

The Chase

Gender balance in media
coverage of the 2019/20
Dream 11 Super Smash

December 2020.



About the Study

Based on analysis of 2,200 stories – around one third of all coverage of the 2019/20 Dream 11 Super Smash. It includes print, broadcast and internet at national and regional levels. It excludes match commentaries (broadcast and online) and interview shows not represented online.

This is a special release from a broader study of gender balance in all New Zealand sport coverage and the social media content of sports organisations. This represents Commitment 23 of Sport NZ's strategy for women and girls in sport and active recreation.

This case study was selected because all rounds were played as double-headers of men's and women's fixtures. It was shared with media and NZ Cricket prior to the start of the 2020/21 competition with a view to helping them work together to improve gender balance in reporting. A follow up case study will be published in 2021.

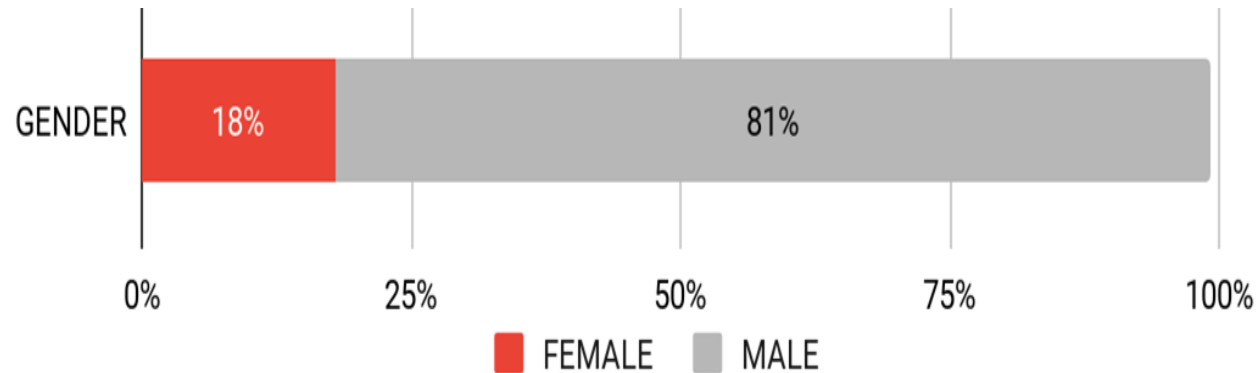


Gender Balance



Gender Balance

ALL SUPER SMASH COVERAGE



Men were mentioned 4.5 times more than women.

Women are represented more highly in Super Smash coverage than overall sports coverage (18% v 15%), but these were double headers.

More than 75% (14% of the 18%) of female coverage was dedicated exclusively to the women's competition.

Gender Balance

MEDIA TYPE



Print media coverage: **16%**
women.



Online news media coverage: **17%**
women.



Television coverage: **30%** women.



Radio coverage: **27%** women.

Gender Balance

MEDIA COMPANIES – SHARE OF TOTAL SUPER SMASH COVERAGE

	FEMALE %	MALE %
STUFF	44.3%	44.1%
NZME	20.4%	24.3%
ODT	10.4%	11.4%
RNZ	9.0%	6.7%
TVNZ	9.0%	4.5%
NEWSHUB	4.7%	5.6%
INDEPENDENT	1.0%	2.6%
SKY	1.2%	0.9%
TOTAL	100.0%	100.0%

Gender Balance

MEDIA COMPANIES – GENDER BALANCE

	FEMALE	MALE
TVNZ	30.8%	69.2%
RNZ	22.9%	77.1%
SKY	22.7%	77.3%
STUFF	18.2%	81.8%
ODT	16.9%	83.1%
NZME	15.7%	84.3%
NEWSHUB	15.7%	84.3%
INDEPENDENT	7.8%	92.2%

Gender Balance

REPORTING

14%

Of women's coverage had a female byline.

8%

Of men's coverage had a female byline.

29%

Of women's coverage had a male byline.

33%

Of men's coverage had a male byline.

Only 5% of Super Smash coverage had a female byline, while female bylines account for 20% of overall sports coverage

