

The reporting of Norwegian newspapers on women's football in Norway

A look into societal gender issues in Norwegian football.

Jonathan van Haaster



Master thesis for the Department of Media and Communication

UNIVERSITETET I OSLO

30 June 2020

The reporting of Norwegian newspapers on women's football in Norway

Insight into the quantity and genres of Norwegian newspapers when referring to Norwegian football.



*Ada Hegerberg after being asked to 'twerk'. Photo: Franck Fife / GETTY IMAGES.*

Writer: Jonathan van Haaster

Supervisor: Joakim Johansen Østby

© Jonathan van Haaster

2020

The reporting of Norwegian newspapers on women's football in Norway

Jonathan van Haaster

<http://www.duo.uio.no/>

Trykk: Representeren, Universitetet i Oslo

## **Abstract**

The goal of this thesis is to show how Norwegian newspapers reported on women's football. Largely based on the found articles in the research of newspaper reporting, an analysis of the development of women's football will be displayed in further chapters. The time period of the researched newspaper articles is between January 1, 2010 until January 1, 2019. I have chosen this time frame because from 2010 and onwards, there has been a significant growth of Norwegian newspaper articles about women's football. The end date of January 1<sup>st</sup>, 2019 has been chosen to have nine full years to examine, which gives a clearer picture on the amount of generated newspaper articles per year. Furthermore, this time period encompasses a lengthy process of ups and downs in women's football, which made it possible to draw accurate conclusions. The main topics are structured thematically around the most reported on issues within women's football, such as media interest, gender discrimination and finances. Having both a scientific and social purpose, this study aims to increase awareness and discussion on gender inequality in football.



## Table of contents

<b>1. Introduction.....</b>	<b>IX</b>
1.1 Research questions and hypothesis.....	X
1.2 Structure of the thesis.....	XI
1.3 Literature review.....	XII
<b>2. The development of gender discrimination in Norwegian football... 1</b>	
<b>3. Theoretical framework.....</b>	<b>8</b>
3.1 Theories on journalism.....	8
3.2 The Media Welfare State.....	11
3.3 Theories on gender studies.....	12
3.4 Theories on sport.....	15
<b>4. Methodology.....</b>	<b>17</b>
4.1 Critical Discourse Analysis.....	17
<b>5. Media Interest.....</b>	<b>21</b>
5.1 Atekst research.....	21
5.2 Broadcasting of women's football.....	33
5.3 Women in football media.....	39
<b>6. The Financial gap in football.....</b>	<b>48</b>
6.1 Club football.....	48
6.2 Financial revolution.....	54
6.3 FIFA.....	57

<b>7. Women’s opportunities in Norwegian football.....</b>	<b>61</b>
7.1 Coaching opportunities.....	63
7.2 Youth coaching.....	65
<b>8. Sexism.....</b>	<b>66</b>
8.1 Heimebane and #metoo.....	67
<b>Concluding remarks.....</b>	<b>75</b>
<b>Bibliography.....</b>	<b>78</b>
<b>Appendix I.....</b>	<b>95</b>
<b>Appendix II.....</b>	<b>113</b>





## 1. Introduction

*‘Some people think football is a matter of life and death. I assure you, it's much more serious than that’ – Bill Shankly*

Even after being a football fan since I can remember, I never imagined that football could ever be as important than life and death itself. I started doubting this in October 2017, after the Norwegian Football Association announced that the women's national team would receive the same pay as the men's national team.

Norway has a long tradition in gender equality. The country has shared the thought of universal equality for, among other things, gender differences as one of the first countries in the world (Syvertsen et al., 2014, p.1). Nonetheless, Norway, as like many other countries, still face an ongoing battle for gender equality, and equality as a whole. The call for equality has increased in recent decades, and also had had its reflection on sports.

As a Nordic Media student, I got enthused by the thought of researching women's football in Norway. In particular to find out how the increased call for equality reflected on football, and how this process was projected about in Norwegian media. Initial research on the topic showed that not a lot had been written on how Norwegian media reported on Norwegian women's football. I therefore chose to write my thesis about it, with two main goals. Firstly, the goal was to find out what topics within women's football were reported about in newspapers. Secondly, the goal was to present an accurate description of the development of women's football in the last decade, largely based on the retrieved newspaper articles from the Atekst research. This thesis therefore has a scientific and social purpose.

In addition to the sources retrieved from Atekst, further offline and online sources have been used to paint an as accurate as possible picture of the development of women's football. Appendix I and II consist of the results of the Atekst research. The articles in these appendices have been used as the base for the chapters on the development of women's football. To attain a picture of the development of women's football, non Atekst-related sources have also been used. The biggest issues in women's football the last decade were lack of media interest, gender discrimination and financial (in)equality. A report on the search for equality in the extraordinary, male-dominated world of football. The potential positive impact

women's football and society can have on each other in the future is therefore, perhaps, indeed more serious than life and death.

### **1.1 Research questions and hypothesis**

Based on preliminary research and knowledge, I have formulated the following hypothesis: 'Norwegian media have been instrumental in the development of women's football in Norway'.

The research questions are as followed:

- How do Norwegian newspapers report on Norwegian women's football?
- How has women's football in Norway developed since January 1, 2010?

Norway's long standing tradition of gender equality has shared the thought of universal equality for societies with comparatively small class, income and gender differences as one of the first countries in the world (Syvertsen et al., 2014, P.1).

The gender equality discussions and the battle for equality have been a worldwide hot topic in the last decades. Discussion also reached the sporting world, for example with the equal pay agreement for Norway's men's and women's national team (Bergensavisen, 2017). It is clear that also in sports, Norwegian women want to be treated equally. With that in mind, it is interesting to find out how Norwegian newspapers report about this topic. Though the topic of gender equality has been vivid, not a lot has been written about how Norwegian media report on Norwegian women's football.

I will be focusing on newspaper reports and events regarding this topic from January 1<sup>st</sup> 2010 until January 1<sup>st</sup>, 2019. I have chosen the start date of January 1<sup>st</sup> 2010 because from 2010 and onwards, there has been a significant growth of Norwegian newspaper articles about women's football. The end date of January 1<sup>st</sup>, 2019 has been chosen to have nine full years to examine, which gives a clear picture on the amount and content of generated newspaper articles per year. The goal of this thesis is to discover how Norwegian media report about gender equality in football, in hopes that this will create further discussion regarding gender equality.

Therefore, this thesis has both a scientific and social purpose. The topic of gender equality is very much alive these days and it thus also reflects on sports. Though gender inequality in sports is a phenomenon that has spread to all kinds of different sports, the research in this

thesis will be focused on football. As I aimed to focus my thesis on Norway as well, Norwegian women's football will play a central role in this research.

In order to be able to answer the research questions, I have focused my research on the website Atekst, which has a large database of Norwegian media reports. When it comes to the Atekst research, only newspapers are taken into account. Television broadcasting will be also be analyzed as it's a crucial medium in women's football broadcasting. According to Bourdieu (2001), television stations think they report reality, but they actually create their own reality. That is because there is little autonomy, largely because of the competition for the market share. The pressure to fill space is strong, so they have to provide content for everyone. When it comes to newspapers, there is less direct time pressure and thus more time to write opinionated, in depth and societal pieces. I have therefore chosen to mainly focus on researching Norwegian newspaper articles until January 1, 2019.

## **1.2 Structure of the thesis**

This thesis has been divided into eight chapters, of which this is the first. Each chapter has its own conclusion, all of which help form the overall conclusion in the end.

- **Chapter 1: Introduction.** This chapter focusses on the reasoning behind writing on the topic of the thesis. Includes the structure per chapter, research questions, hypothesis, and literature review.
- **Chapter II: Historical background.** This chapter provides historical context to the battle of women's football in Norway.
- **Chapter III: Theoretical framework.** This chapter provides academic context to the topic.
- **Chapter IV: Methodology.** Provides reasoning for used methods.
- **Chapter V: Media Interest.** Includes broadcasting rights, women in football media.
- **Chapter VI: The Financial gap.** This chapter provides an overview of the financial development in and around women's football in the last decade.
- **Chapters VII: Women's opportunities in football** Includes a picture of gender based discrimination.
- **Chapter VIII: Sexism.** Includes text on gender based decisions, Heimebane and sexual harassment.
- Final conclusions

- Sources
- Appendix I
- Appendix II

### **1.3 Literature review**

In order to get a good overview of the topic, it's important to try to figure out if previous studies have been conducted about the topic before. The publications that come across are single articles with usually one specific topic, like finances, discrimination or media attention. These articles have been taken into account and will be discussed in upcoming chapters.

A report called 'Global Report on the Status of Women in the News Media' by the International Women's Media Foundation (IWMF, 2011) shows a two-year study covering 170.000 people in news media. It showed that women in top management and governance positions in the media of the Nordic countries are represented respectively by 37% and 36% of the total amount. These numbers in senior management are low compared to for example South Africa (79,5%) and Lithuania (70,6%). This is an example that shows that women are not yet represented equally in Norwegian Media, but that it is possible to improve in this aspect when looking at other countries.

Women appear in Norwegian media less frequently than men, but the underlying causes for that and what problems that women face are not being explained extensively in statistical texts. Therefore, I have analyzed the article 'One of the few: the experiences of female elite-level coaches in Norwegian football' by Fasting et.al. (2017). This in depth article argues that although women's football has been quite successful in Norway, women still face discrimination based on gender. One example in this article is that people assume players are lesbian, since football is considered a 'masculine world'. This article has five interviews with elite Norwegian female football coaches and provides an in depth view on feminism and gender perspective in football.

Another more in-depth article is 'Gender, feminism and football studies' by Caudwell (2011). The author provides insight in sexism in feminine football. Caudwell, from the UK, gives examples of sexism throughout the years and criticizes the English Football Association (FA) in its role to fight inequality on the football field. One of her conclusions is that public debate about gender equality in football is key to keep being aware of the importance of this topic.

These examples are just a few of the big pile of sexism related incidents at major sports events, and will always cast a shadow over the sporting accomplishments of female athletes when they are unwillingly confronted with sexism. However, sports are not the only branch in society where women get confronted with sexism and gender inequality. In the global job market, the United Nations (2017) reported that women are significantly less active in the job market (47.1 percent) compared to men (72.2 percent). When looking at the wages, the UN (2017) concludes that women earn on average between 60 to 75 percent of what a man earns. When looking specifically to the Norwegian situation, the gender playing field on the job market is a lot more evened out. According to the Statistisk sentralbyrå (SSB, 2018, p.12), the central Norwegian bureau of statistics, the 100 percent of employees in the Norwegian job market, consists over 2.7 million Norwegians between the age of 15 and 74. Of that amount, men cover 53 percent of the total, while women occupy 47 percent of the Norwegian jobs (SSB, 2018, p.12). However, despite this almost even number of job distribution between genders, the SSB concludes that many aspects of working life still face gender equality challenges. An example is the fact that more women work part time compared to men. Also, women and men still tend to work in different sectors and industries, and systematic differences can still be observed in women's and men's career choices. However, when looking at the unemployment rates in the Norwegian job market, it can be concluded that more men (5.4%) were unemployed compared to women (4.0%) in 2016 (SSB, 2018, p.13).

Also in 2016, it was concluded that the average salary in Norway was 447.000 NOK. Women's average income was 359.000, while men averaged an amount of 522.900 NOK. After taxes are paid, women earn just 86 percent of what men do. The ratio between women's and men's income has remained relatively stable in recent years, but the gap is slowly narrowing (SSB, 2018, p.18).

Both men's football and women's football have been growing at the same pace, with the difference being that the men's team never won an international championship. Being a good male or female football player in Norway gives status, but because it's taken for granted that male football is being played at a higher level, men have a higher status.

The Norsk Fotballakademi (NFA) reached an agreement with a Norwegian television broadcaster in 2005 to show the Norwegian Women's Cup final, two league matches and the international matches of women players (Claringbould p.113). Despite this breakthrough, the level of attention for women's football was still low.

On February 13<sup>th</sup> 2018, the Cultural organization of the United Nations, UNESCO, called on media to provide more equal coverage of women athletes. “The fight for equality between women and men is central to our work. Only 4% of sports media content is dedicated to women’s sport. Only 12% of sports news is presented by women”, said UNESCO Director-General Audrey Azoulay. Because February 13<sup>th</sup> was World Radio Day, UNESCO launched an awareness-raising campaign by making a series of engaging spots available for radio stations around the world, denouncing the differences in media coverage between women and men athletes (UNESCO, 2018).

