately comes down to what the editors feel will maintain and even increase readership to turn profit. A lack of sponsorship of female events was also given as a reason for low coverage despite President of the Ladies Football Association Pat Quill citing numerous big name sponsors such as TG4, VHI, Bord Gais and Tesco (Appendix L). The Irish Daily Star was also the main sponsor of the camogie National League but this thesis found through its content analysis that considering its role as a large media outlet and as a sponsor that its coverage of

camogie was not sufficient. Its coverage was largely made up of one article roundups summarising between three and four divisions of matches. This thesis found that the athletes interviewed also felt 7KH, ULVK 'Dolce & Gabbana' coverage was insufficient.

Significant Overall Conclusions

The gap between coverage of female sports and male sports is phenomenal with female sports receiving only 1.3% of articles. This shows the lack of respect given to female sports. This sole statistic proves that media can be held responsible, due to their influential role on society, for the negative perceptions that haunt female sports such as incompetency on the field and negative stereotypes. With only 1.3% articles on female sports it also proves that the media can be held responsible for the lack of female role models and also why it is seen as more acceptable for boys to partake in sports rather than girls.

As the interviews with the sports journalists showed, media judges public interest of a sport by the number of people which attend these games. Hence, the media interpret the low crowds at female sports as a lack of interest in these sports by the public and therefore do not cover them in the media. This leaves the development of female sports trapped in a vicious cycle because it is quite hard to raise public interest and attendances in something without the help of the influential media. The second reason, ties in with the first. Newspapers are a business and all businesses want to make money. Because of their high attendances, male sports have massive sponsorship which makes it lucrative for newspapers to cover. Without sponsorship female sports are again not attractive to cover for newspapers. But again, it is very difficult for female sports to attract big sponsorship deals without media attention and coverage.

Also, as the media blame the lack of public interest for the reason behind low coverage it also shows that the media believes the public think female sports are incompetent in comparison to male sports. Unless the media change their mind-set and see their product as more than a business then it is unlikely coverage of female sports will increase significantly. As of now the media are saying everyone else has to change first. The sports have to raise their attendances. The public have to show more of an interest. Businesses have to start JLYLQJ IHPDOH VSRUWV ELJJHU VSRQVRUVKLS GHDOV ,W FKDQJH ILUVW 7KH\ KDYH WKH SRZHU WR LQIOXHQFH S female sports could change if the media wanted it to change. For now it seems content to sit idle.

Recommendations

Journalists Damian Lawler and Pat Nolan both made suggestions on ways female sports could try and improve their level of media coverage. Lawler suggested following the lead of rugby and the Heineken Cup by looking into branding. Nolan suggested following the lead of

WHQQLV DQG DOLJQLQJ PHQ¶V DQG ZRPHQ¶V FRPSHWLWL

As the main excuse used by sports journalists for the low coverage dedicated to female sports in the national print media was a lack of interest by the general public, this thesis would recommend that a survey or focus groups be conducted to gauge the public views on the topic. For example, a survey could find out if females were to receive more coverage in the sports section would readers continue to buy that newspaper?

This thesis would also recommend a survey of females in secondary schools which would gauge their views on the issues raised during this thesis. This thesis tried to get in contact with PROs of the sports studied but was only able to reach two of the sporting bodies; the Ladies Gaelic Football Association (LGFA) and the Football Association of Ireland (FAI). The Camogie Association and the Irish Rugby Football Union (IRFU) were not contactable for interviews after much trying. For a future reference, this thesis would recommend getting these organisations views on the topic. A lot of emphasis was put forward by the sports journalists that they cover camogie and ladies football well for the All-Ireland final.

This thesis would recommend doing a content analysis study of the pre and post coverage given to camogie and ladies football LQ FRPSDULVRQ Wb and WKH PHQ starting from the conclusion of the respective semi-finals.

This thesis would recommend researching the gender of crowds at sporting events. Many of the journalists interviewed suggested that men were more interested in sport and made up the majority of the crowd at sporting events. This thesis would suggest counting the number of women versus men through the gates at sporting events to test whether this statement has any weight in it. This statement was used by journalists for focusing more on

PHQ¶V VSRUW WKDQ ZRPHQ¶V VSRUW LQ WKHLU FRYHUDJ

Further Research

This study has provided and generated important insights into some of the issues facing female sports regarding media coverage. Suggestions for further research are now outlined:

This thesis finds that for further research the coverage dedicated to masculine female sports against coverage given to feminine female sports could be examined. This would L Q Y H V W L J D W H Z K H W K H U V S R U W V V X F K D V ^{Football} Z R I P H Q ¶ V U X J camogie are discriminated against in comparison to more feminine sports such as athletics, swimming and tennis. This would outline whether or not masculine female sports are neglected because of their traditional and cultural links to men.

This W K H V L V E H O L H Y H V W K D W P D V F X O L Q H I H P D O H V S R soccer, ladies football and camogie could also be studied in comparison to other male sports such as golf, basketball, boxing, motorsport and cricket. This would investigate whether female sports are neglected as a whole because they are female or are all sports outside of the ³ % L J) R X U ´ J D H O L F I R R W E D O O K X U O L Q J U X J E \ D Q G V R F

This thesis believes a similar study could be carried out with the emphasis on radio and television broadcasting to see if the low coverage of female sports goes across all fields of the media and if so is it to the same extent.

Conclusion

In this chapter, the thesis addressed the research questions set out in Chapter One and emphasised the key findings emerging from this research project. Conclusions, recommendations and direction for future research were also discussed.

Appendix A

Niamh Briggs (Ireland rugby captain) interview, 1 June 2012.

When did you start playing sports?

I started playing sports when I was really young like ten or eleven. I think when I went to primary school. At the end of primary school, fifth and sixth F O D V V \ R X N Q R Z Z K H Q playing football or whatever. That was really the start for me.

What did you do in primary school before then?

I was always kind of playing in the yard and stuff but there was never really any teams like from the primary school I was in but when we moved to Dungarvan then and I went to school in Abbeyside and there was football and camogie and athletics or whatever.

Was it a teacher? A primary school teacher that got you involved?

Yeah, yeah it was yeah, 0 U 2 ¶ + D O O R U D Q + H N L Q G R I J R W H Y H U \ R Q kind of a way so everybody kind of played.

Right and what sports did you play then?

Gaelic football, hockey, athletics and then I played soccer and I kind of played everything really, that I could have!

When did you start playing with a team?

The first team I played with was the county u-14 team for football and I played one match with the school that week or something and they asked me to play. So that was kind of the start of it really.

And was there a u-14 club team around at that time?

There was. I had to go find a club then after that so I went to play with Dungarvan. It killed my family, but there was no team in Abbeyside at the time so my first year yeah I played with Dungarvan!

And was there many on the team? Was there a big panel?

Yeah there was yeah. I remember Nicky Sheehan was the coach. There were loads of girls every week like they had loads of girls there.

That was u14?

Yeah.

And did you stick playing with that team then?

Yeah. I played with that all the way till senior and kept playing like u-16, minor. I obviously moved back to Abbeyside once they started a club and u-16, minor and senior and like I still am playing like you know that kind of a way.

And did you notice any numbers drop off from u14?

<HDK WKDW ¶V D PDVVLYH SUREOHP LVQ¶W LW UHDOO\ O
to seco QGDU\ VFKRRO WKHUH¶V DOZD\V WKDW PDVVLYH GUR
was a group of us that played u- WRJHWKHU DQG O-Ireland u14 so we
kind of all stayed together but in saying that I think of the fifteen or sixteen that played that
All-Ireland u-14 final I think only seven was there the whole way up to senior. Six or seven,
the rest of them just dropped off.

'LG \RX HYHU SOD\ RQ DQ\ ER\¶V WHDPV XQGHU DJH"

Yeah, I did yeah. Hurling and football with the boys and soccer with Abbeyside.

How were you treated on the R \ V ¶? Were the lads or were they kind of stand offish?

In soccer it was very stand offish. It was a bit like woah because I was kind of one of the first. It was kind of the first time any girl had played. But when I went and played GAA with the

ER\V¶ WHDP WKH\ MXVW IODNHG PH DURXQG WKH SODFH
<RX NQRZ WKDW NLQG RI D ZD\ WKHUH ZDVQ¶W DQ\ GLIIF

Was there anyone who encouraged you to play sports from a young age?

My parents, definitely. They never held me back. It was always them, and you know, my brothers. , ¶ YH WZR ROGHU EURWKHUV DQG WKH\ ZHUH SOD\LQ
easy enough to follow you know that kind of a way.

Did you, at Christmas and birthdays and stuff, did you get dolls or footballs as presents?

You can go out now and ask my mother that because I asked for tractors and footballs every year and she kept getting me dolls until I was about fourteen or fifteen. No, I got dolls but I didn't want dolls so it was easy when you had two older brothers and they were getting footballs and stuff so it was fine.

Did your Dad bring you off playing?

Yeah, yeah. I remember going to matches and stuff like that with him always. He played himself when we were younger. He played GAA in Clonmel when we were living there and then we moved to Galway, and he was playing rugby with Galwegians so we were always brought along to the matches or whatever so it was kind of something you grew up with.

In secondary school do you think that girls took part equally in the PE classes with the boys when you were there?

No, GHILQLWHO\ QRW , GRQ¶W WKLQN WKH HHH¶V it Dr PDVVLY
\RX¶W DQG LW¶V NLQG RI YHU\ KDUG LI \RX¶UH QRW LQ

in sport or in PE or whatever and I remember, like the school that attended, had no set regimented PE programme where you went and you were doing something for every six
ZHNV , W ZDV OLNH \RX SLFNHG IURP RWKHU KRFNH\ RU
you went to study hall and did your homework but in other schools where there is regimented PE like you know they find it hard to like you know, speaking to teachers and stuff they find it hard to get girls to come out and participate.

So you think it was more the girls fault more than the PE teachers?

Not really. , MXVW WKLQN WKDW WKHUH LV OLNH D JHQUHDW
really interested in sport you know that kind of a way. Even numbers to gaelic football clubs
around the county and camogie clubs have really dropped over the years. Like I remember
playing u-14 and u-16 and like at club training there would be about eighteen or twenty
SHRSOH DQG QRZ OLNH ,WKHILUQHVLW¶V DQG WHDYH HQHQUHDWLV

Did you say you are still playing with Abbeyside?

Yeah.

And are there many young people on that team?

7KH\struggling a lot as well now do you know what I mean. <RX ZRXOGQ¶W WKLQN
WKH FDWFKPHQW DUHD WKDW WKH\ KDYH 7KH\ KDYH JUH
u-16, u- PLQRU EXW WKHILUQHVLW¶V for fourteen/fifteen year olds to play
VHQLRU ,W¶V YHU\ KDQGD DHDLD EXW WKHILUQHVLW¶V DONEH DIRUF
it. JXVW DW WKH PRPHQW LW¶V NLQG RI KDUG

When you were in secondary school was there organised girls teams that competed in competitions?

It was just teachers that organised them, like you know what I mean like. Brian Lenihan out
in the Friary is really good. HH¶V MXVW GRHV HYHU\WOLQH EXW GWSOH
hockey against eac K RWKHU ORDGV RI RWKHU VFKRROV gaelic RX¶G EH
IRRWEDOO DQG \RX NQRZGR¶X¶G JRRDWRK PHWLVW DQG VWX
ZHDWKHU JRW EHWWHU DQG FURVV FRXQWU\ EXW DP RK \
time.

And did the girls teams get the same treatment and looked after as well as the boys?

No, you never really and that ¶ across the board of every sport at every level.

Did you have any female role models growing up?

Yeah, I did 6RQ 6DQQLYDQ ZDV WKH ELJ RQH 6KH ZDV MXVW
7D\ORU OLNH GR \RX NQRZ ZKDW UPHHGV UHDIQOMK VQ¶ZK D
9HDOH LQ 'XQJDUYDQ LV MXVW RK P\ JRG SKHQRPHQDO
P\ JRG VKH¶V . But yeah, no, it was definitely, like growing up football wise it
ZDV OLNH 0DU\ 2¶'R QOHODIURR \$UGR
was Brian Lenihan and was the first

team and playing in Croke Park. That was just like, she was very good and you know Julie Torpey and Rebecca Hallihan, you know the old school, the Ryan twins. And then as I started to play rugby it was liter D O O \ E H F D X V H , G L G Q ¶ W U H D O O \ I t W a s N Q R Z P D Q \ who was playing with me. When I started playing with Ireland I was kind of like, I really wanted to try and emulate some of their success and that was kind of it.

When you went to your first rugby training session so with Ireland did you know much or all of the players?

No , G L G Q ¶ W K D Y H D O F O G L G Q ¶ W N Q R Z D Q \ R Q H because my rugby take off was really unusual in the fact that I started my first game of rugby, fifteen aside, with Munster and not a club because I had been playing ten aside with Dungarvan. And you know there was three or four of us that got picked to play with Munster and then I played one season with Munster and then got brought into the Irish squad which was like very intimidating and daunting and that kind of stuff because you di G Q ¶ W N Q R Z D Q \ R Q H , N Q R Z D Q \ R Q H was it and they were the three or four girls that I was travelling with from this side of the country like.

Do you think a lack of female role models in sports so can diminish participation from young J L U O V O L N H \ R X N Q R Z L I W K H \ G R Q ¶ W V H H D Q \ R Q H L I W K < H D K L W ¶ V D U H D O O \ J R R G T X H V W L R Q D Q G , G R W K L Q N speak to young boys that are playing like u-8s and u-9s, they love Ken McGrath and Tony Browne and Dan Shanahan. But if you ask them to give you a young girl at eight or nine, L W ¶ V Y H U \ X Q X V X D O I R U W K H P W R J L Y H \ R X D I H P D O H U R O H someone, some pop star; you know that kind of a way. I definitely do think, yeah definitely, that is massive, yeah.

Do you think slurs like tomboy and stuff can turn young girls off playing sports?

Yeah, sure look , ¶ Y H E H H O F D O O H G D O n f o y a n d e v e y o n e r n a m e g o i n g b u t I j u s t l o v e d i t a n d there was nothing that was going to stop me from playing. But I do think that when girls go from primary scho R O W R V H F R Q G D U \ i n v i W R K R D J U R G X S V R H \ ¶ U L H Q G V trying to find their feet and stuff in secondary school and you know if the group that they're in G R Q ¶ W S O D \ V S R U p r o b a b l y n o t g o i n g t o p l a y s p o r t W K H \ ¶ U H

Oh most definitely. It's more often a more mentally draining game than it can be physical.

EVSHFLDOO\ \RX NQRZ , SOD\ IXOO EDFN VR , GRQ¶W EH
NQRZ LW¶V MXVW OLNH \RX NQRZ :H WUDLQ OLNH WКУHH
the morning and we do two or three evenings and you know we have to go to work in
between. And you know even when we have to go away on Six Nations we could leave on
Thursday or Friday. You're back either late Sunday or early Monday morning and you have
to go straight into ZRUN 0RQGD\ PRUQLQJ \RX NQRZ WKDW VRUW
WKDW¶V RQH WKLQJ ,¶G ORYH WR UDLVH LV WKH DZDU
committed. Basically your life is on hold when you're playing.

Does it annoy you then say that schoolboy rugby, Leinster up and that, receives more coverage than ye do?

<HDK LW GRHV ,W¶V QRW UHDOO\ DQQR\LQJ LW¶V MXVW
VFKRROV UXJE\ EDFNJURXQG XGWGQ¶V LNUH DPHXKQIGUOLW
QRZ DQG LWV PDVVLYH OLNH WKH FURZGV WKH\ JHQHUD
you see on Setanta sports that they run they Leinster Cups live and the support that they get is
phenomenal but it would be amazing for Setanta to turn around and say well also video your
games live or whatever and start giving us more coverage but yeah no its frustrating when
you see schoolboys stuff but you know there also very committed you know that kind of a
way. They train phenomenal amounts, like there back in the gym, there in the gym June like.
They are schoolboys in the gym in June to play Cup for the following February or march like
VR \RX NQRZ , FDQ¶W EHJUXGJH WKHP \RX NQRZ DW WKH
it is frustrating.

So the excuse then used by the media is that there only putting into the sports pages what sports readers want. Do you accept that excuse?