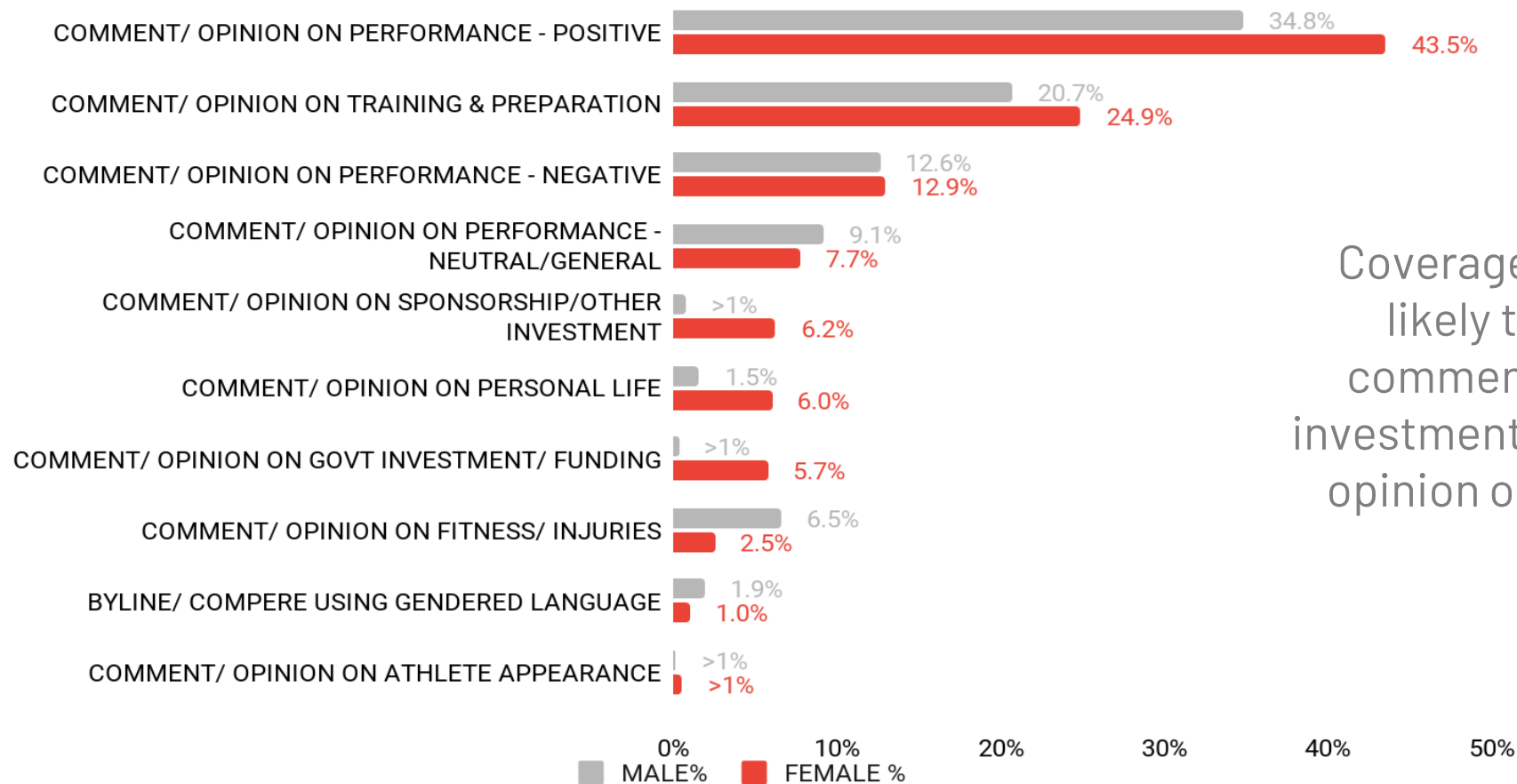
The small percentage of female journalists covering the Super Smash are over-represented in coverage of the women's competition.