A study conducted by Petty and Pope (2018) has concluded that England also faces the problem of underrepresentation of women’s sports in English newspapers. Petty and Pope (2018) conducted a research of five big English newspapers: The Times, the Independent, the Guardian (broadsheets), the Sun and the Daily Mirror (tabloids); and their Sunday papers. They found that the type of sporting activity greatly affects the media attention they receive for it. Women who participate in so called ‘women-appropriate’ sports receive far greater media coverage than when women participate in traditionally ‘masculine’ team sports. When women do participate in ‘masculine’ sports, these British newspapers focus on performance-irrelevant aspects, such as their private lives or physical looks. According to Gaston et al. (2017), this has a number of potential consequences for the coverage of women’s football, which is typically considered to be a ‘masculine’ sport.

Kian et al. (2008) discuss how exclusion and trivialization of women in ‘women sports’ are returning issues when speaking of their performances. The topics female athletes have to deal with in the media are often the following: physical characteristics or describing them as sex objects; emphasizing femininity; minimizing their accomplishments and skill level through unfavorable comparisons with men; and/or discussing their personal lives or using denigrating humor.

Kian et al. (2008) also refers to the problem as a vicious cycle. Because of the lack of attention for women’s sports, ESPN television commentator and former women’s basketball superstar Nancy Lieberman, who also writes for ESPN Internet, compared the dominance of basketball superstar Courtney Paris to only men.

“She’s got footwork like [Hakeem] Olajuwon and hands like Elton John. She’s like Shaq [Shaquille O’Neal]. She’s like [Wilt] Chamberlain. She’s just an indomitable force. When

you see LeBron [James], you expect him to be great. When you see Tiger [Woods], you expect him to win the tournament. When you see her, you expect her to get a double-double.”

In this quote, Lieberman compared Paris, a first-year college student, to three centers voted among the National Basketball Association’s (NBA) 50 greatest players of all time (Olajuwon, O’Neal, Chamberlain), a then-21-year-old NBA prospect in James who is nicknamed “the Chosen One,” the then-30-year-old Woods who had already won 10 grand slam golf tournaments at the time this article was published in 2006, and the talent of multi award winning singer Elton John.

Though many gender researches have been done, there is little information available that provides in detail how and until what extent Norwegian media report on gender equality in football or any sport whatsoever. Furthermore, there are also few to no sources available that describe the development of women’s football in the last decade in detail. By writing this thesis, I am hoping to fill this gap in order to further inform readers about gender (in)equality, and continue the public debate about this topic.

It is clear that women’s football isn’t at the desired level yet in terms of economy, gender equality and media attention. What and how Norwegian media wrote about women’s football will be explored further in this thesis.







## **2. The development of gender discrimination in Norwegian football**

In 1885 a couple of young boys came home to Oslo from study trips in England with footballs in their luggage, after development of the sport there took off. In 1886, the football writer and player Laurentius Urdahl published an article describing the rules and purposes of the game. Urdahl encouraged women to start ball clubs in three sports: Tennis, cricket and football. But it is unclear when women's football began exactly, or when the first match was played. The oldest recorded proof of women's football taking place in Norway comes from an article in the newspaper Nidaros, from January 7, 1914. That article included the following sentence: 'I remember the first time I saw her she played football with a true passion. She ran like a wind (...). It is however impossible to say with certainty that this was indeed the first ever women's football match in Norway, as it may have been possible matches were played of which no record exist (Morgenbladet, 2019).

In Norwegian history, several years stand out as landmarks for gender equality. Firstly, there was the matchstick workers' strike on October 24, 1889. Female workers at Kristiania's matchstick factories Bryn and Grønvold decided to go on an unplanned strike due to the news of a 20 percent pay cut. Despite the novelty of women workers being on strike, they got the support of a large part of the public, including Nobel prize winner Bjørnstjerne Bjørnson and physician Oscar Nissen. The strike would eventually go on until December 13, 1889. This so called 'Fyrstikkarbeiderstreiken' would later be considered as an influential event in the development of emerging labor movement.

In 1898, the National Association for Women's Suffrage was founded. Initially founded as a protest movement against the suffrage reform of 1898, its members went after their ultimate goal: the right for women to vote. This goal was eventually achieved in 1913, fifteen years after the organization was founded.

According to Fasting (2003, p.150), football in the 1910's and 1920's was not looked upon as serious, but rather an 'amusing spectacle', an attitude that can be defined as typical for that era.



*Four girls in sporting outfits ready to play football. LTR: Helga Heidenreich, Signe Aars-Johansen, Berit Sverre and Sonja Henie. Aftenposten, June 16 1928. Photographer: unknown.*

Morgenbladet (2019) wrote that in the summer of 1931 in Brumunddal, another one of those ‘entertaining’ football matches was held. The title of the local newspaper read ‘Humorous football match. Women’s team against old men.’ However, this match was different than previous matches that included a women’s team. This match inspired other sports women to create their own women’s team. Later that year, the first recorded match on Norwegian ground between two women’s teams became a fact: Hamar Sports Club versus Kapp Sports Club. In the years that followed, there was an interest in women’s football, and some mini-tournaments were organized. However, when World War II began, all development came to a halt.

The two leading sporting organizations at the time, the Workers' Sports Association (AIF) and the National Association, got dismissed by the Nazi regime, who set up their own Ministry of Sport in Norway. This led to a ‘sports strike’ of the Norwegian sporting federations and athletes. After the war, the federations fused into the Norwegian Sports Federation (NIF), but the development of women’s football didn’t pick up again (Dagbladet, 2019). Interest partially died out due to resistance from the outside or lack of persistence of the women within the women’s football movement.

Also on a cultural basis there was no real ground for women’s football to develop. Generally, there was a resistance to competitive sport for women in Norway, as competition and athleticism was not looked upon as ‘feminine’. Furthermore, the sport of football was a tough

one. The 'body contact' in the sport aspect was loved by men. Football was therefore characterized as a masculine sport; a sport where women had no place in.

## **Pioneers**

After World War II, it took 25 years before female football became a topic of moderate interest again in Norwegian society. According to Fasting (2003, p.150), it was believed by many Norwegians that 1970 was the year where a first official football game took place between two women's teams. Though that thought has been debunked, it is true that that match sparked renewed interest in women's football. As this match was held as an opener for an international athletics tournament in Grimstad, the match had an audience of 5000. This match was organized by Målfrid Kuvås, who paved the way for the development of women's football by representing her football club 'BUL' and being an activist for women's football. She is therefore considered as the Norwegian 'mother of football'.

Granting permission for women's football matches was hardly self-evident in the mid-1970's, as the Norwegian Equality Act didn't come into force until 1979. However, despite having to wait until 1976 to play officially recognized matches, women did play football. The development of Norwegian women's football then went faster than it ever did. In 1971, Oslo based football club 'Frigg' and newspaper Dagbladet sponsored an unofficial Norwegian football championship for women, in which sixteen teams would eventually participate. Frigg had arranged women's matches as a break entertainment while two men's teams were playing. 'Come see mom play football', was one of the slogans to draw people to the stadium (Fasting, 2003, p.151).

Dagbladet was one of Norway's biggest newspapers at the time, organized several unofficial women's football tournaments and therefore had extensive coverage of women's football. Despite the newspaper's investments however, they still ridiculed women's football in their reports. The fact that a national newspaper started investing in a sport that before that time was only viewed as 'entertainment' however, still makes it a landmark in Norwegian women's sports history. This is partially due to the the attention that Dagbladet generated, as private women's football leagues started forming in 1973 in various places in Norway (Morgenbladet, 2019).

## **Norway Cup**

Another big factor that stimulated the emancipation of women's football in the 1970's, was the Norway Cup. This youth football tournament welcomed both boys and girls to participate from its very first edition in 1972. The Norway Cup has since developed into arguably the biggest annual football tournament in the world, and is being held to this day. The first edition in 1972 already included eight participating girls teams, four years before the Norwegian Football Association (NFF) officially recognized women's football. Over the years, players and referees from 127 countries participated, and is therefore considered as the cradle of women's football in Norway. The tournament became an important showcase for women's football (Norway Cup, 2020).

With the unmistakable development of women's football in the 1970's, voices grew louder for official recognition of women's football by the NFF. The time in which this call for recognition occurred proved to be perfect, as a second wave of feminism went through Norway. The debate about women's rights had begun; equal and human rights were the topic. This led to the establishment of the Norwegian Council for Equal Rights in 1972. This body covered all areas, including women's football and sport. Discussion swelled and that led to another landmark in 1975. Despite not having recognized women's football officially yet, the NFF did hand out a trophy for the winner of the unofficial women's competition. This was considered a victory for women's football in Norway (Fasting, 2003, p.151).

The press also started to pick up on the discussion of recognizing women's football. Leif Isdal, a well-known sports editor of Dagbladet at the time, stated in 1975: 'the Norwegian Football Association should promote the sport for women, and not work against its development'. Dagbladet also stated that the NFF's 'wait and see attitude', led to it being one of the few football associations in Europe that did not recognize women's football (Fasting, 2003, p.151).

In 1975, boardmembers of the NFF started speaking out publicly that the NFF was interested in accepting women's football into the association. Later that same year, the NFF started registering girls and women teams. At first registration, 91 girls and women teams registered at the NFF, from places all over Norway. The NFF started publishing encouraging pamphlets saying 'It's fun to be a football girl'. In February 1976, the general assembly at the NFF decided that a women's committee should be formed. As a result, developmental work for

women's football accelerated. NFF began recognizing women's football (Fasting, 2003, p.151).

From 1978, an annual official championship was held. Popularity of women's football rose, which meant that district leagues had to be organized from 1979. A Norwegian women's national team was also formed (Fasting, 2003, p.152). Despite a traumatic debut, losing 2-1 to Sweden, the Norwegian women's national team would end up being one of the most successful ones in the world, by winning the World Cup (1995), Olympic Gold (2000) and two European Championships (1987, 1993) (Fasting, 2003, p.149).

### **Modern football era**

In 1980, the NFF registered 305 women's teams and 362 girls' teams. In 2002, the NFF registered a 449 female adult teams and 3502 girls teams (Fasting, 2003, p.152). It showed that football's popularity among girls increased significantly in the years following NFF's recognition of women's football. In 1982, a women's football division for clubs in mid-Norway, as well as a separate one for East-Norway. West-Norway (1983) and North-Norway (1985) soon followed with their own divisions. In 1987, a first national league was founded, that consisted of Norway's top 10 best teams, regardless of their geographical location. The influence of women at the NFF grew in the 1980's, as for example the NFF introduced a quota in 1985 which meant that there should be at least one woman representing each of the central committees. Between 1985 and 1989, the number of participants at the General Assembly at NFF rose from three to ten. In 1987, the first woman was voted into the election committee (Fasting, 2003, p.154, 155).

The influence of Norwegian women also reached internationally. At a congres in 1986 of the governing body of football (FIFA), NFF representative Ellen Wille took to the microphone and demanded significantly more effort from FIFA for women's football. "I'd had to fight to get women's football recognized in Norway, and I wanted to continue that internationally. So I took to the stage at the FIFA Congress, and pointed out that women's football was mentioned nowhere in any of the documents. I also said it was high time the women had their own World Cup and took part in the Olympic Football Tournament". Joao Havelange, FIFA president at the time, fully agreed with Wille and gave her his personal assurance of support for the women's football movement. The result of Wille's and NFF's statement was the first women's World Cup in 1991 (FIFA, 2011).

## **1990's**

In 1990, the Norwegian Olympic committee and Confederation of Sport decided at a General Assembly that it should be required to elect a minimum of two women to all boards and committees. This rule wouldn't only apply in football however, as regulation was committed into the Norwegian sport law. This law stated that the number of female members on boards and committees should be equal to the representation of women in the organization. In order to avoid a board from keep up appearances by welcoming one woman in a male-dominated workforce, the minimum number of female representatives was raised to two (Fasting, 2003, p.156).