1RW UHDOO\ EHFDXVH \RX NQRZ WKH ZKHQ \RX PHHW SH
KDYHQ¶W EHHQ WKHuhet \RX in NQRZ DQG¶R
WKH\ y Desus yz know what I see you won a ga PH EHFDXVH WKHU¶¶V OLNH
Irish Independent or The Irish Times or something the day after you play and you know they
are genuinely supportive of you. And you know, say if I know your sisters playing like I
genuinely look at the paper to see how she got on you know that kind of a way. And I think a
lot of people definitely, WKDW ZKHQ LW¶V, QRW¶Q WKH SIDSHU
NQRZ WKH¶¶W and for results. Now social media has brought you know what I

mean, has helped us massively in that you know Twitter and Facebook and they have people are updating it all the time for us. It definitely is frustrating.

DFWXDOO\ LI WKH\UHUH VD\LQJ WKDW We I believe that it is F LQWHU there. Even when people who, even proper rugby heads come see us play for the first time they are very genuinely surprised with the skill level and the intensity and stuff like that, the ZD\ ZH SOD\ LW DP VR \RX NQRZ , ZRXOGQW UHDOO\ EX

And then you have the national camogie league is sponsored by The Irish Daily Star with the last two years. So in there newspaper they basically give all the results as in Wexford beat GalwayE\ WZR SRLQWV 7KH\UHF RYHULQJ LW EXW WKH\

Yeah. Like that paper like as you say, the main sponsor, they should be really promoting the game, getting it out there. It could also be said PROs for camogie, for the rugby, the unions WKHPVHOYHV MXVW QHHG WR EH WKURZLQJ ZRPHQV UH UH really knows much about it you know, they should be throwing it out there and forcing people to understand it you know that kind of a way. SR LWV NLQG RI OLNH LWV unions. I W V G R Z Q W R You know what I mean. TKHUHV D ORW RI FRJV LQ has to be oiled.

Would you take the expression she plays like a man as a compliment or not?

, ZRXOG WDNH LW DV DQ LQVXOW , ZRXOGQW OLNH WR OLNH \RX NQRZ 7KHUHV , ODQGHZ RPHQRW W W W F K H R Q T O N lot o I WKHLU ZRPHQV P D W F K H V D I H R Q C M I n t e r n a t i o n a l , VDLG WKDW KH ZRXOGQW OLNH WR P H I W R I H of RI WKHL PLOOLRQV RI SHRSOH WKDW ZHUH ZDWFKLQJ DQG WKDWV said.

, W V D E D F N K D Q G F R P S O L P H Q W U

Yeah. TKH\ GRQW XQGHUVWDQG WKDW WKH\ DUH VD\LQJ LW L H V K H V E U L O O L D Q W V K H V U H D O O \ V W U R Q J D Q G I L H U 'R \RX WKLQN VR OLNH ORZ PHGLD FRYHUDJH RI ZRPHQV sport?

Yeah. I do when you saw when Munster went into that boom and now Leinster and now all these young kids are playing with rugby balls and stuff like that. I do think that have you

PRUH ZRPHQ TV UXJEW KIDW WLVH ZRPHQ JHW PRUH but L U O V R X
were so far behind in development of you know what I mean of having seven/eight/nine year
old girls playing rugby in comparison to other countries. You know we struggle for another
years because you know we need G WR VWDUW , W TV of girls at that age were L N H
taking up rugby at twenty-two/twenty-three. That is starting to go now and the skill level is
higher. They need to start playing it twelve/thirteen/fourteen/fifteen and you know the likes
of England, New Zealand, Canada, the \ TV doing that now and its starting to show on the
world rankings. So we need to start pushing up from the grassroots.

Where is Ireland ranked actually?

Seventh.

Have you ever been interviewed before by the national print media?

Yeah, yeah, yeah. The Irish Times and The Irish Independent and stuff like that. And then
Emerald Rugby PDJD]LQH LW TV D QDWLRQDO PDJD]LQH DQG
interview with me. But ah yeah, no, I have but not very often you know that kind of a way.
Irish rugby TV does a lot of interviews with us and that kind of stuff but no. Once or twice
UHDOO\ LW TV PRUH ORFDO VWXII

'R \RX HYHU WKLQN WKDW WKH ZRPHQ TV 6L[1DWLRQV Z
Nations coverage wise?

\$P SUREDEO\ QRW EHFDDXW mass media definitely to see it getting
better every year you know that kind of a way. So from when it started to now, you know, the
first game that I think I remember playing was against Italy and the next day there was I think
like as you say five lines like, you know a real VNLQQ\ OLWWOH EORFIN DQG QR
a quarter of a page you know that kind of a way. Going from one little skinny block to a
quarter of a page but no, yeah, definitely, I do think you know streamlining games live and
you know websites have been setup, scrumqueens massive, and they put out a whole lot of
media, they are brilliant. 7KDW TV UXQ E\ DQ , ULVK JLUO OLYLQJ L
ZRPHQ TV UXJE \ site in the world for is ZKH \ UH YHU\ JRRG EXW WHDI
really see it. , TV G OLNH WR VD\ WKDW LW ZRXOG EH \RX NQRZ WH
WKDW EXW , WKLQN WKH IDFW DOO ZH ZDQW LV WR NHHS

Appendix B

Alice Moore (former Ireland soccer player) interview, 14 June 2012.

How old were you when you started playing sport?

I was about seven or eight.

What sports were they?

I played soccer and camogie.

What teams did you play on?

I played hurling and soccer on a **E R \ V ¶ f W H I D ¶** and u-14.

And how did they treat you?

In the camogie fellas were definitely stand offish but in the soccer no, fellas would be flying in with tackles on me especially if I got past them.

Did you have any female role models growing up?

, **GLGQ ¶ W K D Y H D Q \ I H P D O H U R O H P R G H O V S O D \ L Q J V R F F**

F R X O G Q ¶ W I never had one female soccer player or even what teams were in the league. I never

V D Z D Q \ R W K H U I H P D O H U R O H P R G H O V L Q W K H S D S H U E X

W K H P H Q ¶ V V R F F H U L Q V W H D G , G L G Q ¶ W K D Y H I H D Q \ R Q H D V

first place it was just something I liked so I took it upon myself to get started. I did it all

myself. I suppose would have been nice to have had someone to look up to. My favourite player was Steven Gerard but I suppose I never really wanted to be like him because he was a man!

What used you do at lunchtime in school?

In school we played with the boys at lunchtime but that was because the teachers always had basketball leagues organised all year round and the teams were mixed.

And what did your parents make of you playing sport?

My dad when I started on the u-16 J L U O V team was very supportive. He went to all my matches and drove me and collected me from training. My mother never held me back either or tried to discourage me or anything. Like she never tried to stop me playing with the boys. She just left me off doing my own thing. I never got girly stuff for presents. It was always boots, footballs and Liverpool jerseys. I have an older sister who never played sports. Our FKLOGKRRG ZDV YHU\ GLIIHUHQW EHFDXVH ZLWK VRFFH training and playing matches gone off for weekends playing tournaments whereas she was just at home doing nothing really.

And were you ever picked on because you played sport?

I was tortured with names like tomboy and being called a man. Mark Morahan used to kill me by picking on me. He would have me in bits some days. My father caught him up by the WKURDW PRUH WLPHV , GRQ¶W NQRZ ZK\ KH XVHG WR GR but other days he would just go really overboard with the name calling. He never called me a lesbian but I suppose he was probably too young to know what that was.

If someone told you, you played like a man would you take it as a compliment or an insult?

, W¶V DQ LQVXOW EHFDXVH ZK\ GRHV D ZRPDQ K¶YH WR E be seen as competitive athletes? , W GRHVQ¶W PDNH VHQVH

:KDW DERXW WKH SKUDVH µ\RX SOD\ OLNH D JLUO¶"

7HOOLQJ D IHOOD KH SOD\V OLNH D JLUO ZRXOG SUREDE thing you could tell a young fella on the sports pitch.

What was PE like in secondary school? Did girls take part equally with the boys?

No, girls never took part equally on PE as a whole. Those that were interested did but we were definitely outnumbered. The PE teachers just gave up on the girls that had no interest. They used to just stand around and not take part. But the PE teachers took an interest in us that did like sports. Like Ms Cummins would stop me in the corridors and ask me about UHVXOWV RI JDPHV , ZDV SOD\LQJ L Q D Q G M W X E X W V D \ Kerri Power.

:KDW DUH \RX YLHZV RQ WKH FRYHUDJH RI ZRPHQ¶V VSRU , GRQ¶W VHH ZK\ FRYHUDJH RI ZRPHQ¶V VSRUWV LVQ¶W level to men. I read the sports pages every day. I know plenty of girls that read the newspaper IURP WKH EDFN SDJH ILUVW HYHU\ GD\ , GLGQ¶W IROOR QRWKLQJ DERXW LW LQ WKH SDSHU 6DPH ZLWK WKH ZR much about it because the only place to get information about it is online on the leagues own website and yet you have newspapers like The Evening Herald covering things like u-12 VFKRROER\V VRFFHU , ZRXOG OLNH WR VHH HTXDO FRYH sports out there MXVW WKH VDPH DV PHQ¶V DQG LW GRHVQ¶W FRYHUDJH , I WKH\ WKLQN LW ZRXOGQ¶W EH DV SRSXODU KDV D VHSDUDWH VHFWRU ,¶P QRW VD\LQJ WKH\ VKRXO /LNH WKH\ KDYH PHQ¶V VRFFHU DERXW WKH 3UHPLHUVKLS GRQ¶W VHH ZK\ WKH\ FDQ¶W KDYH FRYHUDJH RI WKH ZRP \$QG ZRXOG \RX KDYH DQ\ LQWHUHVW LQ WKDW ZRPHQ¶V

Like there should be a W DWHUIRUG 8QLWHG WHDP LQ WKDW OHDJXH will take an interest and set one up. All of Wexford Youths players are mostly from Tramore and Benfica and most of them have left now after the first season because apparently the set up down there was useless.

'R \RX WKLQN ZRPHQ¶V SK\VLFDO OLPLWDWLRQV LQ FRPS -XVW EHFDXVH ZRPHQ DUHQ¶W DV SK\VLFDOO\ VWURQJ D because all the women are the same strength just like all the men would be the same strength so u no what I mean. Women are generally skinny but that makes us faster too so our games DUH SOD\HG DW D IDVW SDFH 6D\LQJ WKDW JLUOV DUH W could say the exact same thing about a young fella in my opinion. They have precious bits too that could get hurt.

'R \RX QRWLFH WKDW WKH PRVW SRSXODU ZRPHQ¶V VSR
always posing naked in ~~the~~ ~~Gay~~ ~~Magazines?~~

, ZRXOG Q¶W SRVH QXGH ~~of a lot of money~~ ~~and~~ ~~Gay~~ ~~can~~ ~~see~~ ~~with~~ ~~the~~ ~~eye~~ ~~to~~
it does seem to raise the image of the sport. fellas definitely like them sort of pictures
anyway. And you know I suppose it is better for young girls to be able to see healthy looking
women rather than them ~~DQRUH[LF ORRN~~ ~~LQJ \RONV RXW LQ +ROO\ZR~~
attractive athletes get more attention than talented ones. I mean look at the Williams sisters in
WHQQLV WKH¶UH GRJV EXW WKHUH EULOOLDQW¶ DW WKH
them in the paper.

:KDW¶V EHHQ \RXU ELJJHVW VSRUWLQJ DFKLHYHPHQW"

Playing for Ireland u-15. We played against England, Scotland and Wales in a tournament in
Edinburgh. We lost the final to England. I was playing left back. , GRQ¶W KDYH D OHIV
sure I made the best of it! Myself and Lynn were both playing. It was when I was in second
year so I would have been thirteen or fourteen.

\$QG ZKDW¶V WKH SODQ IRU WKH IXWXUH"

,¶P JRLQJ FRDFKLQJ LQ \$PHULFD ~~until November~~ ~~was~~ ~~going~~ ~~to~~ ~~be~~ ~~in~~ ~~the~~ ~~UK~~ ~~V~~ ~~LQ~~
FAI course this year and I heard about it through that. Ten of us went for the interview and
two of us got past the interview stage and then I got offered the job as well. I was the only
JLUO ZKR ZHQW ~~the other~~ ~~lads~~ ~~were~~ ~~sick~~ ~~of~~ ~~it~~. I was surprised I got it to
EH KRQHVV ,¶G VD\ PD\EH WKH\ ZHUH MXVW WU\LQJ WR
encourage more girls to play the sport, a few female role models like you said yourself.

Appendix C

Fiona Rochford (Wexford GAA dual player) interview, 15 June 2012.

When did you start playing sports so?

I probably started playing sports when I was in primary school. I used to play tennis when I was at home because my mam played tennis and then when I went to primary school I started

SOD\LQJ *\$\$ EHFDXVH WKDW¶V ZKDW HYHU\ERG\ HOVH ZD

That was just at lunchtime then was it?

Yeah. It started at lunchtime and then I started training. We used to play with the boys then

EHFDXVH ZH GLGQ¶W KDYH D JLUOV¶ WHDP DQG WKHQ Z

playing them.

And what age did you get with the girls team then?

IQ VFKRRO ,¶G VD\ , h VWDUWHG SOD in fourth class because we used always just train with the boys up till then and then with our club say we probably, we

GLGQ¶W DFWXDOO\ KDYH D ODGLH, I was about thirteen like I VR ,

GLGQ¶W SOD with SOD's and then I started playing with the girls then.

Was there many other girls playing with the boys?

TKHUH ZDV SUREDEO\ WKHUH ZDVQ¶W WKDW PDQ\ OLNH
school team and then when it came to playing club there was probably about two or three of
us.

Right and the schools was probably only like seven aside or something was it?

Am yeah it was eleven aside and we used to have seven aside tournaments as well so it was
kind of easier to make up numbers.

And when the girls team started ~~there~~ was that fifteen aside?

Well it was an adult team that started initially and then we used to play, then we started up an
u-16 team because there was so many, there was a good bit of interest from the young folk
because the men had won like there, they won the double did I ever tell you about that?

Yeah.

Yeah they won the double in 2000. TKDW¶V ZK\ WKH FOXE NLQG RI WKHU
LQ WKH SDULVK DW WKH WLP and yeah that would have been fifteen
aside, proper matches like.

And ye had plenty of subs?

Yeah, yeah, particularly with the adult team there was a huge interest so there would have
been huge numbers but am, and then the coverage probably not as many but there was still,
you would have used maybe twelve year olds playing, thirteen year olds playing u-16.

Oh right. What was the age for the adult?

:HOO ,¶G VD\ , ZDVQ¶W LDV¶X QG S OEDX WK,H ZDV RQO\ W
played from fourteen upwards and like there could have been girls who were over thirteen
SOD\LQJ OLNH see, level, like up to about ~~thirteen~~ three years ago we had forty
year olds playing and then there was Fiona Bennet, she was about thirteen the first time she
played. So like there was a huge scope of ages but OLNH LW¶V QRW DV LPSRUWDQ
like the physical aspect because obviously a thirteen \H DU ROG ER\ ZR XOG Q¶W KD
playing against a man but like a tall thirteen \H DU ROG JLUO ZR XOG Q¶W EH DV
against a full sized woman.

Why did you start playing sports in the first place then?

\$ P , GRQ¶W NQRZ UHDOO\ , VXSSRVH 7KHUH ZDV DOZD\V
home and then when I went to school kind of I suppose that was what everybody else was
doing. Then when I started playing like, I was alright at it and I kind of enjoyed it and I kept
playing and I kept going from there really.

Was there anyone at home then that encouraged you?

Am yeah, mam and dad always brought us to matches, brought us to training as much as we
ZDQWHG OLNH WKH\ ZRXOGQ¶W KDYH OLNH QHLWKHU R
hurling or football or anything like that, mam played a small bit of tennis. Dad would have
been into horses like but they still encouraged us, brought us around to any training or
matches, every training and match that was going like so am yeah, they certainly encouraged
us that way yeah.

Right and then like at Christmas and birthdays and stuff did they get you girly stuff or sporty
stuff?

Yeah. I probably got hurls and sliotars and that. Like when I was younger I probably got dolls
and stuff but then the older I got and the more obviously into sport I got I would have got
jerseys and I wore a lot of tracksuits and stuff when I was younger so I probably got hurls and
footballs and probably jerseys and stuff as well.

And what was PE like? Sure you went to an all-girl V HFRQGDU\ VFKRRO GLGQ¶W \

I went to an all-girls secondary school yeah. Primary school would have been mixed.

And what was PE like then in secondary school?