Athlete Portrayal



Athlete Portrayal

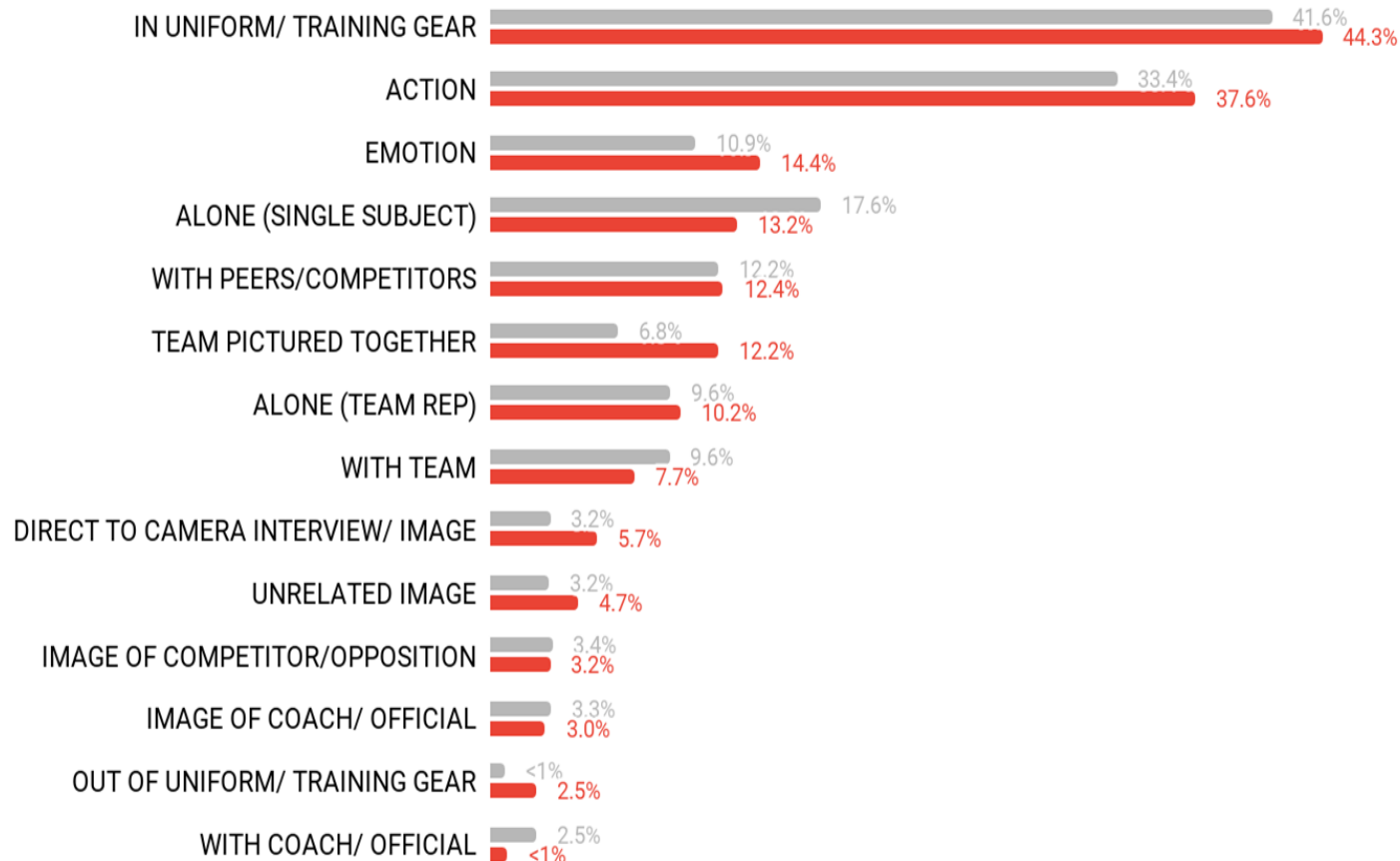
COMMENTS BY MEDIA



Coverage of women was more likely to have media directly comment on sponsorship and investment, and to offer a direct opinion on their personal lives.

Athlete Portrayal

IMAGERY



It was more likely that individual male cricketers appeared in images when compared to female.

Women's teams were more likely to be pictured together as a group, to have an unrelated image for their coverage, and to be shown out of their uniform.

Photos with fans or family (spouse, parents, children) were less than 1% for both genders.

Quotes



Quotes

2.5x

more individual male cricketers were covered compared to female, giving a greater variety of voices to the sport for men.

Quotes

80% of the coverage is match reports with no player quotes.

When quotes are included, there is an 80/20 male/female split.

Quotes

QUOTES - ALL SOURCES

	FEMALE %	MALE %
0	77.6%	57.0%
1	0.0%	0.1%
2	12.9%	23.0%
2+	9.5%	20.0%
TOTAL	100%	100%

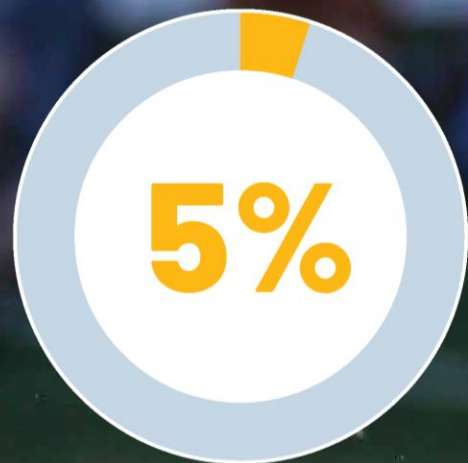
Male players are less likely to not be quoted and twice as likely have two or more quotes.

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GENDER BALANCE IN MEDIA COVERAGE OF THE 2019/20 DREAM 11 SUPER SMASH

18%

The women's competition featured in just 18% of all Super Smash coverage, despite the men's/women's double header format



BYLINES

Only 5% of Super Smash coverage had a female byline, while female bylines account for 20% of all sports coverage



20%

Only 20% of people quoted in Super Smash coverage were female



PLAYER QUOTES

Male players were less likely to not be quoted and twice as likely to have two or more quotes

	FEMALE	MALE
0	77.6%	57.0%
1	0.0%	0.1%
2	12.9%	23.0%
2+	9.5%	20.0%
Total	100%	100%

Thank You

sportnz.org.nz/mediaanalysis