The raise of the number of female representatives proved to be a harbinger for the success of Norwegian women's football in the 1990's. One of these female representatives at NFF's boards and committees was Karen Espelund. After she got elected to the executive Board in 1988, Espelund advanced to the position of Vice President of the NFF in 1996. In that year, three of the eight executive board members were women. Three years later she became the first female secretary general of the NFF; one of the highest positions in Norwegian sport (Fasting, 2003, p.156). Later, in an interview with Aftenposten (2015), she said she got into football politics because she couldn't comprehend that girls weren't allowed to do what they thought was fun. 'How could there be a system and structure in place that had as an outcome that football should only be fun for boys? For me it was clear that football was also for us, of course.' (Aftenposten, 2015) **2.4**

The 1990's also saw a huge lift in the popularity of women's football, mainly because of the Norwegian women's national team successes at major tournaments. A bronze medal at the 1991 World Cup, that wouldn't be there in the first place without the NFF and Ellen Wille, was followed by winning the following edition in 1995, while the Olympic games tournament in 2000 was also won. Moreover, referee Bente Skogvang was the first Norwegian woman to lead a major tournament final, at the 1996 Atlanta Olympics ((Fasting, 2003, p.156).

## **2010's**

In the 2000's, the Norwegian women's team didn't win a major trophy, but was still one of the stronger teams in the world, for example by reaching the World Cup final in 2005. Moreover, in 2005, the number of registered women's teams grew to high numbers: 709. Subsequently, that same year 3349 girls' teams registered at NFF. (Kjønnforskning, 2006).



By 2010, Norwegian women had long proven themselves an asset to the NFF and worldwide football. Development of women's football in Norway skyrocketed in the last quarter of the 20th century. According to Karen Espelund however (Aftenposten, 2015), gender discrimination in Norwegian football is still present: 'at all levels of football, it will still take a while until you can say that women's football has equal priority (compared to men's football). After all, we know that not all clubs are equally good at prioritizing girls in terms of coaching quality, allowing everyone on all fields and even more'.

Representing the interestgroup for women's football clubs in Norway, the Serieforeningen for Kvinnefotball (SKF), leader Richard Jansen says that women aren't taken seriously in gender discrimination cases. He told Aftenposten (2015 **2.5**) that the SKF had appealed several cases they believed were discrimination against women to the Prosecuting Committee of the NFF, but that generally no further action had been taken.' According to Jansen, the tribunal of the Prosecuting Committee discriminates women. 'They do not take girls seriously. I have never been to a place that is as penetratingly discriminating against women as football'.

(Aftenposten, 2015 **2.5**)

### **3. Theoretical framework**

#### **3.1 Theories on journalism**

As one of the pioneers in exploring the nature behind ‘news’, Walter Lippmann (1922) defined ‘news’ in 1922 as ‘a product of a series of selections by journalists—not through an objective process but through conventions.’ In addition, Tuchman (1976) stated: ‘to say that a news report is a story, no more, but no less, is not to demean news, nor to accuse it of being fictitious. Rather, it alerts us that news, like all public documents, is a constructed reality possessing its own internal validity’.

Tuchman (1976) defines news as a window to the world. According to her, news not only reflects a reality but also constructs a reality. Cultural, as well as sociological, perspectives in context must be considered because through that window, the news delivered to the world is defined by the ways in which people who hold power wish to construct it (Moon, 2019).

When it comes to generating gender values in today’s society, the media are one of the most influential forms of socialization (Pederson, 2002). Print and television media portray a significant role in the broadcast of gender differences and inequality by portraying certain daily visuals the receiving end of the media gets to see. Magazines and newspapers broadcast images through the photographic lens, while a medium like television show these images through their broadcasting networks in which they can reach a broad audience.

For example, a study about men’s and women’s representation in sports journalism has been conducted and it showed that men dominate that field of journalism (Feasey, 2008). In over 80 percent of the cases viewers tune into men’s sports. Furthermore, male presenters, anchors and commentators continue to dominate the sporting world. Television ignores women’s sporting achievements, which seems to suggest that women’s sports are less legitimate, less credible and less entertaining than men’s sports (Feasey, 2008, p.97).

A research by Mannila (2017) in male and female presence in general Scandinavian news shows that men appear more often as news subjects than women. In 2015, Norwegian women were news subjects in 27 percent of the cases, while men were represented 73 percent. Compared to similar researches held in 2010 and 2005, the presence of females in the news stayed very similar. These statistics show that the media have not changed their way of broadcasting when it comes to gender equality in news stories.

Siebert et al. described 'The Four Theories of the Press' (1956), and are considered a benchmark in the field of media theories. These theories are:

- **the Authoritarian theory:** developed the late Renaissance, this theory was based on the idea that truth is the product of a few wise men;
- **The Libertarian theory:** this theory arose from the works of men like John Milton, John Locke, John Stuart Mill and Thomas Jefferson. The theory stood for the search for truth and that that's of man's natural rights;
- **The Social Responsibility theory** of the modern day: equal radio and television time for political candidates and obligations that mass media had to live by;
- **The Soviet Communist theory:** an expanded and more positive version of the old Authoritarian theory.

Since this theory is over sixty years old however, Hallin & Mancini (2004) examined the theories by Siebert et al. (1956) and came to the conclusion that these theories are outdated. The biggest difference being that Hallin & Mancini examined what actually existed, rather than what should exist, according to Siebert et al (1956). Hallin and Mancini (2004) examined the media systems of sixteen Western European countries and the United States and Canada and classified these systems into three models:

- **the Polarized Pluralistic Model** (France, Greece, Italy, Portugal and Spain): mass media in these southern European countries were strongly involved in the political conflicts that heavily influenced the history of this region. One characteristic is low newspaper circulation, as mass media never fully emerged due to their governmental history.
- **the Democratic Corporatist Model** (Austria, Belgium, Denmark, Finland, Germany, the Netherlands, Norway, Sweden and Switzerland): apart from Germany, these Northern and West-Central European countries are relatively small in population size. This model is the result of the adaptation of political models that involved compromise and power sharing among the major organized interests of society (Hallin & Mancini, 2004, p.144).
- **the Liberal Model:** (United Kingdom, United States, Canada, and Ireland): the countries in this model have in common that they have substantial internal differences. The media history in these countries are bound together due to the strong political and cultural ties.

Despite being criticized for the lack of possibilities of incorporating these models in non-Western European countries, *Comparing Media Systems* (2004) became one of the most quoted books when it comes to comparing media systems (Moon, 2019).

As part of the freedom that is included in a democracy, public opinion is one of the greater goods. Public opinions shape what governments do, and it influences policy making in the process (Petry & Mendelsohn, 2004). The media are used as an index of public opinion, and policies are therefore often shaped based on what a population finds relevant and important. The rapid increase of polls in media provide accurate assessments of the popular sentiments of the public and are important in a democratic society (Petry & Mendelsohn, 2004). Despite being usually a reliable gauge, polls are not always accurate though, as they do not always portray an accurate representation of the sentiments or expectations in a society. One such example was the United States presidential election in 2016. Election forecasters estimated that presidential candidate Hilary Clinton's chance of winning at anywhere from 70% to as high as 99%, relying largely on opinion polls. Clinton was, based on polls, also the clear favorite to win the election in a number of states, such as Pennsylvania and Wisconsin, that in the end were won by her competitor, Donald Trump. One of the reasons for Trump's unexpected victory were his voters, who didn't dare to admit publicly that they would vote for Trump. According to Mercer et al. (2016), this was because media attention surrounding Trump was often negative given his lack of politically correct behavior.

The term 'political correctness' originated in the 1980's to designate forms of behavior that had the intention of eliminating discrimination against traditionally marginalized social groups, such as women and ethnic minorities (Baker & Ellece, 2011, p.93). As women in football and gender inequality are key factors in this thesis, articles with a politically correct nature have come across in the articles that have been retrieved through research.

Political correctness plays a role in the Norwegian media landscape, as for example state broadcaster NRK receives funding through conditions that can be seen as politically correct, such as equal and pluralized broadcasting. According to the website of the Norwegian government (Regjeringen, 2019), the Norwegian state has an overarching responsibility in the media sector to promote freedom of speech and democracy by creating 'conditions that facilitate open and enlightened public discourse'. The promotion of well-informed news production and broad public discourse in today's and tomorrow's media society is the government's primary goal. State support for the media goes hand in hand with requirements

regarding content, ownership rules, accountability and editorial independence in order to achieve the objectives relating to pluralism and equality in state-owned media

### 3.2 The Media Welfare State

Syvertsen et al. (2014, p.2) state that the Nordic countries of Norway, Sweden, Finland, Iceland and Denmark have the international reputation for creating societies that promote shared responsibility, openness and equality for the well-being of their citizens. In the Nordic Model, political, social, and economic solutions are offered by the national welfare state systems of the region. Healthcare, education, the labor market, and family support are among the four biggest branches within this model for which solutions are provided by the respective welfare states. But also with regards to media and communications, there is a specific Nordic Model: the Media Welfare State.

The Media Welfare State rests on four pillars:

- **Universal services:** Universality in the Media Welfare State is constructed by vital communication services that are characterized as being ‘public goods’, with extensive cross subsidies and obligations to make universality possible;
- **Editorial freedom:** The individual Nordic countries have a range of measures installed that are used to institutionalize freedom from editorial interference and self-governance in daily operations;
- **A cultural policy for the media:** Media have content obligations and support schemes that aim to secure both diversity and quality.
- **Cooperation between main stakeholders:** This system has a preference for durable, consensual solutions between the main stakeholders: the state, media and communication industries and the public (Syvertsen et al., 2014, p.17).

One distinct trait of Nordic countries is that they are keen readers of newspapers. Daily newspaper reading is the rule and the relative proportion of people who never read newspapers is very low. Newspaper readers in these Nordic countries continue to have a high interest in both current and political events. Even popular and tabloid newspapers continue to contain a comparatively high level of political and informational material (Syvertsen et al., 2014, p.26).

### **3.3 Theories on gender studies**

Gender studies is a relatively new study, as ‘gender’ never was considered an independent entity within scientific studies. According to Throne and Stacey (1993), this changed when feminist scholars realized that “many gaps were there for a reason, i.e. that existing paradigms systematically ignore or erase the significance of women’s experiences and the organization of gender.” The goal of feminist scholarship therefore goes past simply adding women’s discussions and experiences into existing disciplines. The inclusion of gender studies has led to the transformation and interrogation of existing conceptual schemes (McElhinny, 2003).

Nordic countries have been called a ‘paradise for women’ (Fougner & Asp-Larsen, 1994) for decades, during which, especially in the 1990’s, many critical feminist analyses of gender equality appeared. Nordic countries are characterized by having a passion for equality (Inglehart & Norris, 2003), but this general agreement about the value of gender equality becomes an issue when gender equality—as a political goal or a general behavioral norm—is put into practice (Holli et. al., 2005)

In order for women and gender to be taken seriously, feminist sociolinguists and linguistic anthropologists are increasingly asking questions about fundamental concepts that must be revalued. The definitions of hypercorrection, standard and vernacular language and speech community, as well as theories about the way language constructs social identity have all been examined by feminist sociolinguists.

The distinction between ‘sex’ and ‘gender’ is important to emphasize, as these terms are used for different studies. Ehrlich et al. (1990, p.139), used the term ‘sex’ to emphasize the biological differences between males and females, while he referred to the term ‘gender’ when he was speaking of social, cultural and psychological constructs that exist because of these biological differences. As this thesis contains both a social and cultural construct, I have chosen to use the word ‘gender’, rather than ‘sex’.

The terms ‘gender’ and ‘sex’ are being used differently everywhere, as these can vary from language, culture and distinct experiences. According to Pilcher and Whelehan (2004, p.27), the distinction of this difference turned out to be very useful, as this showed that ‘masculinity’ and ‘femininity’ said very little about the base qualities of the sexual differences, but rather about the ways the differences between ‘masculinity’ and ‘femininity’ are used to encourage people to adapt to ‘appropriate’ forms of behavior.

With the rise of television sport, the tabloid press and celebrity culture, major male sports stars became the center of attention for intersecting discourses on masculinity and morality, in which they are supposed to be role models and good examples (Whannel, 2002). The careers of sports stars started being set on a pedestal in the forms of (auto) biographies. According to Whannel (2002), the increased stardom of male athletes provided narratives for 'masculinity', which included stories on how obstacles are overcome, victories were won and enemies were defeated.