In secondary school, ILUVW WR WKLUG \H DU LW ZDVQ¶W VR EDG EH
participated so there would have been fairly good numbers and you know we did a variety of
things but they would have mostly sports based because we GLGQ¶W KDYH D ZKRO
facilities in the school so it was basically we had pitch like so, the hall was tiny so you
FRXOGQ¶W. Then once it got to TY we did a lot of different things. We did Gaisce
DQG WKLQJV OLNH WKDW VR ZH ZRXOGQ¶W. We had in school all the time. We got people in doing
JROI DQG WDJ UXJE\ DQG NLQG RI WKLQJV. And then W ZH ZR
/HDYLQJ &HUW LW NLQG RI DOO IHOO DSDUW UHDOO\ EHF
girls like we would have like I remember loads of times we had only seven or eight of us

doing it which was alright too because atlas that seven or eight had interest but like at the same time there is very little you can do with seven or eight in a PE class so.

Was it a woman PE teacher?

Ah yeah a woman.

Did ye play camogie or football or soccer?

Yeah, I played a lot of hockey when I was in school. Played a bit of football as well so kind of the sports in school were hockey and basketball because I think they kind of thought like everybody, like obviously the GAA is widely available to everybody, so when they were kind of just trying to provide other sports. Like there be a long tradition of hockey in school so kind of like probably actually the first things we did it PE were hockey and basketball, basically so the teachers could see us for teams and stuff. And then it kind of got going from there and sure like you made friends on those teams and like the GAA was V Q ¶ W V W U R Q J L C school but we had fairly good fun on the football teams, you know we used to tip around with them. W H G L G Q ¶ W Z L Q D Q \ W K L Q J E X W Z H Z R X O G K D Y H E H H Q

Would you think then that hockey was so big in the school because like hockey is seen as kind of a girls sport and it was an all-girls school?

Yeah definitely because it was an all-girls school and its seen as nearly a ladies sport as well O L N H D Q G D V \ R X V D \ W K D W ¶ V K D O I W K H U H D V R Q , P H D S H R S O H ¶ V H \ H V L V N L Q G R I D U R X J K D O G W X P E O H N L Q G Z K D W ¶ V K H U Q D P H 3 U L Q F H V V Z K D W H Y H U K H U Q D P H L V . I Q D P H L V Z K D W ¶ V K H U Q D P H " . D W H O L G G O H W R Q < R X N Q R a law dee daw sport. So that kind of would have been influenced definitely because the school was all girls and it was like a convent and you now they prided themselves on bringing ladies up. Clearly they failed miserably!

Right so then if you like saw a young fella playing hockey then what would you think of W H O O O L N H V H H Z H X V H G W R S O D \ D J D L Q V W D O R W R I S U teams and stuff and they thought it was normal. We thought it was odd out because I mean obviously all the fellas we knew played hurling and football and as I said hockey is kind of, O L N H Z R X O G K D Y H E H H Q S H U F H L Y H G D V D O D G L H V N L Q G I lot of time for them. Now that said we used to have games against the boys school but that

was more of a social thing really than anything but we used to have the boys school down from Wexford OLNH WKH\ ZRXOG Q\HW\ S OEH KRVNFDOO\ KXUOHUV just to pack the games because WKH\ ¶G EH VW UR Qat was fine. LNH that was EHFDXVH WKH\ G L G O ¶W UHDOO\ SOD\ K

Yeah. And then your teaching PE in a girls school now. How many girls would you have in PE class?

I suppose the most ¶ have in any PE class where I am at the minute is probably about twenty-five but like you would have taught up to thirty or so which is a lot for a practical class but twenty-four/twenty- I LYH LVQ ¶ Wag W R R E D I G from class to class how interested and how motivated they are, how easy it is to teach them and do different things with them.

Is there many of them with interest in sports?

AJDLQ OLNH LW NLQG RI Y D U d l a s s w h a t a r e g o i n g f r o m d r y v e a r i n t o FODVV DQG WKH\ ¶UH UHDOO\ IXQ DV LQ \RX FRXOG OLWHUDOO\ its just, like you know there ¶ V y e D out of the twenty- I R X U WKH U H ¶ V S u f R E D E O \ them who are interested on sport and that kind of rubs R I I R Q W K H U H V W a r I W K H P NLQG RI P D N L Q J D J R R I G R W I R H U W F O D V V Q H V y e a r ¶ D a s s O t h e r N , ¶ Y H who are just pain I X O 7 K H \ ¶ U H M X V W K N L G R ¶ W P E B Q W W R G R D Q V transition year classes tend to be a bit lazy anyhow but yeah in eve U \ F O D V V W K H U H ¶ G S be four/five who are really interested. T K H Q W K H U H ¶ G E H H a p p l y e n o u g h 7 K R D U H M X L W D Q G W K H Q W K H U H ¶ V M X V W L Q H Y H U \ F O D V V W K H U H ¶ V

Is there much of a difference between say the girls that are mad into PE and then the other RQH V W K D W M X V W F R X O G Q ¶ W E H E R W K H U H G "

In skill like?

More like in attitude and behaviour?

Yeah, definitely. I W ¶ M X V W L L Q W K H U ¶ V W H G L Q D Q \ N L Q G R I V S R U W know like in PE class you ¶ W U \ L Q J W R J L Y H W K H P D V 3 E U R D G D Q H V X S S R V H O L N H , G R Q ¶ W a d v o l u n t e e r i n g a n d f o o t b a l l a n d s u n n i d G R L Q J V R F F H U E H F D X V H L W ¶ V c l u b M X V e v e r y c o n t r i b u t i n g b u t M i k e V i R a P a s Q \ interested you could literally, you know like, ultimate Frisbee and things like are kind of

popular at the minute be FDXVH WKH\ UH like to know you can do anything with
WKHP DQG WKH\ DUH KDSS\ HQRXJK WR JLYH Lt But DJR HYH
WKHQ WKH RWK like finding what involves working up a sweat they have just
no interest in. SR LW V NLQG RI \RX NQRZ \RX KDYH WR WKLQJ
JRLQJ WR GR DERXW ZKDW NLQG RI D FODVV \RX UH JRL
of a thing, try and encourage them all the time, motivate them.

Apparently WKH has a massive drop off with girls in sports around twelve or thirteen.
Would you agree with that and have you any reasons why that happens?

< HDK DP \ HDK . , GRQ W LNRZ SURE EID Eo than twelve or
thirte HQ , G VD\ PD\ EH I REXUW H H Q R D I L W H H Q
fairly enthusiastic and they do, most of them do still play some sort of a sport but I think kind
of when they move into second year and third year for some reason they M X V W NLQG RI WK
very influenced by their peers and I suppose the one thing that influences them the most
seems to b H WKH RQH V ZKR KDYH QR LQW H U H V W ome GRQ W N C
them are study motivated others are motivated by fellas and stuff like that. TKH\ GRQ W V H H
themselves as being able to do it all I suppose. If they study and play sport and socialise and I
suppose later again once they hit transition year, a lot of them start drinking and going out
and stuff which again sport often interrupts their socialising time. Once they leave they never
seem to come back again which is strange. They come back until there in their twenties.
7 K D W V I L Y H w i t h o u t b a s i c a l l y h o d d a y s p o r t , w h i c h i s a l o n g t i m e .

So then would you think that girls would be interested in what fellas might think of them if
they are good at sports seen as sport is more, its seen more as something boys should be
doing?

, GRQ W NQRZ , V X S S R V , P P Q R E V H W R D Q H H L W H Q W P R U H \ H
suppose some of them like to play the girly girl NLQG RI D WKLQJ OLNH VR WKH
that kind of a w D \ P D \ E H W K H \ G R W W Q O L N W V S R R U W H W K H W L P H
FDQ W K D Q J D i e y h a v e t o g o w a n n i n g a t l e v e n W R F O R F N R U W K H \ F D Q W
go out if there not home from training till nine R F O R F N R U K D O I Q L Q H , P Q
P X F K W K H Z H O O , D V , O a s m u c h a s t h e p e r s o n t o p e r s o n W R I G H S H Q G
suppose there is an aspect of the girly girl wanting to be, not understanding the offside rule,
that stereotype that one might subscribe to.

Do you think you can be feminine and play sports and at the same time?

Yeah I think so. As I said like hurling and football and maybe rugby and soccer are probably masculine sports so if you can play that people are going to perceive you as being maybe more masculine but I suppose if you were to, if you want to be, if you have a particular hang

XS DERXW LW OLNH WKHUH\TV SOHOW\ R VS RUVW WKDW
YRX NQRZ WKHUH\TV KRFNH\ WKHQ WKHUH\TV \RX NQRZ GD
PRUH D SULPDU\ VFKRRO WKLQJ \RX NQRZ QHWEDOO YR

:KDW\TV \RXU RZQ YLHZ \RXUVHODULMSPOCS IUPNDE DB QFH \RX
try and act like woman the whole time?

Yeah well sure I suppose I got an awful lot of slugging from my so called friends. Ah no, sure

FOHDUO\ LW GRH\QHW ERWHBWP H ZRXOGQ\TWI EHR S\DW\ LQ
know I just love playing sports and I kind of enjoy more than anything. TKDW\TV WKH UHDV
NHHS SOD\LQJ , NQRZ OLNH , VXSSRVH DIWHU D ZKLOH \

at them and that kind of brings you up to the next level. I don\TW NQRZ /LNH WKHU
identity thing there as well. You know like playing sports and playing team sports and being
UHFRJQLVHG IRU LW ODFVXOLQHNQSRZUSKAV,LFDSORV,HVDS

probably like, you know the way you take a lot of bruises and hits and knocks and stuff,
ZKLFK LVQ\TW YHU\ QLFH DQG LVQ\TW YHU\ IHPLQLQH EXW
WKLQN DERXW LW \RX NQRZ WKHUH\TV DQ DZIXO ORW RI J

sports like hurling and football. SR OLNH , GRQ\TW UH\QOQ\ NQRZ is ZKDW D
but none of my girlfriends would really think a whole lot about it really.

%XW VD\ ZKHQ \RX\TWUH KHDGLQJ RXW VD\ RQ D QLJKW RX
to like the way you dress to come off girly?

YHDK , GRQ\TW WKLQN WKDW\TW D ZKRONORW WR GR ZLWH
OLNH VD\ SDUWLFXODUO\ ZKHQ ,\TW WHDFKLQJ 3(DQG ,\TW
lot of tracksuits but I do really enjoy dresses, and wearing dresses and wearing nice clothes. I

do spend a lot of time in tracksuits but OLNH , GRQ\TW , GHILQLWHO\ GRQ\TW
WKDQ ZKDW D QRUPDO SHUVRQ RU D SHUVRQ ZKR GRHV
know, L\TW related really to sport.

Change of direction now. Right so would you read the sports pages everyday then and do you know many women that do read the sports pages?

Would you think then though that if there was more articles about camogie in the national newspapers it might actually attract more young girls to play sport? They might see it as more legitimate for girls to play camogie if they saw it in the papers more?

, P Q R W U H D O O \ V X U H W K D W D Z K R O H O R W E R I O , W I X Q J S H R V
you know like, V R , G R Q W N Q R Z Z K H W K H U K R Z P X F K W K D W L Q
paper does influence them a bit. Well I suppose like personally I know I started reading the
local papers first but even just from school you would know that they have no interest in
U H D O O \ U H D G L Q J W K H Q D W L R Q D O Q H Z V S D S H U V E H F D X V H
it as relevant to them I suppose and like eventual O \ W K H \ S U R E D E O \ Z L O O E X W
know about the national papers. Maybe the local paper alright.

The Irish Daily Star then was the camogie league sponsor. Do you think they did enough coverage? 7.5% of their hurling coverage went to camogie. Was that enough from the sponsors?

To be perfectly honest , G L G Q W K D Y H S D S I R I R N D W Q D O O V R , F D Q W
imagine that they would have like made a bigger effort seen as its publishing. They have
direct, you know, they are a paper. Yeah that seems like a very small amount considering
they are the sponsors. It would be nice to have you know maybe interviews and that sort of a
thing to make it a bit more exciting.

\$ Q G W K H Q W K H Z R P H Q V V S R U W W K D W V H H P V W R J H W W
W K D W V W K H P R V W V H [X D O L V H G V R G E A S P O T S W R I T E Q N W K D
dressing skimpy and what not?

: H O O V H H L W M X V W G R H V Q W U H D O O \ Z R U N I R U F D P R J L H
D Q G \ R X N Q R Z Z H K D Y H E U X L V H V D Q G V W X I I V R L W V M X V
the question. It probably does work. , P V X U H W K H \ F R X O G S U R E D E O \ V R V
were wanting to go down that line. Maybe off the pitch. L i N H , N Q R Z W K H U H V D
family, W K H 2 W & R I O Q I R U I V
doing some sort of a fashion thing. So I suppose if you were wanting to go down that route
that would maybe make the sport a little bit more feminine and it would probably you know
make it a little bit sexy but as regards on the field I U H D O O \ G R Q W W K L Q N W K H
particularly in comparison to tennis you can do for it.

So would you say then that the kind of masculine nature of camogie effects its image and the attraction of more coverage?

Yeah to the media I think it does. Probably not to people, like to girls. , G R Q ¶ W W K L Q N W why they wouldn't play but yeah definitely I R U W K H P r e a G L D L W ¶ V

So why did you take up camogie in the first place then before you discovered you were good at it?

, G R Q ¶ W N Q R i Z o n t e l l y D s u p p o s e s a y , Z R X O G K D Y H E H H Q V H Y H Q say when Wexford won the All-Ireland so I was clearly influenced. Seeing Wexford win a hurling All-Ireland was probably influential on me and like I just remember watching matches on telly and then like because as I said none of my mam or dad would have played hurling. So me and my brothers just went out and I remember like when we got our hurls, like , ¶ G V D \ , Z D V t h e f i r s t t i m e I g o t a h u r l i n g a n d w e w e r e s o e x c i t e d a n d w e j u s t w e n t out purely from watching the telly and then obviously the television and the men playing was kind of, that was pretty cool, V R W K D W ¶ V S U R E D E O \ Z K \ , V W D U W H G W F just what everybody does.

Why is it L Q \ R X U R S L Q L R Q W M D W D Q ¶ W H Q ¶ W P V S R R P D W F K P attendances?

: H O O W K H J D P H V D U H Q ¶ W D V I D V W O L N H 6 R O L N H W K H U H , U H O D Q G V E X W O L N H L W ¶ V Q R W D V D W W S U D K E W y b u g h t W R Q H X a ticket for an All-Ireland final, like if I got a ticket for an All-Ireland final, , ¶ G S U R E D E O \ J regardless of whether Wexford were playing. But \ R X N Q R Z O L N H , ¶ G S U R E D E O \ if I got a ticket to a camogie All- , U H O D Q G D Q G : H [I R U G Z H U H Q ¶ W S O D \ P D \ E H , ¶ P E H L Q J E L D V E X W D V D S H U V R Q I r e l a n d a t a neutral.

' R \ R X W K L Q N W K D W K ¶ W M ¶ W W S E H F E S W H L R Q W K D W Z R P H Q M like?

Y H D K Z H O O V H H O L N H S H R S O H \ H D K D . O R M ¶ G I R S ¶ W S O R H W H Q R X J K J D P H V O L N H : K H Q W K H \ J R t h e y k i n d o f j u d g e t h a t D Q G L W ¶ V D \ K µ 2 W V , ¶ O O Q H Y H U L W ¶ V H W W O K H M ¶ D D L Q There are some excellent camogie and football games. You know like there are some terrible

PHQ ¶ V KXUOLQ JB ut DRFH D YDHU D HIO O LN H PHQ DUH M X V H W ¶ U H V more skilful as well. Well skills maybe slig K W O \ Q R W D V P X F K E X W W K H \ ¶ U H stronger and they probably are a little more skilful as well. So that just makes it more exciting for the spectators.

So you think men are better at sports?

Yeah. Probably.

So do you think then that the ~~one~~ could play any role in encouraging people to give say camogie a chance?

Well, yeah I think particularly for good games. Like say even on the RTE thing, Z K D W ¶ V W K D W F D O O H G " 7 K H 6 X Q G D \ * D P H , G R Q ¶ W V H H D ¶ a r t i c u l a r l y V R Q Z K V the good games. Or really like if there is a good game on they should say it was a good game as opposed to just showing all the games. Like, , G R Q ¶ W I N P O R Z they need to accentuate the positives of camogie as opposed to, like, there are some terrible camogie games as well but sure there are some terrible football games that are terrible to watch as Z H O O E X W S H R S O H Z L O O V W L O O J R E H F D X V H W K H U H ¶ V W media can definitely influence people when it comes to going to games.