In England, this status of masculine sports stars started growing when England reached its status of a Welfare State in the 1970's, when sports became an increasingly popular activity. Masculinity became more often related to sports, which also became clear in the rising pop culture. For example, the Bonzo Dog Doo Dah Band released their song 'Sport (Odd Boy)' in 1969, alluding to the centrality of sport in schooling and marginalizing those who rejected it (Aitchison, 2007, p.9):

*The Odd Boy lay down by the football field  
Took out a slim volume of Mallarmé  
The centre-forward called him an imbecile  
It's an Odd Boy who doesn't like sport  
Sport, sport masculine sport  
Equips a young man for society  
Yes sport turns out a jolly good sort  
It's an Odd Boy who doesn't like sport*

Connell (1995) argues however that masculinity cannot be understood without its relation to femininity. Dominant masculinities oppress other masculinities, which leads to those masculinities to occupy a subordinate position in relation to masculinity as a whole. Hegemonic masculinities oppress women, but are at the same time always competing with marginalized and stigmatized masculine groups. The marginalized and stigmatized groups have been relatively voiceless within dominant masculine cultures (Connell, 1995). According to Sabo and Jansen (1992), the physically unfit, elderly, disabled and those who identify as gay or lesbian are part of the marginalized masculine group. According to Coakley and Dunning (2000), sport is a clear gendered activity 'that not only welcomes boys and men more enthusiastically than girls and women but that also serves as a site for celebrating skills and values clearly marked as 'masculine'.

Feminist theories began in order to criticize the limitations of the dominant theories that did not include women, or to tackle those theories that did not include or take women's issues and insights seriously. Feminist theories are focused on providing insight in the understanding of 'gendered beings', and new ways to see individual lives and the lives of other women and men. Gender therefore holds a privileged place in the analyses of feminist gender studies as they are founded on the belief that human experiences are gendered (Coakley & Dunning, 2000).

What is center to feminism and gender studies, is the issue of whether equality requires men and women being treated the same irrespective of their differences, or whether equality requires that differences between men and women should be recognized and then provided for (Pilcher & Whelehan, 2004, p.38).

According to Coakley & Dunning (2000), feminist theory refuses to be disciplined into discrete categories, which makes the theory both a strength and a frustration. Feminist theory is either an openly political or critical practice not just to analyze gender in sports in this case, but also to change these dynamics. Feminist theory in sports aims to create the base of a plan of action for social action, with clear implications for social change in sports.



### 3.4 Theories on sports

Bourdieu's 'sport and social class' (1978) was the one of the first papers by a major social theorist, apart from Norbert Elias and his collaborator Eric Dunning, that considered sport as a serious sociological issue. Bourdieu (1984) considered sport an acknowledged major focus of sociological analysis, and his conceptualization of the sociological significance of sport has since influenced theoretical and empirical investigations. Tomlinson (2004) writes that Bourdieu has made both social and cultural significance with the representation of bodily practices, in sports, education, arts, and the media.

Pierre Bourdieu (1978) considered the range of sporting activities, such as football, tennis and athletics, to be entertainment and a supply to meet a social demand. In his work, Bourdieu makes six key observations. Based on these six observations, the different theories and social structures will be set out:

- sport is a field relatively autonomous of society with a unique historical dynamic;
- sport represents struggles between social classes;
- sport shifted from an amateur elite practice to a professionally produced spectacle for mass consumption;
- sport production and administration must be understood within the industrial political economy;
- sports participation as exercise or leisure time depends on economic and cultural capital;
- sport practices vary by the conscious and unconscious meanings and functions perceived by various social classes.

Eoin J. Trolan (2013) conducted a study on the impact of the media on gender inequality in sports and concluded that there are deeply rooted gender inequality issues in this field. The article states that women's sports have been invisible and objectified compared to men's sports. Women's sports are considered inferior to men's sports and a look at the athletic abilities of women is far lower when compared to the men. According to the author, one of the issues concerning the perception of inequality in sports is the media's underrepresentation and trivializing of women's athletes.

Trivialization of women athletes is not only apparent in the underreporting of women athletes, but is also present at women exclusive sporting events (Trolan, 2013, p.217). The lack of

coverage or acknowledgement of women's sports and athletes leads the consumer to believe that women's sports and athletes are not worthy of being covered. Women's sports and athletes are continuously ignored by sports media, which creates the image that sports media do not value them compared to men's sports and men's athletes (Trolan, 2013, p.217).

Trolan (2013, p.224) concluded that the media and sports have a symbiotic relationship that constructs and utilizes gender stereotypes to maintain gender inequality and gender differences, both actively through written words and passively through photographs. 'Sport sells mass media and media sells sport, therefore, the media has biased coverage because it assumes its consumers are men and aligns its coverage to suit its potential customers'.

According to Wenner and Gantz (1998, p.245), men are more interested in sports, spend more time looking at it and consider themselves more knowledgeable about sports than women. This is the result of gender socialization processes that naturalize men's association with sport and the discouragement of women's sporting involvement (Wenner & Gantz, 1998, p239). This concept is a leading component of trivialization of women as athletes.

The attention for women's sports and football specifically is greatly influenced by the media that decide to broadcast Norwegian women's football or not. Despite the women's Norwegian national team having won medals on international tournaments, the attention for the national team and club teams in Norway lacks compared to the men's side (Claringbould p.113). Football is the most broadcasted sport in Norway, but the majority of the broadcasts is focused on men's elite football. All participants that Pfister & Sisjord interviewed for their book 'Gender and Sports: Changes and challenges' (2013), stated that men's football gets the majority of the attention of the media, also compared to other sports, whereas women need to perform internationally to get at least a little bit of attention.

## **4. Methodology**

When researching the topic of gender equality in Norwegian football, it is important to have a useful research method. In any research it is vital to have a good research method, but when it comes to a societal matter, the importance and complexness of a good research method becomes ever greater. After going through the different research methods, the Critical Discourse Analysis (CDA) turned out to be the most useful for my research. In this chapter, I explain why I chose this method by going through what this method is, what it is used for, central terms and theories and how I use CDA in my own research.

### **4.1 Critical Discourse Analysis**

CDA has been a frequently used research method since the late 1980's, and is described by Wodak (2014, p.302) as a problem-orientated interdisciplinary research program with a variety of approaches, each including different theoretical models, research methods and agendas. Though the word 'Critical' appears in CDA, it does not mean per se that this research method has to refer to something negative or serious. This is a common misunderstanding about CDA, but rather than having a negative or serious tone, the word 'critical' lends itself to a critical investigation of a social phenomenon. By following this approach, the phenomenon lends itself to be challenged and not taken for granted (Wodak, 2014, p.302).

The CDA method is used for studies regarding mental and societal control, that need a critical attitude towards the dominating forces in those fields to retrieve necessary data. Furthermore, Van Dijk (1995, p.18) adds that the CDA method also allows or sustains an overall perspective of solidarity with dominating groups or ideas. This means that the two sides of a research spectrum are both taken into account in order to create an accurate and broad picture of the situation. As CDA is a problem- or issue orientated discourse, any methodological and theoretical approaches are accepted, as long as it is able to effectively study relevant social issues. Among these problems or issues are racism, colonialism, sexism and other forms of social inequality (Van Dijk, 1995, p. 17).

In essence, CDA is useful when there is a certain societal issue, as research on something so elaborate requires a method that includes deep and critical research. The long-term critical thinking and investigating that is part of the CDA method, allows for the ideology and reasons

behind the issue to be investigated. At the conclusion of the analysis, the goal is to have attained a deeper understanding of the societal issues and the reasons surrounding them. The issues that are most eligible for CDA usually take a relatively long time to investigate.

CDA is multidisciplinary and therefore allows for the study of societal problems adequately. This method especially focusses on the relation between discourse and society, such as social cognition, politics and culture. CDA is further characterized by the fact that it has an explicit critical approach, position or stance when texts or conversations are studied (Van Dijk, 1995, p. 17). Furthermore, as CDA focusses on complex social phenomena (Wodak, 2014, p.302), this research method perfectly meets the requirements of my own research.

In practice, the use of CDA has allowed me to gather large amounts of data by analyzing newspaper articles and news archives. Data has been collected through media archive website Atekst, which offers a news archive search option called Retriever. This required long-term analytic work, as every newspaper article in the search results was read to check for potential relevancy. The use of the CDA method on my own research proved to be an effective and reliable way to attain topic-specific information. The retrieved data allowed for wider socio-cultural analysis in the upcoming chapters.

### **Central terms and theories**

Within the CDA there are terms that might be relevant during a research. Baker and Ellece's book 'Key Terms in Discourse Analysis' (2011) describes many terms that can be relevant for this research method. I have selected three of these terms that were relevant during the analysis of the data.

- **Intertextuality.** This term describes how texts can intertwine; it refers to a text and how that relates to another text (Baker & Ellece, 2011, p.64). Intertextuality was a relevant term many different texts had to be analyzed before being possibly close to a conclusion. When searching for 'kvinnefotball', many articles appeared about the same subject or news story. Knowledge of the term 'intertextuality' created awareness on the distinction between unique and non-unique news reports.

- **Positive discourse analysis.** This theory suggests that when using Critical Discourse Analysis, the researcher doesn't necessarily aim to discover a negative societal agenda or discourse. Positive discourse analysis suggests that positive readings or texts are possible and that not all discourses have to be negative or damaging. It rather focusses on what texts 'do well' and 'get right' (Baker & Ellece, 2011, p.94). During my research, I have come across many positive texts, despite that the research expects to attract negativity as the topic is based on inequality.
  
- **Production.** The term 'production' refers to the processes that are involved into the creation of a text. Text production involves processes based on internalized social structures and conventions. The production of a text is therefore constrained by the social norms within which it is produced (Baker & Ellece, 2011, p.105 & 106). By following the ways of 'production', it was easier to think more in a societal context, to learn more about how media and society are dependent on each other. Asocial norms or reasons for societal protest have been an important part of the final conclusions.

In the field of social theory and analysis, Fairclough (1992) describes the term 'discourse' as a way to refer to different ways of structuring areas of knowledge and social practices. As an example, Fairclough names 'medical science' as a discourse in the field of health care. The discourse that is being researched in the CDA approach is used with the aim to uncover, reveal or disclose what is hidden or not immediately obvious in relation to the ideology what causes the social problem or issue. CDA specifically focusses on the strategies of discursive ways to influence the minds, and therefore actions of people (Van Dijk, 1995, p. 18).

### **Further research**

As an online database like Atekst has many thousands of articles in their archive, specific search strategies helped filter out the relevant and irrelevant articles. For one, I have put in a filter that only selected articles within the chosen time frame. Secondly, I have written down the article titles, author, medium and description of all possible Norwegian newspaper articles that have been relevant for this research. Press agency NTB has also been taken into account in the Atekst research. An overview of the results can be found in Appendices I and II. I have counted similar articles in the total count, but generally did not note similar articles down in the results section, unless the article provides information that others about the topic do not.

The results of the Atekst articles have been separated into results of the two used key word search terms: 'likestilling fotball' (Appendix I) and 'kvinnefotball' (Appendix II).

Atekst research showed that media interest, financial differences and sexism have been the most written about topics, and therefore form the core of the chapters about the development of women's football. Since I am aware that articles are missed out on if I would solely stick to Atekst related articles, I have chosen to conduct additional research, mainly through Google Scholar, Oria and other similar database websites. The search strategies above have given me a clear idea of the development of women's football in the last decade.

Though the Atekst have been performed before 2020, I had no more access to the website or its archive function since 2020 due to the end of the collaboration between Atekst and the University of Oslo. Therefore, I manually looked up the articles online of which I didn't have all the data or was considering using in one or more chapters. As not every article was traceable online anymore, I either used a similar source on the same news, discarded the article if it wasn't of crucial relevance or purchased an online subscription of newspapers that work with a paywall, but did have one or more crucial sources. This is why sometimes in the bibliography sources link to Atekst, while others links redirect to individual (online) newspapers or other online sources.

## **5. Media interest**

Chapter 5.1 focusses on the research of newspaper articles through the Atekst database. Statistical data shows how many times each newspaper matched with the keywords 'likestilling fotball' and 'kvinnefotball' between 2010 and 2019.