Right and last question. Did you have any female role models when you were growing up? Sport wise.

, G R Q ¶ W ¶ U . To be honest like D V , V D L G Z H G L G Q ¶ W K D Y H D O D G L V X F K V R , y o u k n o w M Q ¶ W R X O G Q ¶ W K D Y H D O \ O R F I D did Q ¶ W know a lot about camogie or football when I was very young. Like adult I just played because I enjoyed playing and I was definitely more influenced by men particularly when I started because particularly like as coverage is of camogie and football now it would have been terrible. Say ten/fifteen years ago you know like there was definitely nothing about it. Like, since TG4 came on it with ladies football they do great coverage of ladies football. You know O L N H W K H \ V K R Z D O R W R I J U R X S J D P H V L W ¶ V J H W W L Q J E group senior championships, they show the All-Ireland finals, they show league finals, league semi-finals. They show a lot in that it makes it easier to pick out really talented girls and I suppose keep them as role models. Again like, , ¶ O O J R S E A N W ¶ U W i n g the double. That was so like, that was huge for me. I was eleven. I would have been in fifth or sixth class. Like I absolutely idolised so many of those men because I knew them and they were from,

you know like, they were neighbours of mine. WKHUHDV ZH MXVW GLGQ¶W KDY
ZRXOGQ¶W KDYH UHDG WKH SDSHUV R.U, S D B E P D X E F O \ I Z Q W O G
have had mu FK LQWHUHVW WKDW¶V LQ WHUPV RI KXUOLQJ D
ZDWFKHG D ORW RI WHQQLV DQG , GRQ¶W NQRZ , VXSSRV
you know hurling and football like you know I SUREDEO\ ZDV Q¶W W I G O I¶V H N Q R I Z G
enough but as I got older then the paper like I would have started reading the local paper.
Like, I would have known Kate Kelly who is a seriously great camogie player. Like, she is
around a good while now. She is thirty-one/thirty-two. This will EH KHU O D V W \ H D U , ¶ G
but yeah ah s X U H V K H ¶ V D V J R R & N Q R Z Y O U N O H L S H R S O H O L N H W K
shame. S K H ¶ V R Q H R I W K H P R V W V N L O I X O F D P R J L H S O D \ H U V
get enough recognition for the skills. L L N H \ R X ¶ G R I W , H O Y K I R D V Q L W W Q R ¶ V Q H
WKH H Q G R I K H U S O D \ L Q J G D \ V E ¶ W S W R C o u n d G o R i t h W e n O
the team ¶ \ R X N Q R Z O L N H S O D \ L Q J I R U : H [I R U G P ¶ G ¶ V H D Q Q
genuinely that good. I W ¶ V D V K D P H I R U S H R S O H O L N H W K D W P D \
recognition for the incredible skills that they have.

Appendix D

Sinead Cummins (Waterford camogie player) interview, 18 June 2012.

When did you start playing sports?

I started playing camogie when I was seven. Then I took up soccer when I was like eleven.

How did you pick it up?

Because of Laura my sister. It was all Laura. It actually was. She used to be wicked good.

What did they call her one year? The one to watch out for when she was older. Laura used to play county and everything. I used to play hurling actually.

Anyway so you used to play sports when you were small. Did any other girls your age play sports?

Yeah there was like. I gave up at seventeen going out and stuff.

6 R ZK \ GRQ \ W \ RX JLYH XS VR "

% HFDXVH , \ P GHG, L \ D W H H G W % H W \ X W H K H R Q O \ W K L Q J , \ P J F

So what used you do at lunchtime then in primary school? Used you play sports or hang around with girls?

At lunchtime there used to be me and three other girls that were really sporty so we used to play with the boys. We used to play soccer with the boys.

What age were you when you started playing on a proper team?

I played u-14 with St. Annes and then my second year with St. Annes I was on the senior team. On the boys team I played up until u-14 after u-14.

Were you the only girl playing with the boys?

At the end I was yeah.

And where did the other girls go?

of stopped.

Right. Did ye have many players on the team? Were ye able to field a team and have subs?

Yeah there was like how many? Yeah sometimes we'd be stuck for numbers. When we were younger okay like when I was really young when I was playing u-14 and stuff we used to have like really young players like ten year olds playing. But for senior we always had loads.

What was the average age on the senior team?

I was the youngest and then the oldest was twenty-one the average was probably about twenty-three or twenty-four

Anyone encourage you at home?

Well like daddy did. Well like they all encouraged me. Even Thomas. I remember I hit a ball out of my hands

Did your mother play sports?

No. I got a bit better at it

What about football? Do you not play football now?

Yeah I used to play. It was between the two and then I had to pick one, you know, when I got RQ WR WKH VHQLRU WHDPV , KDG WR SLFN RQH , DFW football team around like.

What kind of presents used you get when you were smaller off your parents?

When I was younger I used to be a wicked tomboy so I used to always wear jerseys. I used to never wear skirts. Now, not as much as I was when I was little but I still am a tomboy. You know I just didn't wear a dress. I just wore fatman pants and jerseys all the time.

So Z K D PE like in secondary school?

PE in secondary school. Its grand. , Wa like all boys thou JK , W V OLNH ZKHQ ZH fifth year they started splitting us up. The girls went one way and the boys went one way. Like the boys are all intimidating. They are really into it. They are very competitive. We OLNH 3 LODWHV QRZ LQVWHDG ZLWK 0U %ULJJV :H GR OR be split up.

Is it just because W KH ORDGV RI JLUOV WKDW GRQ W KDYH DQ LQW <HDK WKHUH V ORDGV RI iggs gods what do ye want to do? Do ye want % U to go up to the pitch and have loads of games? Do ye want to go to the gym? Or do ye want to go for a walk? And they all chose to go for a walk.

:K\ GR \RX WKLQN LW LV WKHQ WKDW JLUOV DUHQ W LQW , GRQ W , OLNH WKH\ FDUH ZKD W S HVDS OWK W K DQ N HO LHN dope when they are running around. They care what the fellas think.

And would fellas ever be slugging them during PE?

Yeah W KH \ G En for Dks Nke pon on

And what about Mr Briggs?

2 K QR KH \ G ur for foks Nke \mu 5 R R : H O O KH or ZR K O G Q W V D \ μ) know what I mean.

What school teams are you on?

TKLV \H DU WKH\ <HDK WKL V \H DU WKH\ MX

It was going downhill along. There is football and camogie. Mr Briggs is over camogie and

WKHQ 0U :DOVK \RX NQRZ %LOO\ :DOVK IURP &ORQHD KI

load of convincing to get us a football team. Just to convince the principal and everything

OLNH , GRQ. W H N Q R Z V W K G L G Q W Z D Q W W R S X W L Q D V F K R

Was it because ye were no good?

1R ZH UH EULOOLDQW :KHQ WKH Jersey, We really like jersey

from like ten years ago.

Did you ever play hockey down in Kilmac?

No never did.

Why?

Because I was always playing soccer and camogie and then soccer training used to be on Tuesday. Camogie training used to be on a Thursday and the hockey training used to be on Tuesday and Thursday.

Right. And what kind of girls play hockey down there?

Actually kind of more girly girls play hockey.

Do many of the hockey girls play camogie or football or soccer?

Like a few you know. A few fourth years that have nothing to do. They play everything.

So \RX fully enough to play hockey is it?

1R \HDK QR DQ\ERG\ FDQ SOD\ KRFNH\ 1R EXW LW V Q

like more you know mo UH SHRSOH ZKR G.RQ. W NQRZ who come into

VFKRRO WKDW OLNH ZDQW W R S L F N X S D V S R U W W K H \ Z

hockey.

Because camogie is too rough?

Yeah.

Or because of a manly image?

, P WDNLQJ XS UXJE\ QRZ

Are you?

No.

Why not?

I was asked. I was asked loads of times.

Were you? Did you take that as a compliment?

1R , ZDV OLNH μ1R D QGZWR Q WZV R XHGSLNVE H FDXVH , OO J
too muscly!

Right so if you saw a young fella playing hockey. What would you make of him?

, G VD\ KH V D OLWWOH ELW JD\ OLNH

So then would you a girl playing camogie is a bit of a lesbian?

1R WKDW V GLIIHUHQW

Why?

% HFDXVH LW V OLNH LWV GLIIHUHQW

But hockey is seen as a L U D V H D Q G K X U O L Q J L V V H H Q D V D P D Q V

% X W L W V G L I I H U H Q W F D P R J L H L V W K H Z R P H Q V Y H U V L R

Who would you rather go out with? A hurler or a hockey player?

A hurler.

Why is that?

Because L W V M X V W D P R U H P D Q O \ L P D J H

So image counts?

1R L W V Q R W D E R X W W K H L P D J H E X W O L N H \ R X N Q R Z

Q R W W K D W J R R G D W L W L W K H F O N I A M H R O C K E T ? L R E X everyone is always on about Niamh like.

Do you read the sports pages?

Yeah.

Every day?

: H O O O L A M H O N T G w e e k s a y w h e n T h e N e w s a n d S t a r T h e M u n s t e r E x p r e s s e out.

Oh you read the locals. Would you read the nationals?

No just local.

Whys that?

, G R Q ¶ W N Q R Z , ¶ P P R U H L Q W H U H V W H G L Q W K H O R F D O

Because there is more coverage of female sport?

No there is actually not that much coverage at all. Just to like read up on the matches like. (Y H Q W K H P H Q ¶ V P D W F K H V O L N H

So what would you make of women not getting any coverage in the papers anyway?

Am, its bad. I remember when we won the All-Ireland there was absolutely nothing in any of the papers in Waterford and then when they boys won the Munster this year it was all over the papers and it was in the same division as us but they only won the Munster and we won the actual All-Ireland.

Why do you think that is?

Obviously more people are more interested in the boys like. Like you only get a rare few that would be interested in the girls. Like its only really the parents.

' R \ R X W K L Q N W K D W M X V W E H F D X V H Z R P H Q D U H Q ¶ W Y H U \

No like I think women can be just as good as men.

: K D W Z R X O G \ R X U D W K H U J R W R V H H " \$ P H Q ¶ V P D W F K R U

, P QRW JRLQJ WR OLH SUREDEO\ WKH PHQV PDWFK

How come?

, WV PRUH LWV WR GR ZLWK WKH FURZG WKRXJK WRR
ZRPHQV PDWFK DQG \RX NQRZ OLNH D FURZG SXWV D JR
'R \RX WKLQN OLNH WKH IDFW WKDW ZRPHQ DUHQV DV V

Well no because women match the same as women.

Did you have any female role models growing up?

\$P QRW UHDOO\ , UHPHEHU ZKHQ , ZDV OLWWOH , XVHG
, P ROGHU OLNH LWV MXVW OLNH ROGHU JLUOV LQ P\ FC

What about anyone from say Wexford, the All-Ireland champions?

Well no. It like more girls from my club that were on the county team and like I know we only won Junior but it would be more of them kind of.

Is that just because you them?

Well yeah becaus H , NQRZ WKHP DQG \RX NQRZ KRZ PFK HIIHFW
and like when they got the little all-star yolk.

\$Q\ JXHVV DERXW ZKLFK ZRPHQV VSRUW JHWV WKH PRVV

Tennis?

Yeah.

You could see that though.

Whys that?

Because RI WKH VNLPS\ RXWILWV DQG VWXII DQG ODULD 6KDU

So do you think that a good way to raise the profile of a sport?

1R QRW UHDOO\ , WV QRW D JRRG ZD\

Why?

IW¶V QRW OLNH JRRG ZKDW ZLOO , VD\ , GROW NQRZ
know if I wanted to play tennis id think , ¶Gave to be really pretty and really skinny.
&DPRJLH , W¶V QRW EDVHG RQ ORRNV OLNH LWV PRUH D

Appendix E

Damian Lawler (Journalist) interview, 19 June 2012.

So do you think the media plays an important role in society?

Yeah I do and I think the sports game last night for example. He got a two year contract and , WKLQN WKH PHGLD QRZ RYHU WKH QH[W ZHHN RU WZR Z put pressure on for a review of Irish foot EDOO DQG WKH\TTOO SXW SUHVXUH Trapattoni. So even though Trapattoni has a two year deal that brings us up to the next World Cup the media will play an awful important part in whether he sees that contract through David.

Right and then what role would you think sport plays in our society?

Well sure look sticking on the same theme I suppose right t K H U job Toves everywhere in Ireland. People are struggling to pay their mortgages. Every time we turn on the radio all you hear is Troika, recession, unemployment. Young lads like you especially coming out of college and all that, your fear will be coming out of it without a job and all the rest of it. So what did sport do over the past few weeks? It gave the whole country a lift and it put Ireland RXW WKHUH LQ D GLIIHUHQW OLJKW DQG , GRQTW WKLQ Fields of Athenry to celebrate the soccer team. I think WK Huh Tve of being an Irish person and t KDW WKH\TTOO OLYH WKURXJK DQG WKH\TTOO ILJK an awful, a massive part in Irish life.

And then I suppose getting down to it why do you think that women are so badly represented in the sports pages?

, WK LQN L W P N C R W A L M K I W W that the Eircom League in my opinion during the season gets way more coverage than it deserves because I think sometimes the criteria is to judge a sporting event by the attendance or the general interest in it and a lot of the time PD \EH VSRUW PLJKWQ W EH WRR FRPSDUDEOH WR WKH C match, a hurling match or a football match. I think that sometimes, if the TV sponsorship LQWHUHVW ZRXOGQ \W EH WKHUH WKHQ P D \EH bWKH SULQ MXVW GR Q \W W K L Q N I think Irish basketball might be struggling for a bit of coverage and I think that in years gone by its only very recently, its only in the last ten years that rugby has got kind of good coverage. I started off with The Irish Daily Star maybe WHQ \H D U V D J R D Q G , \ G V D \ \ R X \ G EH O X F N \ W S R J H W W Z rugby went off then and they made a very successful product with the Heineken Cup, bringing Italy into the Six Nations D Q G Q R Z W K H \ \ U H V W D U W L Q J W R J H W Z R X O G Q \ W V D \ L W \ V M X V W O D G L H V V S R U W V W K D W V X I I H L as well that have has serious problems as well.

Do you think then that newspapers are just responding to market demands?

Yeah like I mean I would say for the All-Ireland ladies football final you might get 20,000 but for the ladies camogie final you might get maybe 9,000/10,000. Obviously if you had 40,000/ SHRSOH DW WKR V C H R D P H V \ G M D I W K H I N F maybe that the organisations need to find a way to make the competitions more attractive to spectators to try and reel in more followers and then maybe the media might act on that. I WK L Q N W K D W \ W W K H K D U V K U H D O L

Well I was talking to a few athletes and they were kind of saying that if you had a catch 22 scenario because to make the game more marketable they need the media to promote it themselves so what would you say to that?

<HDK , \ G D J U H H V Z K M Q N W K D W \ G H position. You look at it at the moment David. If \ R X \ U H D Q , U L V K V S R U W V I D C R D W W K H P R P H C soccer- P D V V L Y H \ R X \ Y H J R W W K H f o r D A I P I S I F V massive. So you know the female sports or whatever like say Katie Taylor and a few more like that, yeah they are fighting a losing battle. They do need the media. Like I would have worked with a lot of

groups over the years trying to promote Z R P H Q ¶ V buW \$oR khW\Like for an All-Ireland final camogie a few years back I spent three or four hours doing an interview with a girl who was actually playing in the final and the interview was never used by the newspapers and it was just dropped because it was a camogie piece and the editors thought that was just the handiest piece to drop. Why? I suppose because the coverage is based on what they perceive the general interest to be and some of the media would find it, would actually work very hard to try and promote women sports a lot more but ultimately your dealing with cut and thrust and the sports editor will turn around to you and say μ ¶ P R Q O \ S U L Q W L Q J V W people will read about ¶ D Q G D O R W R I W K H W L P H V W K H Q W K D W ¶ V Z K country.