### **5.1 Atekst research**

When searching the key words 'likestilling fotball' in Atekst, a total of 3269 matching results showed up. Of that number, Norwegian newspapers matched in 1425 articles. Newspaper articles that are retrieved through Atekst are the only media that have been taken into account for the research in this chapter. I have chosen to do so in order to maintain the quality of a narrowed down research. External online news articles are not taken into account for the research either, because these articles often overlap with newspaper articles as the topics and media outlets are often the same. Because this chapter is based on a textual analysis, the other traditional media, television and radio, have not been taken into account. Television will however come up in further (sub)chapters, as they play a crucial role in broadcasting women's football.

A look into the years in which the matched articles appeared, shows that 2010 was the first year that surpassed 100 matching articles with the used key words. In the years between 1989 and 2009, the highest amount of matching articles in a year was 76 (2009), followed by 66 in 2008. The number of matching articles between 2010 until 2018 so far dropped in four of the nine years below the 100, but the lowest amount of annual article matches, 78 in 2012, was still higher than the record high of the pre-2010 era. Based on this research it may be concluded that the (media) interest in this topic has grown exponentially since 2010. The research will therefore contain media content from January 1<sup>st</sup> 2010 and onwards.

Another crucial search term that can find relevant articles is 'kvinnefotball'. The total amount of matches with Norwegian newspapers was 6863 on October 6th 2018. On this date, the amount of matches after January 1st 2010 was 3316.

### **Statistics research**

In order to get a better understanding of the research, an overview is placed below about which newspapers reported the most on the issue of gender inequality in Norwegian football.

the relevant matches have been ranked. The ranked newspapers are put in order of the highest to lowest matches principle.

The top 10 newspapers that matched with the keywords ‘likestilling fotball’ are the following:

<b>Newspaper</b>	<b>Amount of matches</b>
Norsk Telegrambyrå (NTB)	61
Aftenposten	58
Bergens Tidende	46
VG	42
Dagbladet	37
Dagsavisen	34
Stavanger Aftenblad	26
Adresseavisen	25
Rogalands Avis	24
Fædrelandsvennen	22

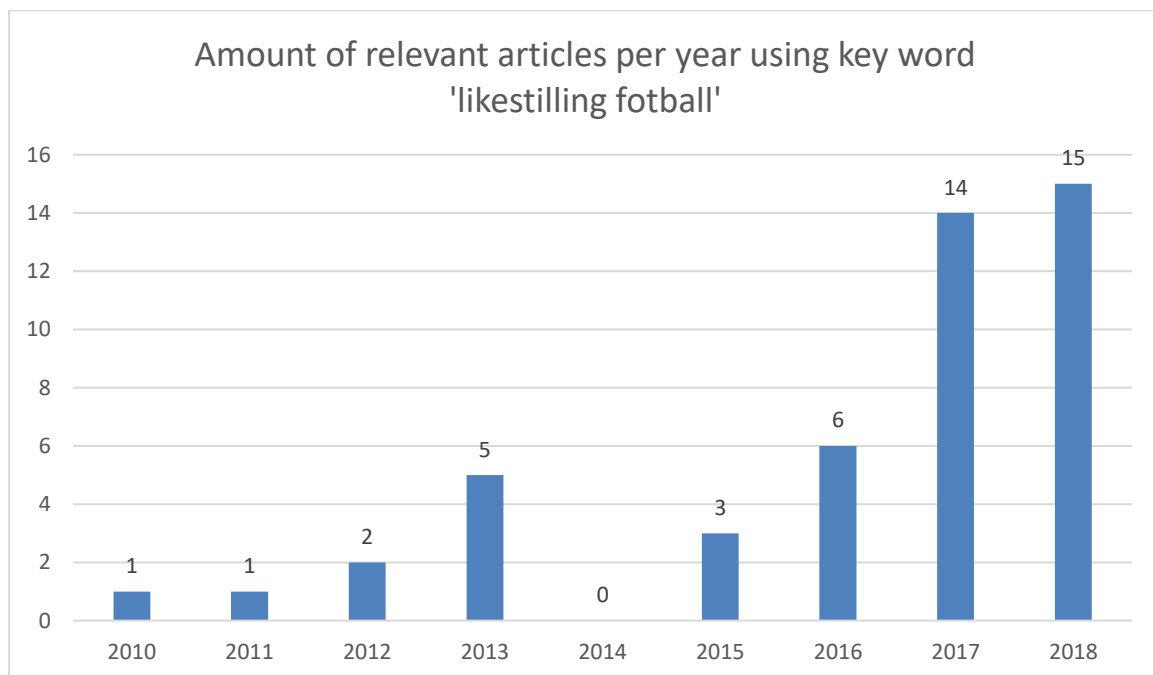
After researching the 902 matches that showed up for Norwegian newspapers since January 1<sup>st</sup> 2010, 47 turned out to be potentially relevant for the further chapters in my thesis. Of those relevant matches, the articles are spread over the following newspapers in order from most to least matches:

<b>Newspaper</b>	<b>Amount of relevant matches</b>
VG	10
Aftenposten	8
Bergens Tidende	8
Bergensavisen	4
Romerikes Blad	3
Dagsavisen	3
Klassekampen	2
Adresseavisen	2
Norsk Telegrambyrå (NTB)	1
Fædrelandsvennen	1



Rogalands Avis	1
Stavanger Aftenblad	1
Haugesunds Avis	1
Dagbladet	1
Glåmdalen	1
Vårt Land	0
Budstikka	0
Agderposten	0
Dag og Tid	0
Drammens Tidende	0
Romsdals Budstikke	0
Trønder-Avisa	0
Utrop	0
Østlendingen	0
Dagen	0
Ny Tid	0
A-magasinet	0
Telemarks Avisa	0
Fredriksstad Blad	0
Tønsbergs Blad	0

The years 2017 and 2018 stand out when it comes to the amount of relevant articles retrieved on Atekst with the key words 'likestilling fotball'. It is no surprise that results show that the amount of articles including 'likestilling fotball' has gone up drastically in 2017, as that was the year the metoo movement started, creating awareness for (gender) equality in Norway as well as many other countries. Furthermore, the low amount of articles provides an indication for the lack of attention for equality in women's football. Of the search results from 2017 and 2018, the following newspapers are represented:



- **2017:** VG (5), Aftenposten (4), Bergens Tidende (2), Adresseavisen, Klassekampen, Bergensavisen.

- **2018:** VG (2), Romerikes Blad (2), Bergensavisen (2), Dagsavisen (2), Aftenposten, Bergens Tidende, Dagbladet, Stavanger Aftenblad, Haugesunds Avis, Fædrelandsvennen, Adresseavisen.

### Topics

The results of the Atekst research form the basis of upcoming chapters. These sources have been categorized in six different topic that form the core of the research on the development. These six topics are: media interest, finances, gender discrimination, women's opportunities in football, social impact and sexism.

<b>Year/topic</b>	<b>Media interest</b>	<b>Gender discrimination</b>	<b>Finances</b>	<b>Women's opportunities in football</b>	<b>Social impact</b>	<b>Sexism</b>
<b>2010</b>	0	1	0	0	0	0
<b>2011</b>	0	0	0	0	1	0
<b>2012</b>	0	1	0	0	1	0
<b>2013</b>	1	2	0	0	2	0
<b>2014</b>	0	0	0	0	0	0
<b>2015</b>	1	0	0	2	0	0
<b>2016</b>	0	5	0	1	0	0
<b>2017</b>	0	2	4	4	3	1
<b>2018</b>	1	2	1	5	4	2
<b>Total amount of articles per topic</b>	<b>3/47</b>	<b>13/47</b>	<b>5/47</b>	<b>12/47</b>	<b>11/47</b>	<b>3/47</b>
<b>Total percentage per topic</b>	<b>6.38 %</b>	<b>27.66 %</b>	<b>10.64 %</b>	<b>25.53 %</b>	<b>23.4 %</b>	<b>6.38 %</b>

What stands out in these statistics is the rise in later years of articles on women's opportunities in football, finances and social impact. In a total picture, articles on gender equality, women's opportunities and social impact are topics on which the most has written about.

**Topics per newspaper including relative percentage of topic per newspaper**

<b>Newspaper/topic</b>	<b>Media interest</b>	<b>Gender discrimination</b>	<b>Finances</b>	<b>Women's opportunities in football</b>	<b>Social impact</b>	<b>Sexism</b>	<b>Total</b>
<b>Adresseavisen</b>	0	1	0	1	0	0	<b>2</b>
<b>Aftenposten</b>	1	2	1	3	1	0	<b>8</b>
<b>Bergensavisen</b>	0	0	1	1	2	0	<b>4</b>
<b>Bergens Tidende</b>	1	2	0	4	1	0	<b>8</b>
<b>Dagbladet</b>	0	1	0	0	0	0	<b>1</b>
<b>Dagsavisen</b>	0	1	0	0	1	1	<b>3</b>
<b>Fædrelandsvennen</b>	0	0	0	0	1	0	<b>1</b>
<b>Glåmdalen</b>	0	0	0	0	1	0	<b>1</b>
<b>Haugesunds Avis</b>	0	1	0	0	0	0	<b>1</b>
<b>Klassekampen</b>	0	0	1	1	0	0	<b>2</b>
<b>NTB</b>	0	1	0	0	0	0	<b>1</b>
<b>Rogalands Avis</b>	0	1	0	0	0	0	<b>1</b>
<b>Romerikes Blad</b>	0	0	0	1	1	1	<b>3</b>
<b>Stavanger Aftenblad</b>	0	0	0	0	1	0	<b>1</b>
<b>VG</b>	1	3	2	1	2	1	<b>10</b>
<b>Total</b>	<b>3</b>	<b>13</b>	<b>5</b>	<b>12</b>	<b>11</b>	<b>3</b>	<b>47</b>

Also here, the trend is that the bigger newspapers have written more about one of the six topics. The most common topics that showed up as a result were on gender discrimination, women's opportunities in women's football and social impact.

### **Second search term**

The other used search term used for this research is 'kvinnefotball'. The total amount of matches with Norwegian newspapers was 6863 on October 6<sup>th</sup> 2018. On this date, the amount of matches after January 1<sup>st</sup> 2010 was 3316. The top 10 newspapers that matched with the keywords 'kvinnefotball' after January 1<sup>st</sup> 2010 are the following:

<b>Newspaper</b>	<b>Amount of matches</b>
VG	212
Norsk Telegrambyrå (NTB)	204
Aftenposten	179
Østlandets Blad	169
Bergensavisen	131
Bergens Tidende	118
Dagsavisen	111
Romerikes Blad	105
Haugesunds Avis	103
Dagbladet	101

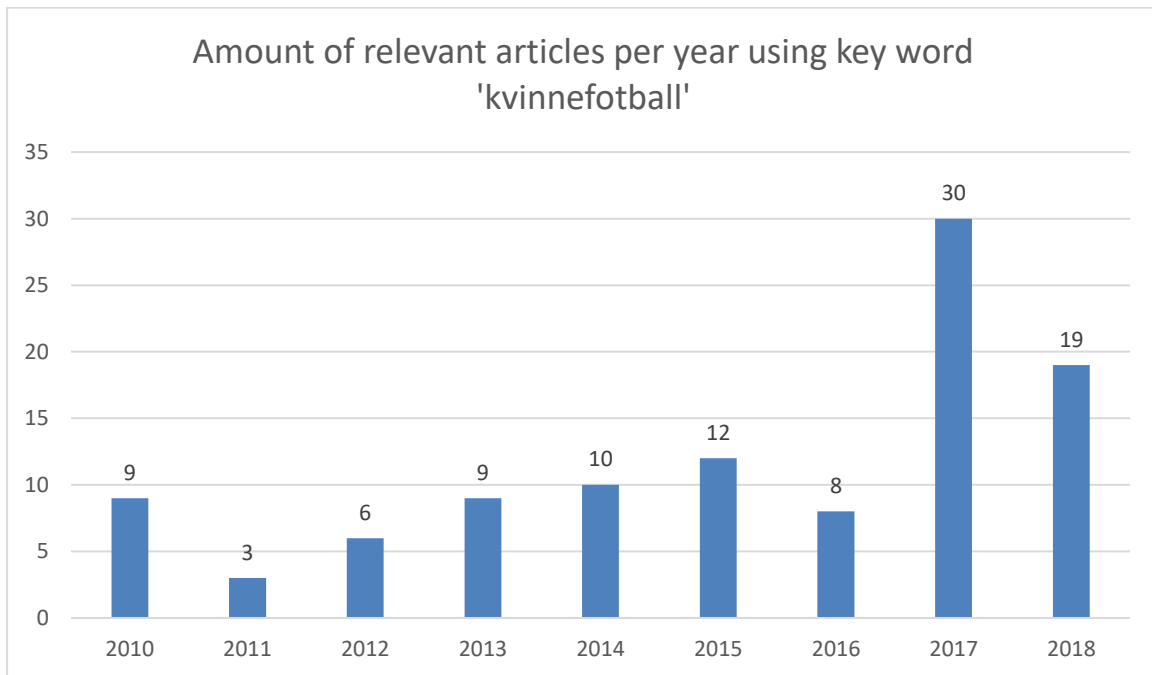
Of the 3316 matches that showed up for Norwegian newspapers since January 1<sup>st</sup> 2010, 106 turn out to be potentially relevant for my thesis. Of those relevant matches, the articles are spread over the following newspapers in order from most to least matches\*:

<b>Newspaper</b>	<b>Amount of relevant matches</b>
VG	26
Norsk Telegrambyrå (NTB)	16
Dagbladet	11
Aftenposten	10
Adresseavisen	5
Bergens Tidende	4

Glåmdalen	4
Budstikka	4
Haugesunds Avis	3
Dagsavisen	3
Agderposten	3
Bygdanytt	3
Romerikes Blad	2
Harstad Tidende	2
Stavanger Aftenblad	2
Tidens Krav	2
Bergensavisen	1
Altaposten	1
Nordlys	1
Sunnmørsposten	1
Varden	1
Drammens Tidende	1
Trønder-Avisa	0
Østlendingen	0
Telemarksavisa	0
Porsgrunns Dagblad	0
Jærbladet	0
Romsdals Budstikke	0
Hadeland	0
Østlandets Blad	0

\*Relevant matches that overlap with the search terms 'likestilling fotball' and 'kvinnefotball' are not taken into account in the list above. These double hits are counted in the relevant matches of the search term 'likestilling fotball'. Articles with relevant and useful content is written down, but not written down again when the same exact content appeared in a different newspaper. An example is newspapers who copy articles directly press bureau Norsk Telegrambyrå (NTB).

Just with like the previously used search term ‘likestilling fotball’, ‘kvinnefotball’ also significantly attracts more relevant matches in 2017 and 2018 when compared to other years.



‘Kvinnefotball’ also significantly attracted more relevant articles than the search term ‘likestilling fotball’. Of the search results from 2017 and 2018, the following newspapers are represented:

- **2017:** VG (9), NTB (4), Aftenposten (4), Dagsavisen (3), Dagbladet (2), Adresseavisen (2), Bygdanytt (2), Bergens Tidende, Haugesunds Avis, Tidens Krav, Stavanger Aftenblad.

- **2018:** NTB (5), VG (4), Budstikka (4), Aftenposten, Bergensavisen, Dagbladet, Haugesunds Avis, Adresseavisen, Harstad Tidende.

To provide an idea of what topics have been reported on per year, an overview can be found below. The categories are media interest, finances, gender discrimination, women’s opportunities in football, social impact and sexism.

**Topics per newspaper including total topic representation**

<b>Year/topic</b>	<b>Media interest</b>	<b>Gender discrimination</b>	<b>Finances</b>	<b>Women's opportunities in football</b>	<b>Social impact</b>	<b>Sexism</b>
<b>2010</b>	3	1	3	0	2	0
<b>2011</b>	0	0	0	1	2	0
<b>2012</b>	1	0	0	4	1	0
<b>2013</b>	2	1	1	3	2	0
<b>2014</b>	2	1	3	2	2	0
<b>2015</b>	3	2	5	1	1	0
<b>2016</b>	0	0	2	5	1	0
<b>2017</b>	1	5	11	10	3	0
<b>2018</b>	1	1	4	8	2	3
<b>Total amount of articles per topic</b>	<b>13/106</b>	<b>11/106</b>	<b>29/106</b>	<b>34/106</b>	<b>16/106</b>	<b>3/106</b>
<b>Total percentage per topic</b>	<b>12.26%</b>	<b>10.37 %</b>	<b>27.36 %</b>	<b>32.08 %</b>	<b>15.09%</b>	<b>2.83 %</b>



**Topics per newspaper including relative percentage of topic per newspaper**

<b>Newspaper/topic</b>	<b>Media interest</b>	<b>Gender discrimin.</b>	<b>Finances</b>	<b>Women's opportunities in football</b>	<b>Social impact</b>	<b>Sexism</b>	<b>Total</b>
<b>Adresseavisen</b>	1	0	1	2	1	0	<b>5</b>
<b>Aftenposten</b>	1	2	1	4	2	0	<b>10</b>
<b>Agderposten</b>	0	0	2	0	1	0	<b>3</b>
<b>Altaposten</b>	0	0	0	1	0	0	<b>1</b>
<b>Bergensavisen</b>	0	0	0	1	0	0	<b>1</b>
<b>Bergens Tidende</b>	0	0	1	2	1	0	<b>4</b>
<b>Budstikka</b>	1	0	1	2	0	0	<b>4</b>
<b>Bygdanytt</b>	0	0	3	0	0	0	<b>3</b>
<b>Dagbladet</b>	2	1	0	3	4	1	<b>11</b>
<b>Dagsavisen</b>	0	1	0	1	1	0	<b>3</b>
<b>Drammens Tidende</b>	0	0	0	0	1	0	<b>1</b>
<b>Glåmdalen</b>	0	0	0	2	2	0	<b>4</b>
<b>Harstad Tidende</b>	0	1	0	0	0	1	<b>2</b>
<b>Haugesunds Avis</b>	0	1	1	1	0	0	<b>3</b>
<b>Nordlys</b>	1	0	0	0	0	0	<b>1</b>
<b>NTB</b>	3	1	9	3	0	0	<b>16</b>
<b>Romerikes Blad</b>	1	0	0	0	1	0	<b>2</b>

<b>Stavanger Aftenblad</b>	0	0	0	2	0	0	<b>2</b>
<b>Sunnmørsposten</b>	0	1	0	0	0	0	<b>1</b>
<b>Tidens Krav</b>	0	0	0	2	0	0	<b>2</b>
<b>Varden</b>	1	0	0	0	0	0	<b>1</b>
<b>VG</b>	2	3	10	8	2	1	<b>26</b>
<b>Total</b>	<b>13</b>	<b>11</b>	<b>29</b>	<b>34</b>	<b>16</b>	<b>3</b>	<b>106</b>

Of all the newspapers written above, VG has written the most within the ‘kvinnefotball’ search term. The trend here is that bigger newspapers, such as VG, Aftenposten and Dagbladet, have reported more than smaller newspapers. Nonetheless, the search term ‘kvinnefotball’ led to a wider variety of newspapers than with the search term ‘likestilling fotball’. VG and NTB stick out in the amount of articles regarding finances, while for example Dagbladet wrote nothing about finances, but rather on inequality issues.

## 5.2 Broadcasting of women's football

At TV2, the television channel that owned the broadcasting rights for the Toppserien, the lack of improvement of women's football reflected on the channel's viewer ratings. As editorial director of TV2 Sport, Vegard Jansen Hagen was one of the many optimistic people when a broadcasting deal for Toppserien matches came about in 2007. As it turned out however, only the men's matches were well watched. Jensen Hagen subsequently declared the women's football project a failure for his channel, saying 'I think that everyone who is involved in women's top football, including us at TV2, is frustrated by the lack of response' (VG, 2010).

As reasons for the low viewership numbers, Jansen Hagen pointed to the lack of spectators at Toppserien matches, local commitment, patriotism and identity around the clubs. 'When several of the teams do not draw more spectators than just the immediate family, it becomes very difficult to create national involvement'. Of the first 72 matches that had been played in the 2010 Toppserien season, TV2 only broadcasted two matches on their main channel. The other 70 were 'hidden' on TV2's online channel, Sumo (VG, 2010).

Women's football coverage has been an issue lasting well before 2010 as well, as in 2006, men's football accounted for 96 percent of the total of football on NRK1, compared to 93 percent at TV2. These numbers are remarkable, as NRK is state-owned and therefore has to have a wide and diverse broadcast, it has certain responsibilities towards the Norwegian public. As public broadcaster NRK is state-owned, they have to meet certain requirements in order to fulfill democratic, social and cultural needs in society. In practice, NRK aims to 'provide the entire population with access to a broad range of content' (NRK, 2020). About 97% of NRK's income comes from licensing fees (Hovden et al. 2017), which means that people of all genders and races are represented in the financing of state-owned broadcaster. As TV2 was a commercial television station, they had no such responsibilities. Yet, TV2 still showed relatively more football than the public broadcaster.

Gerd von der Lippe, professor in sports psychology, states that NRK has a nationwide reach, but that they didn't show enough responsibility in terms of broadcasting women's football. She states that men's sports are flourishing, partially because of the attention public broadcaster NRK gives them, while women's football was practically invisible. 'It is first and foremost that NRK should care about the kind of signals they send out to the Norwegian people, because they have a clear social responsibility'. According to Von der Lippe, NRK should be more of a role model and therefore innovate by broadcasting women's football. If

this happens, newspapers and other media channels would follow. High viewership is the reason however why Von der Lippe did not see this happening, as the broadcasting manager at NRK would likely choose this situation rather than risking a drop in viewership (Trønder-Avisa, 2010).

In 2012, NRK took over TV2's Toppserien broadcasting rights. NRK announced they would broadcast seven Toppserien matches per season live on their main channel NRK1. This was a big improvement for the visibility of women's football, as previous broadcaster TV2 only showed two matches per season. Despite the good news however, NRK's sports editor Rune Haug remained critical on women's football, saying that women's football must take greater responsibility for itself. 'They need to create better conditions around their matches, but they end up blaming the media when there are only a hundred spectators at the matches'. According to Haug, Toppserien clubs should mobilize far better within their own club and neighborhood, and learn from the successful women's leagues in Sweden and Germany (VG, 2012).

In 2013, commercial broadcaster Eurosport reached a broadcasting agreement to show matches of the Algarve Cup, a warm-up tournament for the women's European Championships later that year. Some matches were shown online on an online Eurosport stream, while the matches of Norway and the finals were broadcasted live on Eurosport's main channel. Melissa Wiik was a member of Eurosport's football expert panel at the time of the announcement, and stated that the reason for choosing to broadcast the Algarve Cup had to do with the high number of top class teams (TV2, 2013). That a commercial broadcaster chose to invest in an international, yet friendly tournament was the start of a good year for women's football in Norway.

Norway was successful at Algarve Cup, becoming third. A few months later at the European championship however, NRK (2013) reported that interest in the European championship was initially low. The group stage matches against Iceland, the Netherlands and Germany, and the quarter final against Spain drew between 115.000 and 165.000 viewers. Viewership numbers steeply increased however, as rival Denmark was the opponent in the semi-final. As far as the whole broadcast, 519.000 people saw the final, but as the match was underway, viewership raised to 615.000, while the deciding penalty shoot-out was seen by 724.000 people.

Chief NRK Sport Rune Haug commented that the viewership numbers were fantastic and very nice for NRK. NRK bought the broadcasting rights of the European championship last

minute, but Haug said to be glad they did. 'Football is Norway's largest women's sport, and it was important for us as a public broadcaster to show the championship'. Women's football reached the spotlights, as the national team even noted higher viewership numbers than the men's national team, whose two important World Cup qualifying games earlier that year against Albania attracted 556.000 and 401.000 viewers (NRK, 2013).