Do you think the Q W K D W L W ¶ V M X V W W R G R Z L W K W U \ L Q J W R V H C

Yeah well if you walk down any street in Ireland any given 6 X Q G D \ \ R X ¶ O O E H D E O thirteen Irish newspapers and that means the competition is massive. That means that the headlines have to very ferocious. They have to be looking for, you say, competition in the market place. A lot of the time then speaking from a GAA perspective, sports editors Z R X O G Q ¶ W Q H H G W K D W N L Q G R I V W R U \ L Q O D G ¶ H V I R R W examples, last year ironically enough the ladies football and camogie got way more coverage R X W R I W K H + X Q N \ ' R U \ D G V \$ Q G Z K H W K H U L W ¶ V U L J K W I D E R X W L W E X W , G L G Q ¶ W U H D O O \ ¶ L Q G W K D W D G E H F D X V R X W R I L W Z K H W K H U L W ¶ V J R R G E D G R U L Q G L I I H U H Q W D N Q R Z , W K L Q N W K H U H ¶ V D F W X D O O \ T X L W I H K D E F A W Z H F D should be ashamed of themselves in tha W W K H \ ¶ U H V R V O R Z W R S L F N X S F H I ladies football association in particular, like the electronic clock, the pick up off the ground, W K H \ ¶ Y H D F W X D O O \ O H G W K H Z D \ L Q W H U P V R I S O D \ L Q J suppose to react. S R , W K L Q N W K D W E R W K R U J D Q L V D W L R Q V D U H Z H P S O R \ H G I U H H O D Q F H M R X U Q D O L V W V D Q G V S R U W V D J H Q Q R W V X U H W K H U H ¶ V D Z K R O H O R W P R U H W K H \ F D Q G R W R

Right and I suppose you yourself, would you like to see more equal coverage in the newspapers and do you think that would be fair were it to happen?

Well I think, I have absolutely no problem with it. If you read the papers on a Monday David and you might have twelve reports of qualifier games you might have your own county of Waterford footballers playing Leitrim and it might get a page in a tabloid but yet a league

final for ladies football might only get twelve paragraphs. SR , ¶ G KD YH QR SURE OH ladies IRRWEDOO ILQDO JHWWLQJ PRUH FRYHUDJH WKDQ D whatsoever. And I think that the challenge they face is trying to get off the, at the moment ODGLHV VSRUW FDQ RIWHQ EH SXW LQWR Ry d f i s d g a n d ZKHUH I think then the challenge then is to get away from that David. They need to find ways to get the advice of the PR people, put their best kind of competitors out in front of the media. I was doing a radio show last year like and we used Anna Geary the Cork camogie player and she ZDV RQ 79 DV ZHOO DQG WKH \ ¶ UH WKH NLQG RI SHRSOH SHRSOH FRPLQJ WKURXJK DQG ght improvement over the past five or six \ HDUV LI , ¶ P t E n h y o u a b o u t R Q n i v .

What kind of instructions would sports editors get off the main editor regarding P HQ ¶ V coverage would you know?

, ¶ G V D \ Y H e y l i t t l e l i n e w h y y o u k n o w u n l H V V L W ¶ V . D W L H 2 ¶ B R O X U N I R U R U H U ELJ IDFHV OLNH WKDW , I w e k n o w t h e Q r a s h B o g s y w i t h a ¶ a d e E H D O C football league or a camogie league final, I think the general editor would show very little interest. It would be up to the sports editor to fill up the space.

With the last two years the, U L V K ' D L O \ 6 W D U K D Y H E H H Q V S R Q V R U L Q J basically just have a one article roundup summing up four or five games. Do you think they should be doing more than that seen as they are the m a i n s p of the competition?

Yeah I possibly do. L L N H W K H \ K D G W K H L U O R J R V H Y H U \ Z K H U H D W what the major problem would be maybe devoting a page to that round up on a Monday considering that they have a twenty-four page junior soccer pull-out on a Wednesday. So if I was the ladies football association , ¶ b e p u s h i n g f o r a p a g e o f r o u n d u p s o n a M o n d a y definitely David. So while there has been a lot done over the past five or six years you could do more as well.

Because the athl e ¶ V , ¶ Y H W D O N H G W R W K H \ V D L G W K H \ G R Q ¶ W there is nothing in there for them. They read the locals instead.

Well with the local newspapers you probably have up to eight pages to fill every week with general news and sport. So you need to be kind of soaking up every bit of information or even W W K D W ¶ V J R L Q W R Q U I D ¶ G D , W R W Q I R U H U H V S H F W I R U Z local level because people are a lot more tuned in. If you take it from a GAA U H S R U W H U ¶ V

perspective 'D Y L G \ R X F R X O G J H W F D O O G M T S D W I T H H O H E A D L I N E S . R ¶
Y R X K D Y H Z D \ P R U H J D P H V D W K X U O L Q J R U I R R W E D O O W K
is ferocious on journalists who might have to do seven or eight stories a day. So you ¶ U H J R L Q J
to find then the female sport representation is going to really have to be put on a plate for a
M R X U Q D O L V W W R G R D W Q D W L R Q D O O H Y H O D Q G W K D W ¶ V
2 N D \ 7 K H Q G R \ R X W K L Q N W K H O R Z F R Y H U D p u b l i c R I Z R P H
S H U F H S W L R Q W K D W Z R P H Q M X V W D U H Q ¶ W W K D W J R R G D W

Yeah I think it ties in with it. But so does the attendance levels as well because you know
apart from maybe four or five games a year with ladies football and maybe one or two games
a year with camogie the general attendance level would be low enough anyway David. So I
think the media would receive on that and the two of them will tie in together and as I said to
\ R X E H I R U H X Q O H V V W K H U H ¶ V D F R Q W U R Y H U V A T H E R Q H L W K H
was a few controversies a few years ago with certain ladies footballers leaving the country,
W K D W ¶ V W K H R Q O \ U H D O F C O V E R A G E W I T H I N Q U A R T I O N O F T H E M E D I A E L W
will focus on attendance levels for the rest of the year.

5 L J K W D Q G W K H U H Z D V W K L V D U W L F O H L Q E \ . H Y L Q O
G H V H U Y H D Q \ F R Y H U D J H E H F D X V H W K H \ M X V W Z H U H Q ¶ W
widely held view among the media?

Oh no. , Z R X O G Q ¶ W D J U H H Z L W K W K D W D I S football, the standard
of camogie, is excellent and I think it has improved. Especially camogie has improved a lot. I
think you look at what Katie Taylor has done. S K H ¶ V W K H J U H D W H V W E R [H U Z H
male or I H P D O H V R , Z R X O G Q ¶ W D J U H H Z L W K W K D W D W D O O

Do you think that the physical limitations of women kind of makes their games inferior?

\$ P Z H O O - H V X V a i g h t i n K a t i e T a y l o r a n d D e v v u 2 5 R X U N H , G R Q ¶ W V H
limitations there. I think W K H \ ¶ Y H S X W L Q P D O H D W K O H W H V D J D L Q V W
it very hard to keep up with her. I think that ladies soccer internationally is played at an
excellent level as well.

I suppose then W K H a g e n e r a l c o m p l i m e n t t h a t w o m e n a r e g i v e n K S D W μ V K H S O D \ V O
P D Q ¶ : R X O G \ R X V H H W K D W D V L D K i n f o r P o s t S o c i a l P l e a Q W R U G R \ R X

So there is a conflict like. Basically like I would feel that the ladies, just to conclude this now, I would feel that the camogie and ladies football have made great strides in the past few years

EXW LW KDV OHYHOOHG RII LQ WKDW FDP RJLH FDQ¶W V H
ladies football are a bit better in fairness but a general working journalist these days is under massive pressure. SR , WKLQN WKDW WKH\¶UH JRLQJ WR KDYH WR
new sponsorship in and maybe having press conferences and maybe putting forward a girl who is on a team and she might be from a famous family. There might be a few All-Irelands in the family and maybe get her to sit down with her family as part of an interview to get the general sports coverage. But because it is a constant battle WKH PHGLD PLJKW.Q¶W EH
AW WKH HQG RI WKH GD\ 'DYL G WKH\¶UH REVHVHVG ZLW
market is dying off badly. You know a lot of stuff is internet and online journalism so you
FDQ¶W UHDOO\ E Oid. S RW,¶B PV DRUOW G DMV IRRWEDOO DQG I
DZIXO ORW EXW WKH\ SUREDEO\ QHHG WR GR PRUH DV ZH
well Dave.

Appendix F

Pat Nolan (Journalist) interview, 19 June 2012.

So do you think the media plays an important role in society and why?

Generally speaking?

Yeah generally speaking.

Ah yeah of course it does. PDUWLFXODUO\ LQ D FRXQWU\ OLNH ,UHOD media coverage than other countries. If you look at the size of the country ±four million people ±DQG \HW \RX¶YH VR PDQ\ QDWLRQDO Only Co. ZFM, DSHUV D which is a small enough county, has five local newspapers.

Right and then in general again do you think sport plays an important role in society?

Yeah, very much so. I suppose you only have to look at the European championships over the last few days. I think the Irish soccer team in particular have the ability to unite the country more than anything else and I would have thought maybe rugby would have passed out soccer in terms of that over the last seven or eight years but you know I think if you compare now the reaction to the rugby World Cup last year like there was a lot of interest in the Euros despite the fact that you know Ireland were never really going to make a serious impact in the tournament. But yeah sport is as much a part of tKH ,ULVK LGHQWLW\ DV \RX¶ 2O\PSLFV DJDLQ , VXSSRVH :H ZRQ¶W VHQG DQ DZIXO OF

but if we do get any sort of a medal it will be treated probably more than it would be in other countries.

And then I suppose would you say women get a fair share?

, Q ZRPHQTV FRPSDUHG WR PHQTV "

Yeah compared to men would you say women get a fair share?

Are you talking about in Ireland?

Yeah in Ireland.

, WKLQN LW GRHV EXW VHH , WHQG QRW WR ORRN DW L IHPDOH , WKLQN , TG ORRN DW LW PRUH LQ WHUPV RI ZK coverage of the sport is generally dictated by the level of public interest in it and the amount that attended the games. So to take GAA as an example: Is it realistic to expect an All-Ireland camogie final to get the coverage of an All-Ireland hurling final and the you know Croke Park would have 80,000 plus for the All-Ireland hurling final and the camogie has, still they get good crowds, they get you know maybe 20,000/25,000 at best. So you know WKH VDPH OHYHO RI LQWHUHVW RQ D QDWLRQZLWJ * \$\$ ILHOG VSRUWLVLYH WAFMGEK on why that is but I think while that being the case I think camogie gets good, camogie and ladies football would get better coverage than I would say the Premier League. I think maybe they show the Premier League from that, very little coverage of ladies sports that I am aware of in terms of team field sports. And you know the camogie finals and the ladies football finals are all live on TV. They get slots on The Sunday Game last year on the camogie side. I think TG4 sponsored the ladies football championship and show quite a number of games on television so I think from a GAA perspective I think the coverage is adequate and I also say that again I think that the LQWHUHVW ZKLOH , TP VD\LQJ RQ RQH KDQGV WPKDM VW KDV far as I know the attendances that they get for the final are still amongst the biggest that any ZRPHQTV VSRUWLVLYH WAFMGEK were in a difference then in individualised sports and if you look at Katie Taylor. She KDV EHHQ LGHQWLILHG DV , UHODC in the media than any of the male boxers that are going to represent XV 6RQLD 2 6XOOD likewise. SKHTV , VXSSRVH FRQVLGHUHQ greatest ever athlete and FRQVLGHU

VKH ¶ V \ R X H W H Q R Z W K R X J K V K H G L G Q ¶ W T X L W H Z F Z L O G D Q W 2 O V P
VKH ¶ V K H O G L Q D Q \ O R Z H U H V W H H P W K D Q 5 R Q Q L H ' H O D Q
suppose as a national treasure. Now like the same with Michelle Smith when she was
successful. Now obviously her link to drugs affected her popularity but I think in individual
sports females are treated on an equal footing as their male counterparts. Tennis is another
example of that. You know Wimbledon, all these Wimbledon, the US Open, all those
tournaments enjoy 50/50 coverage in terms of male and female participation of TV and print
media. So I think that there is a difference between individual female sports and team sports.
I think females seem to be able to hold their own adequately 50/50 with men in terms of
individual sports but in team sports W K H V D P H O H Y H O R I L Q W H U H V W L V Q ¶ W

Would you think the fact that individual women get more coverage than say team sports has
anything to do with the kind of negative stereotypes about women who might participate in
team sports? You know the butch/tomboy stereotype?

, Z R X O G Q ¶ W K D Y H W K R X J K W V R H
no. Well I suppose there is that stereotype there to a certain
extent but , Z R X O G Q ¶ W W K L Q N W K D W K D V D Q L P S D F W W R E H K
widespread either in terms of you know, W K H U H ¶ V S O H Q W \ R I Z R P H Q Z K R D U
own individual O V S R U W V Z K R G R O ¶ W H U W L Q W R W K H
suppose butch category that you describe. I
think a big part of it is that L Q V D \ W D N H W H Q Q L V I R U H [D P S O H O I
tournaments are played on the same stage as say, take Wimbledon. T K H Z R P H Q ¶ V D Q G P H
W R X U Q D P H Q W V J R K D Q G L Q K D Q G W R J H W K H G O L F D W W K H V I
know where the Ryder Cup and the Solheim Cup are two different things you know. Women
have their own to X U L Q J R O I Z K L F K G R H V L W V R Z Q W K L Q J D Q G \
Z L W K W K H P H Q ¶ V W R X U L Q W K H Z D \ W K D W L W G R H V Z L W
single reasons why the women sports particularly in tennis enjoy the same status as the
m H Q ¶ W maybe perhaps, if you look on par with the All-Ireland camogie final it probably
Z R X O G K D Y H D E L J L P S D F W R Q W K H S H U F H L W H I G L G N H L G V F E V
something that the Camogie Association might push for at some stage. It ¶ W likely to happen
in the near future but it would probably go a long way towards boosting the perceived
credibility of the ladies games.

5 L J K W , V X S S R V H J R L Q J E D F N W R W H Q Q L V W K H Q D Q R W
sexualised sport as well with the women so do you think that plays into its popularity?

Yeah it would yeah. It definitely would. I suppose lots of like, a lot of these women tennis players are you know SKRWRJHQLF DQG seen as a type of hero in a way. SR \HDK , ZRXOG VD\ WKDW ¶V GHILQLWHO\ VRPHWKLQJ , V plays into that too. I would say that definitely helps and I suppose the sport often plays up to that too.

Yeah. And then before the finals last year for the men and ladies football you had the Hunky Dory ads came out and I know they were nothing to do with the associations but that played on the sexualisation stuff as well and that kind of got the sports a bit of coverage so would you think that could be some route that they could go down or do you think that would EH «

Is that the one where, what exactly was that again?

The Hunky Dory ads where the wans were in bikinis kicking footballs around the place.

And what did it say again?

Are you still staring at my rissps?

And was it a gaelic football thing?

Yeah it was gaelic football but it came out just before the camogie All-Ireland final.

5LJKW , NQRZ +XQN\ 'RU\ ¶V KDYH WULHG WKDW D IHZ WL

Yeah they did it a few years back with rugby. About three years back.

1R , WKLQN WKDW ¶V D ELW GLVWD ¶V highly offensive by, WKLQN WKDW , GRQ ¶W WKLQN , WKLQN WKDW ¶V MXVW WDNLQJ I

<RX GRQ ¶W WKLQN WKDW ¶V D URXWH WR JR GRZQ"

No , GRQ ¶W WKDNLV R results, for them b XW , GRQ ¶W WKLQN LW ZRX RI WKH VSRUW DQ\ IDYRXUV LQ , WKH GRQ ¶W ¶W know, DQG , conservative by nature. , GRQ ¶W WKLQN WKH *\$\$ FRPPXQLW\ ZRX appreciative of something of a campaign like that. It may entice more of a younger crowd but , ¶P QRW VX ¶V attitude to law. LV WKH

:RXOG \RX KDYH DQ\ VXJJHVWLRQV DERXW KRZ VD\ FDPRL
selling the sport better to the media to attract more attention?

Well I think there doing pretty well as it is like. I said to you earlier camogie and ladies football get greater coverage than female sports in other countries and I suggested earlier I think a problem with that is that the ladies football and camogie are their own separate bodies, independent of the GAA. 1RZ WKDW\HODJWK LQ VRPH ZD\V DQG LQ weakness. Like I said to you earlier if there was by chance a way that they could get more ODGLHV IRRWEDOO JDPHV SOD\HG GRXEOKHDKHGHUV SHU you stick the All-Ireland camogie finals on the same day as the hurling final that would be huge for the games. I think they need to be a lot more vigilant in terms when they set their fixtures. There was an incident a few years ago where Wexford were playing the same day as Wexford hurlers might have been playing Dublin in Croke Park. There was a clash which was completely you know, shooting yourself in the foot for the Camogie Association. You have to read things well and not try and take on supporters, take on the GAA sorry, in terms of support. I think the initiative to have the u-21 finals with the camogie finals a few years ago was a good one and it was the GAA that pulled away from that. But giving an example of what I was saying earlier, see how tennis is aligned with the ladies tennis. It is very clearly DOLJQH ZLWK PDV\W DHEQQLSDUW RI ZK\ ODGLHV WHQQLV WR PHQ\V WHQQLV (VSHFLDOO\ VLQFH , WKLaOenWKH SUI made equal for the ladies events which was a long time coming but anyway but I would say if they align themselves, try to align themselves more, SDUWLFXODUO\ ZLWK IL[WXUH events it would help. But then again the GAA usually have their own agenda in terms of GRXEOH KHDGHUV \RX NQRZ WKH\ ZDQW WR FRPELQH L SDUWLFXODUO\ WKH ODWWHU HQG RI WKH FKDPSLRQVKL again I think the coverage of it over the last few years I suppose, no matter how much coverage you get, you will always want more. But I would just say generally speaking, relatively speaking the coverage they get is quite good.

5LJKW DQG ZH\OO VD\ MXVW WXUQLQJ DZDUGLW\WKH *\$\$ \RX VD\ VR LW\V NLQG RI WKH 352V DQG WKH DVVRFLDWL just blame the media?

Yeah they do need to be more proactive. Like I think a lot of PR people in various sporting bodies will get a bit exasperated ZKHQ WKH\ GRQ\W JHW FRYHUDJH EXW

proactive. L LN H , WKLQN WKH)\$, PLJKW , P QRW but you LI WK know they will have their own person supplying copy for the matches like u-18, u-21 teams are playing a match or the u-18 teams are playing somewhere. I believe the FAI have their RZQ SHUVRQ ILOLQJ FRS\ IRU WKDW 1RZ , P QRW VXUH WHDPV EXW WK DGR\LVQ JR Q MW ZDQ GRWKDW V ZKDW WKH & DPRJ the Ladies Football Association, where they have a journalist working for them who does the matches for them that day and they issue a copy free of charge to the papers. SR WKDW V D JR LGHD DQG WKDW PHDQV WKH VSRUWV HG LWRU GRHVQ V EHFDXVH \RX NQRZ ZLWK EXGJHWV EHFRLQJ VR FRQVWU WKLQNLQJ \$QG , WKLQN WKDW V V RPHWKLQJ IHPDOH VS doing it already but again the ladies in terms of rugby and V RFFHU , G RQW VHH 7 did well last year and they got a fair bit of coverage. Like if that was a male team would they KDYH GRQH P XFK PRUH FRYHUDJH" , ZRXOGQ V KDYH WK right good coverage. The Irish wom HQ V UXJE\ WHDP WHQG WR IHDWXUH programme during the season. Now against that you have the Irish u-20s Six Nations games are generally shown live on the Friday nights. Could the ladies push for the same? Possibly. \$JDLQ LW V K DUG WR anytime soon and again it goes back to what I said earlier when you look at the ladies games in rugby. S D\ DW WKH 6L[1DWLRQV WKI played at club grounds which is, you know, say small crowds at it. So against that backdrop \RX NQRZ LW V KDUG WR MXVWLI\ VKRZLQJ LW RQ OLYH W Irish rugby team, women get all their major games carried by newspapers. Again I think it KHOSV WKDW WKH V UH Q W D Q J H Q W Z P W K W K H X what I said earlier I think given the public interest that is in these events and O H W H V it LVQ V ZLGHVSUHDG , WKLQN WKH V UH GRLQJ ZHOO WR JH

As a sports writer so what kind of instructions would ye get off editors? Would ye be encouraged to seek out stories about women?

\$P QR , ZRXOGQ V EHG ERHWG WRF R D U D G W H V W A H U EXW ZRXOGQ V EH ORRNLQJ IRU VWRULHV DQ\ZD\ id ad WHUPV ODGLHV IRRWEDOO %XW QR WKDW OHYHO RI SUHV VXUH Z , G EH DPD]HG LI WKDW V WKH FDVH IRU DQ\ VSRUWV HG

Is it a case of just focusing on what the public wants to read to sell the paper?

Tha W¶V LW OLNH <RX NQRZ WKH DUH some times, HYHQ ZL
WKDW¶V MXVW WKH ZD\ LW LV OLNH LI \RX KDYH VWRU
footballers and a strong story about the Leitrim footballers, the Dublin story is always going
to have preference because that the one more people are interested in. TKDW¶V QRW PHDQ
VRXQG GLVUHVSHFWIXO 7KDW¶V MXVW WKH UHDOLW\ ,
effort when the All-Ireland finals come around. I always make the effort to be at the pre-
match press conferences and stuff like that for the ladies finals in camogie and football and
generally cover the finals then as well. Most papers would nearly rely on the free copy from
WKH DVVRFLDWLRQ ZKHWKHU LWV FDPRJLH RU ODGLHV
encouraged to do it. I just do it myself because I could probably get away with doing it but I
WKLQN WKH UHQDQSOHQDOV LQ &URNH 3DUN 7KH\¶UH JHW
SOXV VR , WKLQN \RX KDYH WR FRYHU WKH EXW WKD
newspapers.

Would you say the public interest in the games are kind of inferior to the

:HOO , ZRXOG¶W VD\ WKH SXEOLFHQ\ WKH UHQDQSOHQDOV LQ &URNH 3DUN 7KH\¶UH JHW
I ZRXOG VD\ WKDW I¶VE SDDUW R IWDUW very carefully with these types
of questions. Yeah I think that has to be part of it. Now in other sports like you know tennis,
SHRSOH VD\ WKDW WHQQLV LV PRUH ZRPHQ¶W WHQQLV
PD\EH LW¶V QRW GRPLQDWHG E\ IDVW VHUYYHV IDV\ PXFK V
The whole strength thing. Sure QDWXUDOO\ WKH PHQ¶V JDPH LV JRLQJ
physical. TKDW¶V MXVW D IDFWRU \RX ,¶QQRZ WKXPDUH FRIQ\BIXWU
GRZQ WKH FRPSHWLWLRQ GR DOO WKHVH WHDPV PDWFK
DW WKH OHYHO ,¶P MXVW WU\LQJ WR PDNH WKH SRLQW
competitions train as hard as middle of the URDG WHDPV LQ WKH PHQ¶V FRPS
WKLQN VR \$QG \RX NQRZ ,¶YH DQHFGRWDO HYGHQFH R
team have a game coming up shortly because it clashes with some Westlife concert which
\RX NQRZ ZKHQ \RX¶YH VHYHEDQQWH WHDP GRLQJ WKDW
SHUSHQGLFXODU ZLWK WKH OHYHO RI FRPPLWPHQW WKDV
county level. Now maybe commitments gone over the top but WKDW¶V MXVW DQ HDPS
you know female spRUWV GR¶W¶W KODU
UHDVRQ IRU WKDW LV WKDW WKH UHZDUGV DUHQ¶W DV S
NQRZ WKH\¶UH QHYHU hot of 8000 in Wre Park. And I suppose just about

every GAA player can aspire to play in front of a decent crowd at some stage. And even regards what standard he is playing at there is a certain public profile that goes with it. In terms of recognition really I suppose with ladies football its really only the top teams that get the coverage at the latter end of the year which maybe helps them justify the effort that

W K H \ ¶ U H S X W W W ¶ V I D Q G R I U I F X O R W , R Q H

DQG VKH ZDV VD\LQJ LW ZDV E... JDPHV
entertaining to watch. So would you think that plays a general role, The different
SK\VLFDOLW\¶V"

:HOO WKD... FRXQW\ SOD\HUV LW
to see why big numbers of VXSSRUW GRQ¶W JR WR WKH JDPHV 1R W
know. The standard at the top level is very good. Look there is nothing to compare to the
JODPRXU RI WKH PHQ¶V JDPHV \RX NQRZ LI WKH OHYHO
would say you know the level of publicity has increased. I suppose the bottom line is that
ZRPHQ GRQ¶W VXSSRUW WKHLU RZQ VSRUWV IXOO VWRS

So I suppose a kind of better relationship between the PROs and the associations themselves
with the media, they have to do their own bit as well rather than just depend on the media.

,QWHUHVWLQJO\ 'DY...
model where you have all the different sports alongside one another; hurling, football,
camogie and ladies football; all under the one umbrella so everything would be organised at
FOXE OHYHO VR \RX ZRXOGQ¶W KDYH RQH ZLQJ RI WKH
comprehensive approach.

How important is sponsorship to raising the profile?

6SRQVRUVKLS LV YLWDO ,W¶V WKH OLIHEORRG RI DQ\
sponsors will promote their involvement like I suppose the more they have the more that they
can promote their own. So sponsorship is vital yeah. You can also employ people in the sport.
The more sponsors you have to put the word out to promote the sport at grassroots level.

Do you think if there was more coverage in the newspapers of say camogie, ladies football

DQG ZRPHQ¶V UXJE\... WK

Oh definitely without doubt, the more publicity that a game generates the more willing to
become involved.

Do you think women are owed more coverage or more sponsorship?

:HOO , ZRXOGQ¶W VD\ WKDW WKH\ DUH RZHG , ZRXOG L
TXHVWLRQH ZK\ WKHUH¶V QRW PRUH SXEOLFLW\ WKH\
long as other sports attract bigger crowds its always going to be a challenge for them to get

more coverage so to answer your question about whether I feel their owed more coverage I would say the newspaper probably feel that they are not obliged to give as much, to give more publicity.

In your experience would editors have ~~the~~ opinions of the sportswriters?

No. They would have a different view because there looking at the bigger picture there looking at all the different stories coming across their desks so and at the end of the day it comes down to space. So until their att H Q G D Q F H L Q F U H D V H V W K H \ Z R Q ¶ W E change.

Appendix H

Grainne Kenneally (Waterford GAA dual player) interview, 22 June 2012.

'R \RX WKLQN ZRPHQ¶V FRYHUDJH LV IDLU DQG HTXDO WR

No not at all.

Why would you think that is?

:HOO LW¶V OLNH WKH FRYHUDJHHJLNUHQVZLWR ZKDW JMWKHD
coming whereas fellas would get full sports sections dedicated to them, GAA in particular
KHUH LV ZKDW ,¶P WDONLQJ DERXW QRZ OLNH DQG OLN
VSRQVRUVKLS FRPLQJ RQ ERDUG EXWLLS W¶M Q. EWK LQJ FR
the third division fellas get more to what the senior girls would get.

'R \RX WKLQN WKDW WKHUH LV DQ\ SDUWLFXODU UHDVRO

2K ,¶G VD\ LW¶V EHFDXVH WKUH¶V QSHU RLVDEO\ WPHU IP HQ¶V E
WKH PHQ¶V DQG WKHUH¶V SUREDEO\ D ELJJHU IROORZLO
ZRPHQ¶V * \$K E LPHU
like.

Why would you think the attendances wa ZRPHQ¶V PDWFKHV DUH VR SRRU
PHQ¶V "

, GRQ W KNDQRTV D JRRG TXHVWLRQRZLQJWL, V Q W SW K HUMKIM
TKHUH V D PRUH RI D WUDGLWLRQDO IROORZLQJ RI IHOO
suppose there V D P XFK ELJJHU DQG RI VXSSRUWHUV ZLWK WK
women GAA. Mostly just females follow the females whereas both men and women follow
WKH PHQ V * \$\$

Okay. I suppose then one of the excuses that the media uses is because of the poo
DWWHQGDQFHV WKH\ GRQ W FRYHU WKH ZRPHQ EHFDXV
SXEOLF LQWHUHVW RXW WKHUH :RXOG \RX VD\ WKDW V D
<HDK ZHOO LW V D IDLU H[FXVH IURP ZKHUH WKH\ DUH F
the DWWHQGDQFH ZRXOG VWDUW FRPLQJ XS DV ZHOO EHF
quality of games and stuff that you get from women because like it can be as competitive as
men are and like when people see it on The Sunday Game and TG4 I think they are actually
O L N H t h e r e 2 is a good quality here V and they probably would increase the attendance at
matches if it was given a good light in the media and a bigger light in the media. Then it
probably would increase attendances at matches.

Right. Would you have any ways that ye could improve the attendances without media
coverage do you think?

:HOO ZLWK WKH FDPRLH WKH\ DUH WU\LQJ WR OLQN XS F
camogie games as the curtain raisers to the fellas games so I think that a great initiative like if
the ladies football and the camogie started linking up and working much more with the GAA
WKHQ SHRSOH PLJKW VWDUW FRPLQJ DORQJ D ELW HDUO
7KDW V SUREDEO\ W h y c o u l d i m p r o v e i t . W Z D \ W K D W

, ZDV W DONLQJ WR RQH MRXUQDOLVW WKHQ DQG LW ZDV
have the same level of commitment as men do to training. He was saying the top teams
probably do but down the middle of the road teams p o s s i b l y \ GRQ W , VXSSRVH VXU
are intermediateso WKH\ ZRXOGQ W UHDOO\ EH DWRS WHDP , VX
comment on that?

:HOO LI , HYHU PHW KLP , G SUREDEO\ JLYH KLP D VO
completely unjustified. I mean girls are sacrificing absolutely everything to play. Even when
we were only junior last year, your weekends, your social events and we did it with no petrol
money we got very little. We got very little recognition from anyone. We just did it because

we love the sport. LLNH ZH GLGQ¶W JHWS DGDODVK HWKIDWS RQVHR ERK¶
LLNH ZH GLGQ¶W HYH. We had to pay for our own physios. It's not playing
inter-county is a cost to the player whereas any of them men, they probably ZRXOGQ¶W SOD\
WKH\ KDG WR SD\ WKH FRVW WKD¶W. Justified because men can SD\ 6R ,
give as much commitment if not more because we do it without the backing of financial
assistance.

Do you have any views on ways ye could attract sponsorship?

Well there are bigger deals coming in like at headquarters. They are working hard. I mean
TG4 are brilliant for ladies football. The media coverage they give us is absolutely brilliant.
:LWK WKH FDP RJLH WKHQ W KPH¶RUH board with the Irish Daily Z ELJJH
Star, Bord Gais. So like there is starting to be movements in it like and I think just from
headquarters they need to start with the senior ones and then hopefully it will start filter down
through once the senior ones get bigger coverage the rest of us might start getting a bit of a
look in as well.

:RXOG \RX NQRZ PXFk DERXW 7KH ,ULVK 'DLO\ 6WDU¶V FR
They sponsored us in the national leagues and it would have every weekend they would have
given sum bit of coverage now nothing compared to what the fellas would have got but they
ZH¶OO VD\ ZKHQ WKH ILQDO ZHHNHQG RI LW RU ZKDWHYH
think it was even a pull-out section of the table and the camogie tea of the league, kind of
league all- VWDUV 6R OLNH ZKHQ WKHUH¶V ELJ WKLQJV KDSSH
fellas its nothing really but it is an increase from other times like.

Another journalist I was talking to then he made the point that back around when ~~st~~
ten or twelve years ago rugby was only getting a page or two and then he said what they did
was went off and made a successful product out of the Heineken Cup. Do you think branding
is something women could look into?

Yeah well if it worked for the rugby like definitely. You know the bigger sponsors you get on
ERDUG WKH PRUH PRQH\ WKDW¶V JRLQJ WR EH SXPSHG L
into development, into improving everything about the game. Like so even getting Bord Gais
on board with the footballers, getting TG4, like TG4 has been a huge sponsorship for ladies
football. Without them , WKLQN ZH¶G EH ED Egnidg new kind all that RSQH DJHV

definitely sure the more sponsorship you get the more money there is to be pumped into improving everything like from playing to media to everything you know.

<RX YH SUREDEO\ KHDUG WKH FRPSOLPHQW VVKH SODIV
of the media that these kind of back handed compliments exist?

:HOO , ZRXOG. Now saying she plays like a man is probably a bad way of putting it but if VRPHRQH FRPSDUHG \RX WR D KXUOHU , G ILQG V ,I WKH\ V H D KRONHQRZKH V QRW MXVW D FDP RJL SUREDEO\ EDG OLNH LW V N G GREY V R K W D B U Z K D W H Y H U P D Q W K D W V D K X J H L Q V X O W E X W L I W K H \ V D X W R X W M D probably becaus H W K D W V Z K D W W K D U H . The pedestal of a pedestal and the camogie is compared to the highest level of the hurling and I think unless we come up with a level par those kind of compliments are always going to be floating around because of the media or just because even in camogie the top level is still seen as hurling you know what I mean.