The silver medal at the European championship in 2013 was remarkable, considering the huge amount of spectators to Norwegian women played for in the stadiums. Ingrid Hjelmseth, the Norwegian goalkeeper, told NRK (2013) prior to the final: 'the German women are more used to playing in front of so much audience, but I hope and believe that is not what will decide the final'. Of the Norwegian selection of 23 players, 21 played for a Toppserien club, while two played for German club Turbine Potsdam. The venue for the final in Solna offered place for 50.000 spectators, while the average attendance at Toppserien matches was 200. Despite the vast differences, players adapted well to the circumstances, which led to four players being selected for the elected 'team of the tournament'. The impressive performance of the national team led to renewed respect and enthusiasm for women's football in Norway (NRK, 2013).

Despite the enthusiasm in the summer of 2013, Dagbladet journalist Cornelia Christiansen (2013) wrote that it is quite possible that the enthusiasm for women's football may be short lived, even though it shouldn't. Christiansen writes that it is understandable that when one watches top level men's football, the switch to the women's Toppserien is a great one in terms of quality and attendance. Women's clubs lack identity because of the lack of history and the, compared to the men, late introduction of a professional women's football league in Norway.

The vast differences between the income for Norwegian men's and women's football became even clearer at the end of 2015 when a new deal was made for the broadcasting rights for the Eliteserien. The deal included that the men's teams would earn 2.4 billion NOK over a six year period between 2017 and 2023, in exchange for granting television channel Discovery the broadcasting rights for the matches of the Eliteserien. The deal included the broadcasting rights for the men's second division, the Obos League, and the men's national cup tournament. At the same time however, the women's Toppserien was still negotiating an extension of their broadcasting rights with NRK. 'We should have been part of what is

happening on the men's side - also when it comes to media attention and finances', said Tone Angeltveit, head of the SKF, about the deal for the men's leagues (VG, 2015).

In 2014, Fotball Media and NRK signed an agreement that guarantees that the state channel would get the rights of the women's international matches until 2021. When the agreement was signed, women's club football was also included in the package, at least until January 1, 2017. However, since the men's leagues signed a new record breaking television deal, Angeltveit said she hoped for more exposure of women's football as well. The head of Football Media, Knut Kristvang, told VG that they were well under way with the new NRK agreement, and that they hoped to increase the minimum number of broadcasted Toppserien matches each year, from seven to ten. Including the broadcasting rights of the women's national team with the Discovery package was not an option for Fotball Media however, since it's desirable that the women's national team and women's club teams broadcasts would be broadcasted on the same channel (VG, 2015).

It was clear that women's football didn't get the same attention as men's football. Despite the women's national team being a lot more successful than the men's team, women still got a lot less attention. The interest for the Toppserien in 2014 was almost non-existent. There was some attention for the women's national cup final of 2014, but far from a lot. Hege Riise, trainer of LSK Kvinner, noted that there is barely attention for women's football, despite the efforts of clubs to better themselves significantly in terms of quality development (Romerikes Blad, 2014). According to Knut Kristvang however, NRK is an excellent showcase for women's football. He said to hope that in the near future, more women's football will be shown on live television. This will however remain dependent on the growth of, and interest in women's football in the future (VG, 2015).

Referring to the achievement of the women's national team that reached the final in 2013, Riise noticed that the massive media attention had a good effect on the clubs. 'Media help influence sports, and for women's football it is important. We saw what good results and good media coverage did with LSK Kvinner last year when we won gold'. she refers to the Toppserien championship of 2013. 'Good performances give more attention. The fact that matches are shown on television gives people a picture of how women's football has developed. Many people are surprised by the level, and it may get even more interesting' (Romerikes Blad, 2014). As TV2 broadcasted two live Toppserien matches per season in

2010, the growth to ten live Toppserien matches in 2015 can be considered a success, despite the remaining great gap with men's football.

At the other side of the desire for broadcasting attention for women's football on NRK, Aftenposten journalist Arne Hole (2015) wrote in an opinionated article that there is already too much football on NRK's main channel, NRK1. According to him, NRK prioritizes football and skiing, but therefore goes past to what is 'really important. The author refers to the program 'Dagsrevyen' had to be postponed because the Norwegian women's national team was playing Ivory Coast at the 2015 World Cup at that moment. For non-sports enthusiasts, the amount of sport, and specifically the amount of ski and football, is not easy to take (Aftenposten, 2015).

Sport program leader Carina Olset worked for NRK during the men's 2014 World Cup, and expressed how NRK got international attention by including women in their World Cup analyses broadcasts. 'I like that we get noticed, even though we have never aimed for gender balance. We work to give viewers a good broadcast. During the broadcast with three women and one man we had a very good flow. Not because there were mostly women, but because we had picked the right people', Olset told Adresseavisen (2014). Olset further stated that it is not surprising that NRK gets a lot of attention, as football is a 'male bastion', and that the gender discussion in football will probably last for another 30 years. According to Olset, the media help to maintain the attitude that football is a men's exclusive sport. Norway's national women's team won the World Cup qualifier against Portugal in June, and will qualify for the World Cup in Canada in 2015, but it was mentioned in a side note during the sports broadcast. I have high hopes that women's football will receive more attention, because there is no reason to not do that (Adresseavisen, 2014).

In Norway, it seems that the media are paying increasingly more attention to women's sports, albeit in a rather slow pace. After the agreement with NRK for the Toppserien broadcasting rights was nearing its end in 2017, news broke that NRK reached a new deal to continue broadcasting Toppserien matches. The desire of the SKF and Knut Kristvang to raise the number of live matches to 10 in 2015 (VG, 2015) was granted in the new deal. The broadcasting rights for the other 122 games played in the season would go to newspaper Dagbladet, who would show all matches through livestreams on its website (NTB, 2017). Hege Jørgensen, who took over Tone Angeltveit's position as SKF leader on March 1<sup>st</sup> 2017 (NTB, 2017), was thrilled with this new deal. 'The agreement with Dagbladet will give the

Toppserien a historically wide national coverage. To showcase the product in one of the country's largest media houses means enormously much for the further development of our brand and our sport. It will give us a boost', she said.

Dagbladet's online broadcasts only stood for one season however, after which Amedia took over the rights to online broadcast all Toppserien matches from 2018 to 2020, while NRK would continue to broadcast ten live matches per year on television (NFF, 2020). According to VG author Sigurd O. Larsen, NRK is the only channel with a good conscience when it comes to women's football. Generally speaking, Larsen says it's logical that men's football is given priority due to the larger interest for men's football, but that women's football shouldn't be forgotten by the media (VG, 2018).

By 2020, Football Media renegotiated the media rights agreements with NRK and Amedia on for the coming three years. NRK would continue to show ten live broadcasts per season, and because of a restructuring in the Toppserien schedule, that would mean that every match round in the Toppserien will feature a televised live Toppserien match. The NFF declared that awareness of women's football had increased in recent years and that such an agreement will contribute towards even greater interest in women's football, which is something women's clubs fully deserved. SKF leader Hege Jørgensen called the new deal 'wonderfully gratifying', saying that the live broadcast in every match round of the Toppserien will increase the visibility of women's football and its players (NFF, 2020).

*With this deal we will reach a wider audience, and young players around the country now have been given the opportunity to follow their idols' (Hege Jørgensen, NFF, 2020).*

NRK's sports editor Egil Sundvor told NFF (2020) that both the Toppserien and national team are interesting for an ever-growing audience, saying that the 2019 women's World Cup was the final breakthrough for women. He further noted that Norwegian players are increasingly attracting great interest from the big, international clubs. The seeming growth of women's football also hasn't gone unnoticed at Amedia, as the online broadcaster noticed increased attention for the Toppserien since they started broadcasting in 2018. Amedia further expressed its expectations that the trend of increased popularity of women's football will continue in the coming time.



Furthermore, on an international level, women's football viewership has increased significantly, as record breaking numbers were reached during the women's World Cup in 2019.

### **5.3 Women in football media**

Before the 2016 Eliteserien season started, broadcasters TV2 and C More announced their 13 commentators and expert panel (Bergens Tidende, 2016). What stood out was that all the announced commentators and experts were men. That didn't come as a big surprise, as of the 500 members of the Norwegian Sports Journalists' Association (NSF), around 50 are women. According to NSF leader Reidar Sollie, that 10 percent has been the more or less average for a 'long time' (Bergens Tidende, 2016). At TV2, three of the five program managers in 2016 were women, while Julie Strømsvåg hosted the broadcasts for European football matches. However, chief of sport Vegard Jansen Hagen expressed his wish for women to join their commentators guild or expert panel, saying 'It's high time' (Bergens Tidende, 2016).

Professor of Sports Psychology Jorid Hovden noted that when 'football' is mentioned, the general public automatically means men's football. 'Women's football is referred to as 'women's football'. In football, men are hegemonic'. According to Hovden, that means that women have to prove much more to be accepted, stating that women have little power, confidence or authority in the world of football (Bergens Tidende, 2016). Women are often reduced to being hosts of journalistic sports programs, where appearance and presentation is more important than their professional insight. According to Jørgensen (2002), the sports press in Scandinavia is characterized as 'an entertainment ghetto about male sports icons'. This is because in Scandinavian sports media in 2002, men's football was the subject 52% of the time, while for example a sport as women's handball only got covered 8% of the time, despite the Scandinavian teams being some of the best in the world.

TV2 did have several women football experts on their panel in the past, but these experts faced an extremely critical public. One of these women's experts was former player Cecilie Berg-Hansen, who experienced so much heat that her male colleagues defended her publicly. Among other things, a Facebook group was created with the goal to remove Berg-Hansen from TV2's expert panel (Bergens Tidende, 2016). The Facebook page gained over 5.300 followers, and Berg-Hansen was regularly harassed and discriminated online. Statements as 'embarrassing', 'useless' and 'she should get her behind back in the kitchen' were common

comments, as well as pictures of her with a gun to her head (TV2, 2011). Bjørn Taalesen, chief sport at TV2 in 2011, called it an ‘attempt to do something about something that is traditionally a man’s world’, thinking many of the online harassers are too male-chauvinistic, and are having trouble relating to the fact that football is not just a men’s sport (TV2, 2011). Another former football expert at TV2 was Siri Nordby, who says she has been ‘very lucky’ to not have experienced the abuse Cecilie Berg-Hansen got. ‘I’ve heard of several female experts who have received a lot of criticism’. Furthermore, Nordby stated that ‘the media could have been better at testing out more’, referring to the lack of opportunities for women in sports media in the past. (Bergens Tidende, 2016).

The trend of seeing few women in sports media, specifically as commentators and sports-specific experts, is not surprising when taking the overall participation of women in Norwegian media into account. According to The Global Media Monitoring Project (GMMP, 2015, p.123), women appear in 27% of all Norwegian news. Following the statistics underneath, several more statistics of GMMP will be discussed.

On a global scale, the three topics in which women scored the highest and the lowest occupancy rate were the following.

1. Beauty contests, models, fashion, cosmetic surgery (67%)
2. Family relations, inter-generational conflict, parents (65%)
3. Birth control, fertility, sterilization, termination (61%)

Lowest:

1. Sports, events, players, facilities, training, funding (13%)
2. National defense, military spending, internal security, etc. (8%)
3. Gender violence perpetuated by the State (0%) (GMMP, 2015, p.35)

### **Percentage of men and women as reporters at traditional Norwegian media (2015)**

Medium	Newspapers	Television	Radio
Men	63	66	69
Women	37	34	31

(GMMP, 2015, p.126)

As mentioned by Hovden (Bergens Tidende, 2016) earlier, appearance and presentation of women in Norwegian sports media are often considered more important than their

professional insight. This also reflects on the relatively high percentages of women as general news reporters at the traditional media.

**Percentage of men and women as presenters at traditional Norwegian media (2015)**

Medium	Television	Radio	Overall
Men	58	67	60
Women	42	33	40

*(GMMP, 2015, p.129)*

Another eye-catching statistic is, when looking at Norwegian television and radio presenters, nearly half of all television presenters are women. This is relatively significantly more than the amount of women’s radio presenters, where one third of all radio presenters are women.

**Percentage of men and women as news subjects on Twitter (2015)**

Medium	General internet	Twitter	Both
Men	71	50	71
Women	29	50	29

*(GMMP, 2015, p.130 – p.132)*

When looking at the comparatively relatively young social medium Twitter, the conclusion can be drawn that men and women are equally represented as news subjects. This likely has to do with the openness of the internet, in which anyone can participate, and the freedom to report exponentially more than in limited traditional media, due to for example time and deadline restrictions on television, radio and at newspapers.