The newspapers are saying they are only responding to the public interest. Do you think their sports pages are just targeting men though and that is the public they are referring to?

Ah I suppose like traditionally the sports sections have been targeted towards men but like if you have an interest in sport male or female you are going to go to the sports sections first. So they are aiming for the male but like as many females read the sports sections as male so they

VKRXOG EH WDUJH WLQJ ERWK HYHQO\ EXW , GRQ W NQRZ
Just to ILQLVK 7KHUH V D ELJ GURSRXW UDWH IUR ILIWHHQ VL[WHHQ VHYHQWHHQ 7KH UHDVRRQ ay sports JLYH DQ\PRUH EXW \RX GRQ W VHH WKDW GURS SXW KDSSHQ ZRXOG \RX VHH DQ\ UHDVRRQ ZK\ WKDW V KDSSHQLQJ"

I WKLQN WKDW V SUREDEO\ WKH SHUVRQD W K D W N L Q G R I OLNH IRU kind of expected to play sports whereas girls, it expected they turn into fashion you know and make up and things like that. I WKLQN WKDW V SUREDEO perspective on girls playing sports. It SUREDEO\ LVQ W D V t is J O D P R X V IRU play sport. Y R X N Q R Z L I V R P H H O H V D D K X U O H U g to W whereas with girls I think the cool thing to do is to be into fashion and makeup whereas there is plenty of camogie players who can balance both like fashion, make up but yet are very skilful

camogie players on the field. S R , W K L Q N L W ¶ V M X V W W K H N L Q G R I S H U
the sport.

Appendix I

Peter Sweeney (Journalist) interview, 26 June 2012.

'R \RX WKLQN ZRPHQ¶V VSRUW JHW IDLU DQG HTXDO FRYH
:HOO WKH\ FHUWDLQO\ ~~GRQ¶W JHW HTXDO FOR GRUQ¶W~~ QHF
mean the same things.

5LJKW :K\ GR \RX WKLQN WKH\ GRQ¶W JHW DV PXFK FRYH
:HOO OLNH FRPPHUFDO HQWHUSULVH :KDW GR SHRSOH
VHOOV" ,W LV QRW ZRPHQ¶V UWSRUWV

And why do you think that is?

, VXSSRVH ~~FKKDW¶Q DQ~~ HJJ LVQ¶W LW :RPHQ¶V VSRUWV
sports you know. How will they become more popular? Only by covering them more I
VXSSRVH EXW LW¶V ~~GRWXS WR EXMLQJ~~ just for its sport
development.

Would you say that there is any truth in that argument that if they did get more coverage that
it would lead to more popularity?

, GRQ¶W NQR ~~Zppex you would find out if~~ you, like ladies football is
probably the most popular ladies sport in the country and it probably gets the most coverage.

between Barcelona and Manchester United m HQ ¶ V WHDP DQG KDG WKH ODG
FKDQQHO ZKLFK RQH DUH \RX JRLQJ WR ZDWFK" <RX ¶ OO Z
higher standard.

Do you think that they are just competing with too many popular male sports to ever become popular themselves?

I suppose it will be difficult. , GRQ ¶ W NQRZ QdK twenty years ago the road
\RX GRQ ¶ W NQRZ FHUWDLQ ZRPH ¶ W SRUWV DUH SRSXO
ELOOLQJ DQG HYHU \RQH ¶ V ZDWFKLQJ WKH WH ¶ Q
NQRZ J \PQDVWLFV LFH VNDWLQJ WKLQJV OLNH WKDW ,
following. Skiing would be another one but you know certain parts of the world they are very popular.

Why do you think that women in individual sports they seem to get equal coverage to men in their sports?

:HOO LQ WKLW FRXQWU\ , ZRXOG VD \ WKDW WKH \ WHQG W
7D \ ORU 6RQLD 2 ¶ 6XOOLYDQ SHRSOH OLNH WKDW & DWU
medal prospects in the Olympics they get great coverage and fair play to them they deserve it.

3DW 1RODQ ZDV VD \ LQJ WKDW LI \RX ORRN DW :LPEOHGR
are run side by side and that the reason they get equal coverage. So do you think if ladies football joined up with the GAA and had double headers, would that work for them?

:HOO \HDK LW ¶ V VRPHWKLQJ WKH \ ¶ UH NLQG RI PRYLQJ W
WKH *\$\$ DUH XVLQJ 7KH \ ¶ UH NLQG RI EULQJ ¶ Q
the one umbrella and there have been a few, not many instances of ladies football playing
FXUWDLQ UDLVHUV WR WKH PHQ ¶ V JDPHV EXW \HDK FHUW
minor football and hurling for example were played away from Croke Park, away from senior
PDWFKHV SHRSOH ZRXOGQ ¶ W KDYH D FOXH KDUGO \ RI Z
WHOHYLVLRQ RU \RX NQRZ SHRSOH ZRXOGQ ¶ V VHH WKH
know when they are on you know especially the finals, the semi-finals, you know there all on
in Croke Park the day of the senior matches and they do generate a lot more interest.

5XJE \ KXUOLQJ IRRWEDOO WKH \ ¶ UH NLQG RI VWURQJOV
think the fact that women are playing these sports effects the selling?

<HDK , ZRXOGQ¶W QHFHVVDULO\ KDYH WKRXXJKW WKDW , V
as an example she hates seeing women play rugby but at the same time Katie Taylor plays the
most masculine sport of all ±bo [LQJ <RX NQRZ VKH¶V DFNQRZOHGJHG
JUHDWHVW HYHU VSRUWV SHRSOH DQG LI VKH ZLQV WKH

Yeah but I suppose would you say when she won her world championship and even her
second and third, do you think she got enough coverage back then?

Well like they were all in fairly far flung place. Like if say Kenny Egan was winning a world
championship in Mongolia the likelihood is nobody would be able to send anyone out to it so
you know the coverage would EH IDLUO\ VNHWFK\ DW EHVW EXW \RX N
LV FRPLQJ IURP D YHU\ ORZ OHYHO \RX NQRZ LW¶V WKH
regarded by a lot of people until very recently so you know it takes a while for all of these
things. One to gain credibility. Second is to build up a following after that. And you know not
WDNLQJ DZD\ IURP KHU DFKLHYHPHQWV LQ DQ\ ZD\ VKDS
person but you know there are less women boxers than there are men boxers so you k QRZ LW¶V
SUREDEO\ KDUGHU LQ WKH PHQ¶V JDPH WR ULVH WR WKH
2ND\ +DYH \RX HYHU FRYHUHG DQ\ ZRPHQ¶V VSRUW \RXU

I have yeah.

And what were they?

Ah. Golf, soccer, camogie, ladies football.

How many paragraphs, how much space were you aloud allocate?

WHOO WKDW¶V D ELW VXJJHVWLYH EHFDDVH\WRXNQRZ \RX
DQG \RX¶OO JLYH LW WKUHH SDJHV EXW WKDW¶V RQO\ F
\HDU \RX ZRXOGQ¶W JLYH LW WKDW PXEFK\GARRQ¶W NQRZ

both taken on a freelance reporter who does there reports for them at the weekend, sends us

URXQGXSU IRU IUHH VR DOO WKH QHZVSDSHUV FDQ SULQ
for them because we are getting it for free.

Do you WKLQN WKDW¶V WKH ZD\ WR JR WKRXXJK"

,¶P QRW VD\LQJ LW¶V WKH ZD\ WR JR EXW LW¶V MXVW ZR

<HDK EHFDXVH , ZDV MXVW ORRNLQJ DW \HVWHUGD\¶V U
champions and their game was summed up in ~~sent~~ence along with another match.

7KH\¶UH WKH GHIHQGLQJ FKDPSLR ~~Q-You Do You~~ ¶UH JRLQ
WKDW¶V IDLU UHDOO\" :KDW ZRXOG \RXU YLHZ RQ WKDW

,W¶V QRW \RX NQRZ ZH WDONHG HDUOLHU ~~Deceitfully~~ DERXW IDLUQ
same thing. You know am look at The Startoday. Dublin are the defending All-Ireland
champions. Wexford footballers get bigger coverage. Is that fair?

What kind of instructions would you get from editors? Would you be encouraged to seek out
VWRULHV DERXW ZRPHQ¶V VSRUW "

:HOO , GRQ¶W NQRZ KR ~~Zyou Know~~, GZHG¶V WLEHH FOLNRJLH DQG
ZH¶UH JRLQJ WR KDYH D SDJH RQ FDPRLH WZR GD\ D Z
office. One of the days it comes from the camogie a VVRFLDWLRQ WKHPVHOYHV V
get the page. We get the page. We fill it with the best stuff.

+DV FRYHUDJH LPSURYHG VLQFH \RX¶YH VWDUWHG RXW D

I suppose overall it has slightly you know we were talking about TG4 and ladies football and
you know camogie and ladies football get a bit more coverage. Peamount got a little bit of
coverage this year with their run in the Champions League and we gave great coverage to
, UHOD-~~Q~~¶V-18s in the World Cup and Euros last year and the year before that. We
were the only newspaper to send a reporter to both of those competitions so you know. I think
LW LV LPSURYLQJ EXW FRPLQJ IURP VXFK D ORZ EDVH WH
way to go.

What do you think the PROs of the ~~assists~~ could do to generate more coverage or is
there anything else they could do?

<HDK , GRQ¶W WKLQN LW¶V DV VLPSON DV 352V ,W¶V \R
WKLQJV OLNH WKDW & DPRJLH FHUWDLQO\ KDV ~~th~~¶Q LPDJH

You can only get the media to bring it so far because then people have to have an interest and
,¶P QRW FRPPHQDWLQJ RQ DQ\ VSHFLILF LQGLYLGXDO
SURGXFW SHRSOH DUHQ¶W JRLQJ WR ~~For that level~~ \RX N
coverage.

2ND\ -XVW WR ILQLVK XS WKHQ -LP 2¶6XOOLYDQ VDLG Z
sport. Would you have any say on that or do you agree with him or why would you think that
is I suppose if it is true?

Well right. You JR WR D PHQ¶V SO
ZRPHQ¶YU¶ODQG \RX NQRZ SUREDEO\ WKH PDMRULW\ D
proportion of men. Men are generally more interested in sports than women I suppose.

Appendix J

) LQWDQ 2. Purranis interview, 27 June 2012.

, Q FRPSDULVZC PWRQ PPHQ \$R UW FRYHUDJH LV IDLUO\ PLQR
why?

< HDK , VXSSRVH , ZR XG G O T W G L V S X W H W K D W
LW V MXVW D PD W R H O T W I S R S Q D L W \ D Q DJHQGD GULYH
LW V MXVW UHVS R Q G L e a n l o o k a t t h e s c e n e . F t h e l e g W h e r e H o w
football, hurling, rugby, soccer and golf. You know looking over the past weeks the amount
RI FRYHUDJH W e c a n t e a m i n t h e E u r o . I t h i n k W K H , U L V K Z R P H Q V
team had a couple of qualifiers during that time so you know I mean the interest is just not
ZLWKLQ WKHP VSRUWV DQG , MXVW WKLQN LW V W K H I D F
the stories that will generate them the most readers for papers or the most listeners on radio
W K H P R V W Y L H Z H U V R Q 7 9 D Q G , W K L Q N W K H U H V Q R J H V
the one people seem to be more interested in.

' R \ R X W K L Q N W K H U H V D Q \ U H D G H P R V K H S Z B P P Q Q G V S R U W W
newspapers?

Yeah well I mean I think there is a sign over the last few years that it is developing. I suppose
L I \ R X O R R N D W . D W L H 7 D \ O R U L Q S D U W L F X O D U L I V K H G
the reaction she got when she qualified for the Olympics. , P H D Q , I s k a p p o s e S o n i a
2 1 6 X O O L Y D Q Z D V S U R E D E O \ W K H R o m a n s u p e r s t a r i d s p o r t a n d R I D N L

Katie Taylor is kind of taking on that mantle. A QG WKHQ , PHDQ WKHUH TV PD
other examples if you look at maybe GAA over the last couple of years maybe certain things
like RTE, the broadcast of the camogie, TG4 kind of broadcasting more ladies football, not
just the final. They started broadcasting earlier rounds like you know so I think from that kind
of view at least getting it out there to a wider audience it probably improved it and its
H[SDQGLQJ EXWOBZRSURBWHVDDQG LWTV QRW JRLQJ WR
JRLQJ WR JHW XS WR WKH VWDWXV RI PHQTV VSRUWV
7KHUH TV DQ DUJXPHQW RXW WKHUH WKDW RI WKH\ JRW P
FURZGV DQG ELJJHU DWWHQADTQH What argument? WKLQN WKHU

Yeah I would. Just an example I would give then is the ladies football. I mean I would say a
lot of people have become far more interested in the sport. , PHDQ WKH\ VD\ LWTV W
growing participation sport in the countr \ , PHDQ LQ ZRPHQTV VSRUW DQ\ZD\
WKLQN DQ\ZD\ D ORW RI WKDW GRHV VWHP IURP WKH IDF
September for the All-Ireland final. The fact you now have the rolling coverage throughout
the year with earlier rounds been shown in TG4. , PHDQ , NQRZ D ORW RI SHRSO
TG4 regularly but I mean at least the fact that it is on a national station to get a bit more
exposure and I mean I suppose the fact that you look at Katie Taylor. , TV VD\ ZRPHQTV E
is now, people are more aware of it and more interested in it on the back of her, probably
more likely to go and see her fight and you know maybe participate in the sport themselves.
So there is an argument there that you know if its covered more and if the stories are there
WKHQ OLNH WKH PHQTV VSRUW WKDW ZLOO REYLRXVO\ OH
, I ODGLHV IRRWEDOO LV VR SRSXODU EHFDXVH RI 7* TV V
of big sponsorship is needed before newspapers actually take notice?

< HDK , PHDQ WTV m Dan they are. TG4, I suppose its mutually beneficial for
the, because they are sponsoring it they want to get their product out there and all that you
know more people seem to be more interested in LW DQG WKDW The Ga , WKLQI
newspaper. I think they sponsor is it the camogie league? , WKLQN WKDW TV LW DQ\
NQRZ WKDW TV DQRWKHU H[DPSON , WV EHQHILFLDO IRU V
that I would find the GAA they are very proactive in terms of ladies football and camogie,
WKH\ JHW RXW SUHYLHZV DQG IL[XUH OLVWV DQG PDW
DZDUH RI WKH VWXII WKDW TV JRLQJ RQ

On that note is there anything else that the associations could do and attract more media attention to kind of get more credibility out there?

, VXSSRVH LW¶V MXVW D PDWWHU RI WU\LQJ WRINHHS X mean to kind of engage with various online and print and radio and TV and all that sort of stuff. LLNH \RX NQRZ WR WU\ DQG JHW WKH QDPH RXW WKH WKH\¶UH WU\LQJ WKHLU EHVW EXW XOWLPDWHO\ LW¶V J organisation themselves if they are going to cover it or not. So all they can do is keep trying WR VHOO WKH SURGXFV WKH ZD\ WKH\ DUH EXW , VXSS RUJDQLVDWLRQV DUH ZKHWKHU WKH\¶OO JHW VRPHRQH W

Would you think that the media are to blame for the lack of publicity that female athletes have you know?

Maybe to an extent but I think ultimately people decide for themselves what they are interested in you know I mean. PHRSOH DUH PRUH LQWHUHVWHG LQ WKH WKH , ULVK ZRPHQ¶V WRFFHUWEDF the last month and I mean I GRQ¶W NQRZ PD\EH LQ FHUWDLQ PHGLD RUJDQLVDWLRQV major bias and I think ultimately all media organisations are concerned about being a successful business a QG ZKHWKHU WKDW¶V JRLQJ WR JHW PRUH SHR or reading their stuff. SR WKH\¶UH JRLQJ DERXW ZRXOG SHRSOH EH YRX NQRZ WKH , ULVK PHQ¶V WHDP LQ WKH (XURV RU WKH \RX NQRZ , WKLQN WKDW¶V WKH PDLQ FRQVLGHUDWLRQ ZKHWKHU RU QRW WR FRYHU ZRPHQ¶V VSRUWV

Are they competing with too many popular male sports to ever become popular themselves?

I suppose yeah it is difficult. You also h DYH WR ORRN DW WKH IDFW WKDW , W¶V D VPDOO PDUNHW \$Q\ZD\ , PHDQ WR VD\ LQ FRPSD VSRUW VRPH DUH YHU\ ELJ RYHU WKHUH EXW , PHDQ WKH , PHDQ WKHUH¶V D WZLWJ /LNH \RX¶UH FRPSHWLQJ IRU D Y PDQ\ PHQ¶V VSRUWV DUH WKHUH WKDW ILQG LW YHU\ GL WKHUH LV D SRSXODWLRQ IDFWRU DV ZHOO WKDW LW LV \RX¶YH D ORW RI FRPSHWLQJ SOD\HUV

How do you think female athletes in individual sports compare to the coverage of females on team sports?

I suppose maybe in certain ways there is maybe more of a recognition factor. You know you look at probably the most famous ladies sports people in Ireland. Like everyone probably thinks of like Katie Taylor, Derval ~~2 ¶ 5 R X U N H * U D L Q Q H 0 X U S K \ L Q W K H V Z~~ ~~N Q R Z , G R Q ¶ W T X L W H N Q R Z Z K \ W K D W L V E X W L W M X V W V~~ of stand out more. It does seem to be the case of the individual sports getting more recognition you know on the back of their achievements.

Would you think that could have anything to do with the kind of strong cultural association with masculine team sports?

, ~~G R Q ¶ W N Q R Z~~ you look at the last few years look at what someone like Katie Taylor has done. , ~~PHDQ LI \RX DVNHG WHQ \H DUV DJR \RX NQRZ WK ZKDWHYHU , GRQ ¶ W NQRZ ZRXOG SHRSOH W D L N H \ B W ¶ W H U~~ more improved. I think the stereotypes, the barriers have shifted a lot more from where they were ten years ago.

~~: K D W N L Q G R I L Q V W U X F W L R Q V Z R X O G \ H J H W R I I V S R U W V~~
Would ye be encouraged to go out ~~are~~ break stories?

~~: H O O , V X S S R V H O R R N P \ V H O I W K H M R E W K D W , ¶ P L Q Q W K H V F R U H L H D Q G , P H D Q O R R N , M X V W P D N H D G H F L V L R W K L V Z H H N H Q G \ R X ¶ G K D Y H W R V D Y k S U R D Y L e i n s t e r S e m i~~ final, ~~L W ¶ V W K H E L J J H V W J D P H R I W K H Z H H N H Q G , P H D Q O D R Q O \ U H D O O \ V W D U W L Q J R I I Q R Z V R , Z R X O G Q ¶ W U H D O O \~~ the season goes on I would try and give th ~~HP D E L W P R U H E X W X O W L P D W H O \~~ the basis of like you know is it news worthy. You know what kind of viewership are we ~~J H W W L Q J I R U W K H V W R U L H V R Q W K H Z H E V L W H \$ Q G W K D~~ certainly as it goes on and you get to the last stage of the competition you would start to give it more coverage and more significance.

Why is it that they always get big coverage for the ~~All~~ and finals but its minimal up to them?

I suppose look its interest levels you know. I mean not many people are just interested in like the first round of the Munster camogie championship and you only have to look at the people who attended as well and I think you could give it all the coverage you want in the world but , ~~G R Q ¶ W N Q R Z Z R X O G~~ people be ~~interested~~ interested in it. Like you know but then come the All-

, UHODQG ILQDO LW JHWV D GHGLFDWHG VORW LQ WKH \H
you know. I W¶V D ELJ JDPH DQG ORRN , MXVW GRQ¶W WKLQN V
in the public.

I was talking to Peter Sweeny and he said that camogie has an image problem. Would you agree with that?

Well in terms of the stereotype of it maybe to an extent and maybe ladies football suffers
IURP WKDW WRR EXW , GRQ¶W WKLQN New Year's Eve mean
I would look at it lets say a lot of people would have huge regard for the Cork ladies football
WHDP , PHDQ D ORW RI SHRSOH ZRXOG VD\ WKDW WKH \¶
titles th DW WKH\ KDYH ZRQ 6R , GRQ¶W WKLQN LW TXLWH KD
\HDUV DJR , WKLQN LW¶V PRUH DSSHDOLQJ DQG PRUH
interested in it.

, Q \RXU RSLQLRQ LI ZRPHQ¶V VSRUWHQ¶V ZRXOG GWKDWFR
PHQ¶V VSRUW "

, WKLQN LW LV D K\SRWKHWLFDO TXHVWLRQ DQG , FDQ¶V
MXVW GRQ¶W WKLQN WKH LQWHUQHW LV WKHUH IRU LW
deserve more coverage simply because of the attendances they get. I suppose you know you
ORRN DW VSRQVRUVKLS GHDOV :K\ GR VSRQVRUV JHW LG
\RX NQRZ" %HFDXVH WKH\¶UH KLJK SURILOH 0HQ¶V VSRU
and the coverage and the crowds.

Just to finish up then. Do newspapers target women readers sports section or do they just target men or do they target both in your opinion?

, ZRXOG VD\ WKH\ ZRXOG SUREDEO\ PDLQO\ WDW you HW PHQ
know a lot but I mean ultimately you look at it from a wider point of view. Newspapers
SUREDEO\ \RX NQRZ GHGLFDWH WKHLU IDVKLRQ FROXPQV
stereotypical about it but they ultimately have women in mind when they are planning that
kind of stuff and so when it comes to sport I would say that men are the major consideration
you know. Yeah I would say that ultimately they are probably targeting male readers now
obviously they will be glad if female readers read their stuff you know but they will
ultimately be targeting men alright.

Appendix K

Derek Kinnevey (FAI Communications Executive) interview, 3 July 2012.

6 R Z K D W N L Q G R I V W X I I G R H V W K H) \$, G R W R S U R P R W H Z I

Well we would work on a lot of different qualities when it comes to Z R P H Q ¶ V V R F F H U V F
can match the promotion to the event. So for instance this weekend we had the Gainer Cup
which is a competition for u-14 women. So there would have been a lot of work on that going
across local press in Limerick which is where it was held. There would have been a lot of
stuff in our social media and the, you know, our development officers who work throughout
the country would have worked on this in their local areas trying to get local people to go
along, give out free tickets that kind of thing.

And would you be happy at the response ye get off the newspapers?

Wom H Q ¶ V I R R W E D O O
L W ¶ V D Q H Z H V S R U W H Q ¶ W D V P D Q \ S O D \ H U V H Y g r o w i n g W K R X J K
throughout the country. I W ¶ V R Q H R t g r o w i n g s p o r t s i n E u r o p e b u t t h e l e v e l o f
L Q W H U H V W S U R S E D Z O H Q V Z H ¶ W W K Z R W H N L Q J R Q S U R P R W L Q J
much more difficult task than to the male equivalent. We have, V D \ R X U V H Q L R U Z R F
international team would have played let ¶ V V D \ W K H U R O S G r e y p l a y e d a W o k i t t e
header in Cork against Scotland and Wales, two very important qualifiers E X W , E H W \ R X G L
hear about it?

Yeah I think I read a paragraph or two about it in the paper is all.

The work that would go into them two paragraphs in the paper would be the equivalent of the work going into the senior set up over in the Euros. You just have to work a lot harder for

OHVV UHZDUG ,W¶V YHU\ GLIILFXOWthey put in every bit of X NQRZ
much effort. Their time and their dedication is the same. It¶ just its difficult to get the rewards that they need. So you know that paragraph or two in the newspaper is a combination of you know weeks of work; contacting behind the scene, organising whatever they need, be it press conferences, photo calls. There would be a lot of work going in to getting paragraphs in national papers but it is changing EHFDXVH ZH QRZ KDYH WKH %XV (

National League which had its first year last year which was a six team national league but it ORRVN OLNH LW¶V JRLQJ WR JR XS WR VHYHQ QH[W \HDU
ZDV NLQG RI DQ H[SHULPHQW WR VHR GRZLVVZHRYHW ZDQD

get a The Irish Daily Mail have come on board as a media partner so now we have, we have this national newspaper who have a huge interest in the game obviously because their name is going against it. So the amount of promotion is going to go up so just waiting hopefully for one of our teams to have a couple of big results. So we had our u-17s who went to Barbados there a couple of years ago after finishing second in Europe and that gave us a huge boost and WKHQ WKHUH¶V WKH OLNHV RI .DWLH 7D\@RUSZKR LV WKH
many caps but I think she has forty something caps for the national team so you know things DUH LPSURYLQJ LV ZKDW ,¶G VD\
\$QG WKH QHZVSDSHUV ZHUH VD\LQJ WKDWthe attendance RQ¶W F
levels are so low and thatHIOHFWV D ORZ SXEOLF LQWHUHVW :RXOG

Oh yeah look that would be true of most sports. WKHQ ERK¶n to promote football or any sport the newspapers will show an interest in it according to the amount of people that are interested in it. SR ZKHQ \RX ORRN DW PHQ¶V *\$\$ RU IRRWEDOO

so more pages get devoted to it. Even if you go down the grade to say you know u- PHQ¶V football there is no interest in that apart from say people directly affected say parents of players, local clubs. TKH\¶UH WKH RQO\ RQH V LQWHUHVW VHG VR \R
ZRPHQ¶V IRRWEDOO LV WKH VDPHHB@WVZHVDUHDUHWLVQK
VHQLRU LQ &RUN ZH JRW 79 LQYROYNH@WKH@DUWLQ .L
name, Ireland AM I think the TV show is. They came out and they did a couple of live bits. They did about seven or eight interviews. Sue Ronan, who is the senior international

manager VKH ZDV RQ WKH μ * UH H Q L W W K H & R Q R E U H Q
WDONLQJ DERXW ZRPHQ ¶ V IRRWEDOO DQG \RX NQRZ D
happened. The level is going up. We are getting more coverage. There is more interest and
you know and yes the amount of coverage based on how many people are actually interested.
So were working on getting back up so we can get the coverage up and then you know the
sport can take off again.

% XW WKH \ ¶ UH VD \ LQJ DWWHQGDQFH OHYHOV KDYH WR JR
possible without the media?

, W ¶ V NLQG RI D GRXEOH HGJHG VZRUG /LNH WKH JX \ V LQ
to you if people are interested but really what we need is we need a team to do something
JRRG :KDW , ¶ YH DOZD \ V P R I Q S ¶ D U V I G Q L W U W R H D I F H O W W K R P
IRRWEDOO ZDVQ ¶ W WKH ELJJHVW VSRUW LQ WKH FRXQWU
until 1988 when we qualified for the Euros for the first time ever and it was the first major
tournament you know football exploded. We would think that it would be the same for
ZRPHQ ¶ V JDPH LI ZH PDQDJH WR JHW TXDOLILFDWLRQ IRI
GRQH EHIRUH 7-KH ZRPHQ ¶ V L I F H O W W K R P
coverage. They were throughout the papers and it just shows success kind of breeds interest
so we would have high hopes. W H KDYH 3HDPRXQW ZKR ZRQ WKH :RPHQ
DQG WKH \ ¶ UH JRLQJ WKURXJK WR WKH & KDP, S L I R Q V /HDJX
was the quarter finals they got to last year where they lost to Paris Saint Germain, Q R Z W K D W ¶ V
a massive achievement. If they managed to beat Paris Saint Germain and go on to a semi-
final and play against and Arsenal or one of the these huge w R P H Q ¶ V A M Y H D P V
someone like that ±the interest would be huge and the more interest there is the newspapers
will carry it and then the young girls in the schools can be given their role models, someone
to look up to. So they you know can look up to the likes of Louise Quinn or you know one of
these amazing footballers so you know I think the breakthrough what we needed is the
EUHDNWKURXJK DQG , WKLQN LW ¶ V FRPLQJ DQG ZKHQ LV
more interest and L W Z R Q ¶ V R E Q H ¶ W R W X H R W K S R H V S O Q H G D W % X V (L U H D Q
National League match but you may see hundreds and high hundreds at that and then we can
really start growing the game from there.

\$QG ODVW TXHVWLRQ WKHQ :KDW ZDV I E A G H A S Y E A R U D J H D W V

I think it was about 500 a match.

7KDW¶V YHU\ JRRG

Yeah well it was a novelty s R \RX NQRZ SHRSOH OLNHG LW DQG \RX NQ
 KXJH VXSSRUW DPRQJ VW ZRPHQ¶V IRRWEDOO. They are SHRSOH VR
 going to come out and they are going to be loyal to it. They are going to come out and they
 are going to come and watch it. What we are looking for is I suppose the Josephine Soap of
 the street who has never played football. You probably know girls who are twenty/twenty-
 five up to twenty-eight ZKR¶YH QHYHU NLFNHG D EDOO LQ WKHLU O
 DQG ZKDWHYHU HOVH DQG WKH\¶YH QHYHU DFWXDOO\ FR
 keep them in shape. WKHQ LQ IDFW LW¶V DFWXDOO\ SUPERO
 that we are trying to tap into and obviously we want to get them young. But you NQRZ WKHUH¶V
 no reason why a twenty-four \H DU ROG FDQ¶W JR RXW DQG SOD\ KHU
 lower level team and work her way WKURXJK DQG \RX NQRZ WKHUH¶V
 to get. A QG , WKLQN LI ZH PDQDJH WR JHW D IDPRXV UHVXOW
 of our underage teams or with Peamount United in the Champions League this year, I think
 that kind of person will become aware of this sport and get involved in watching matches and
 VW DUW SOD\LQJ WKHPVHOYHV DQG WKDW¶V ZKHQ \RX¶OO

Appendix L

Pat Quill (President of Ladies Gaelic Football Association) interview, 4 July 2012.

1 HZVSDSHUV DUH D FRPPHUF LDO HQWHUSULVH DQG ZRPH
D IDLU H[FXVH IRU WKH ORZ FRYHUDJH RI ZRPHQ¶V VSRU

1 R , ZRXOG Q¶W want to know who buy papers or buy any product so from a media point of view there most certainly is. If you consider that we have up to almost 150,000 members that t R VD\ ZRPHQ VSRU GRW WKLV N WKO\ KDYH done because the reality is women buy papers now with that sort of audience, with parents, IDPLO\ DQG IULHQGV LI WKHUH¶V JUHDWHU FRYHUDJH RI from it.

Newspapers also say KDW ORZ DWWHQGDQFHV DW ZRPHQ¶V JDPHV that a fair point in your opinion?

No , ZRXOG Q¶W , ZRXOG FEFHSW WKD games are low. Having said all that the reality is also ladies gaelic football, apa UW IURP SUREDEO\ WKH ZR Cup in soccer, we probably have the biggest attendances of female sports if you consider our All-Ireland finals. At the moment with the harsh economic times we range somewhere in the region of 20,000/23,000 and in the pas W ZH¶YH KDG VR , GRQ¶W WKLQN small attendance. Those sort of attendances are more than very often higher than what is for WKH PHQ¶V)\$, FXS ILQDOV VR \RX NQRZ ZKLOH WKHUH L GRHVQ¶W know.

They were also saying ye need to get more sponsorship on board to make the games more attractive for them to cover.

The fact is that we have some very prestigious sponsorship on board. Look it we have TG4. There is no other live coverage in twenty-three Monday. We have the likes of Tesco being on board as sponsors, VHI. So we have a lot of high sponsorship but everybody is affected in the current economic climate of a fall off of sponsors but even allowing for all that we still have some very prestigious sponsors on board.

Do you think ladies football has an image problem which affects its selling?

I do probably get as much if not more coverage than most ladies sports if not of all. And it has improved considerably and I think the media have got to realise that you know we have 20,000, over 20,000 at our All-Irelands. down to the attitude of individual reporters to be quite hon people to go and support our games, our current players and our former players. We need that but you know that is something we are working on and if you take the fact that back around the twenty-nine or thirty-one All-Ireland the GAA had somewhere of around 30,000 at that will continue to grow and will grow and any organisation with 150,000 members there has to not totally faultless ourselves especially at club and county level in supplying the media with information but from national point of view we supply the media with considerable that they giving us far more coverage than what they used to and I can assure you from someone who became involved with five years of the association being founded I can assure why do you think so?

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% H U W R]] L < (R X 3 O D \ O L N H - O n d e r L o n d o n C o m p e t i t i o n a n d R i v e n e v e n p l a y i n g I L H O G e n d e r , R a c e a n d E t h n i c i t y i n M e d i a : A C r i t i c a l R e a d e r , e d s , D i n e s & M c M a h o n - H u m e z , S a g e P u b l i c a t i o n s , C a l i f o r n i a , p p . 4 4 3 - 4 5 4 .

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