**Percentage of men’s and women’s news reporters on the internet (2015)**

Medium	General internet
Men	53
Women	47

*(GMMP, 2015, p.133)*

News reporters on the internet in general also has a high percentage of women’s reporters. This high percentage of women as news reporters on the internet is also in line with Hovden’s conclusion (Bergens Tidende, 2016) that appearance and presentation are more important than professional insight for women in Norwegian sports media.

The conclusion can be drawn that women do get their share as representatives or subjects of the news, but that sports is still considered ‘masculine’ by Norwegian media. International and Nordic studies find that women in 2015 receive less than 10% of routine newspaper or TV sport coverage (Cooky et al. 2015). Norway and the other Nordic countries follow an international trend with this percentage, which is remarkable considering the good reputation of gender equality these countries have. According to Bruce et al. (2010), there is a perceptible rise in the coverage of female athletes during the Olympic games. However, this doesn’t lead to consistent higher coverage of women’s sports, as the everyday coverage before and after Olympics remains significantly lower.

According to The Global Gender Gap Report (2016), the Nordic countries are worldwide leaders in terms of gender equality based on economic, educational, health-based and political indicators. According to Bryson (1999), a high rating of gender equality should cause a ‘virtuous circle’, in which gender equality in the highest fields, such as politics and working life, would push forward gender equality friendly changes in other societal fields. This however doesn’t reflect on sports media, which according to Hovden and Von der Lippe (2017), might have something to do with the industrialization of both sports and media. This would make profit become a higher driver than democratic principles, such as equal representation.

*This global media landscape shows a nexus mainly driven by commercial forces, in which sport has become a profitable vehicle for media organizations, sponsors and advertisers (Hovden, Von der Lippe, 2017).*

According to Von der Lippe (2010), the increased importance of profit in the media landscape often results in tabloidization and commodity journalism, which affect the given attention to male and female athletes, as well as how gender is profiled in sports media. Furthermore, male coaches and leaders of sports organizations, sports media and sponsors often maintain close relationships with each other, leading to an increased male dominance in an already male dominated exposure industry (Hovden, Von der Lippe, 2017).

An analysis of the media coverage of men’s and women’s sporting events (Cooky et al. 2015) showed a stark contrast between them. Men’s reports often have an exciting, amplified tone of voice, while women’s reports often come back as dull. Media therefore share a common responsibility, as when reports are interpreted in a ‘matter-of-fact’ manner, they convey the

message that women's sports are less exciting and important, thereby making women's sports less valuable. Lenskyj (2012, p.141) further concluded that women who participate in a sport that is socially constructed as 'feminine', usually receive more media coverage than women who participate in a sport that is socially viewed upon as 'masculine', such as football. This conclusion is in line with a research from 2010 (Von der Lippe, 2010), that concludes that women's football was barely mentioned throughout that year on both NRK.no and VG.no:

Medium	NRK.no	VG.no
Articles on men's football	28	59
Articles on women's football	3	2
Share of women's football	10,7%	3,4%

*Von der Lippe, 2010*

Similar results were shown after a 2010 case study about the online reporting of skiing (Bruce et al. 2010). Of all the reports written about that sport on NRK.no, 34% were on women, whereas vg.no only produced 16% of their ski news on women. The relatively high percentages of women's skiing coverage is an expectation however compared to other sports, like football, as skiing is seen as one of Norway's national sports, while women who compete in various forms of skiing are considered world-class level athletes, making it more appealing for media to write about them. The results indicate that a state-owned medium with a democratic mandate give higher priority to women's sports than a commercial medium, which is a notable change through the last two decades, as in 2006. The then commercial broadcaster TV2 showed relatively more women's football than NRK.

It is therefore not surprising that a 2017 case study by Hovden and Von der Lippe (2017) showed that the online reporting of sports of a state owned company (NRK.no) and a commercial company (VG.no), showed a demonstrably difference. Of all the sport on NRK.no, 21% of the reports was focused on women's sports, while the result of commercial company VG was considerably, yet unsurprisingly, lower with 7% of their online sports coverage being about women's football.

In that light, a positive development is that TV2 reached an agreement with the state in September 2018 to become a commercial public broadcaster. The agreement came into effect on January 1<sup>st</sup>, 2019 and lasts up to and including December 31<sup>st</sup>, 2023. As part of the agreement with the state, TV2 agreed to broadcast programs which are not part of the public broadcasting mission. For example, TV2 agreed to broadcast programs for both broad and

narrow interest groups, as well as focusing on at least five genre-wide program categories (Regjeringen, 2018).

International Women's Day on March 8, 2017 turned out to be a new breakthrough for women in the male-dominated sports journalism world (VG, 2017). On that day, commercial broadcaster Eurosport announced that Anne Sturød would become their new female commentator for Eurosport Norge and Max. A significant breakthrough was achieved with this news, as Sturød became the first ever female television commentator at a live football game.



Anne Sturød. Photo: [Trond Solberg \(VG, 2017\)](#)

'I believe it was time', Sturød told VG (2017). 'That was also one of the reasons why I couldn't say 'no''. Content Manager Erling Finsrud of Discovery, the umbrella organization of Eurosport, offered Sturød the job. When asked why, he told VG: 'let me put it this way: it is 2017'. VG (2017) called it 'the fall of one of the longest-living male bastions'.

Three years later, Eurosport announced that Elise Torneus became the newest member of their Eliteserien expert panel. Torneus is Eurosport's first female expert since they took over the rights of the Eliteserien in 2017, and was hired by the same man that hired Anne Sturød, Erling Finsrud (VG, 2020). According to Finsrud, Eurosport had hoped to hire a female expert panel member sooner. 'God will know that we have been on the lookout all the time - since 2017. Nonetheless, we did a bad job when it comes to that. But we did have Norway's first female main commentator', Finsrud told VG (2020).

The appointment of Torneus might lead to increased and more rapid opportunities for women in the Norwegian sports journalism world. Her appointment can be considered a landmark, as a woman on a televised football expert panel has been rare throughout Norwegian television history. By sitting next to her male colleagues on the expert panel, Eurosport broadcasts that a woman's opinion on football is just as valuable as a man's opinion. Finsrud told VG (2020) that he noted Torneus' qualities as an expert panel member of Nordlys' online football

broadcasts, which led to him offering Torneus the job. Eurosport's and Finsrud's open minded attitude, active scouting and high quality policies, seem to adequately fit into the desire of female journalists to be more involved in prominent sports journalism. Furthermore, as Eurosport is the rightsholder of the Eliteserien, the amount of people seeing a woman on an expert panel will be significantly higher than when Torneus was a panel member at an online broadcast of local newspaper Nordlys. Though female expert panel members have been discriminated against due to their gender, such like the aforementioned Cecilie Berg-Hansen at TV2, the only way to normalization of women's presence in football broadcasts is to keep appointing them.

## Conclusion

Of the researched newspapers, VG has written the most within the 'kvinnefotball' search term. The bigger newspapers, such as VG, Aftenposten and Dagbladet, have reported more than smaller newspapers. The search term 'kvinnefotball' led to a wider variety of newspapers than with the search term 'likestilling fotball'. VG and NTB stick out in the amount of articles regarding finances, while for example Dagbladet wrote nothing about finances, but rather on inequality issues. Furthermore, the years 2017 and 2018 have been the years in which the most has been written about.

As the Toppserien broadcaster in 2010, TV2 got frustrated with the low viewership ratings of their women's football games. This didn't come as a surprise however, as this followed a trend where women's football was almost non-existent on television. TV2 cherished high hopes to generate good viewership, but eventually passed on their Toppserien broadcasting rights to NRK in 2012. This turned out to be a better deal for women's football, as NRK would broadcast seven live matches per football season, as opposed to TV2, who broadcasted only two matches live.

The success of the Norwegian national team at the European Championship in 2013 sparked high viewership ratings for broadcaster NRK, as well as renewed interest in women's football. The renewed interest was short lived however, as attendance rates at Toppserien games remained low. A record breaking broadcasting deal for men's football raised voices for improved broadcasting circumstances for women. The wish for more broadcasting attention turned into reality when NRK announced in 2017 that they would up their number of live matches from seven to ten; a deal that lasts until 2023. As part of the deal, it became possible for the first time ever to watch every Toppserien match of a season, as Dagbladet would broadcast every game via a livestream on its website. Amedia acquired the online broadcasting rights in 2018, but the concept of offering every game online remains the same to this day. The difference in terms of broadcasting between the beginning of last decade and the end of it has been immense. Though equal broadcasting for men's and women's football appears to be unlikely for the foreseeable future, women's broadcasting has improved significantly in terms of attention and availability of the matches.

As a state-owned media company, NRK reports more on women's football than commercially focused media, like VG. It is not likely however that the relatively high percentage of NRK's



women's sports reports provides an accurate reflection of societal interest, but rather has to do with governmental attempt to ensure diverse programming. Both VG and NRK seem to consider men's sports as more attractive and important than women's sports. As VG is a commercial company, and subsequently do not has to follow the same requirements as for example NRK, the newspaper can fully focus on making a profit.

In terms of media attention, women's sports and women's football specifically, face an insecure future when one of Norway's biggest newspapers barely accounts for women's sports in their goal to get the highest readership. When the low presence of women's sports in commercial media persists, it will become increasingly hard for the general public to engage with or learn more about women's sports. This would mean it's unlikely the aforementioned 'dull' reputation of women's sports disappears soon or to eventually get rid of it. Sportive successes can lead to a renewed period of interest, but is not a sustainable way for further development of women's football. Sports media remains a 'male bastion' to this day, but there has been a notable rise in women's presence in sports media the last decade. The increased female presence is likely to persist in the future, partially because (gender) equality has become an increasingly agreed upon and talked about topic in society.

## 6. The financial gap in football

Gender discrimination in football comes to light in several aspects, of which possibly the most visible is the differences in finances between men's teams and women's teams. This chapter seeks to explore the financial differences between men's and women's club football, as well as the differences in finances between the men's and women's national team in the period January 2010 - January 2019.

### 6.1 Club football

As part of a 2007 plan to boost women's football in Norway, the Toppserien launched the so called 'Jenteløftet' project. This was a five-year collaboration project between in order to boost women's football between 2008 and 2012. The initial main goal of the project however was to gain spectators at Toppserien games, subsequently raising the income of Toppserien clubs significantly. More specifically, the goal was to have a viewer attendance of 100.000 at the end of the 2012 season. This would mean that there should have been an average attendance of 758 spectators per game. Despite good efforts, spectators continued to stay away. After 101 matches in the 2009 season of the Toppserien, a total amount of 22,402 paying spectators watched the games, an amount that is just enough to fill Rosenborg's Lerkendal stadium once. The average attendance after 17 rounds of football in the 2009 season was 220, which was an average that was 3.8 percent lower than the season before (Aftenposten, 2009). At the end of the 2010 season, Dagbladet (2010) concluded that the average attendance at Toppserien games was dropped further to 181.



A typical site at Røa – Klepp in the Toppserien, June 7, 2008. Photo: Kasper Wikestad, Digitalsport (Aftenposten, 2009)

Financially, the previous decade couldn't have started worse for women's football. At the start of the decade, the NFF was forced to cut significantly in its budget. Due to high expenditure and low savings at the national football organization, NFF announced budget cuts for coaches, travel support, women's players support and Ullevaal office staff, referring to Ullevaal Stadion, where NFF's main office is located. NFF planned to save approximately 30 million NOK on women's football, of which 16,5 million NOK was going to be cut from Toppserien clubs alone over the next two years (Aftenposten, 2010).

- 11 player development coaches were let go, saving 11 million NOK;
- 400.000 NOK would be cut per club in the Toppserien and second division, saving approximately 5 million NOK;
- A cut in support for training camps, saving 50.000 NOK per Toppserien club per year (VG, 2012);
- Transfers to the top football training center have been cut, saving an unknown amount;
- Cut in travel aid for 2<sup>nd</sup> division clubs, saving approximately 3 million NOK (VG, 2010)

In response to these measures, SKF leader Ulla Britt Wiig Kristensen had asked for a meeting with the NFF chiefs, stating that these new measures are a breach of contract towards women's football. On behalf of Toppserien clubs, Wiig Kristensen stated that they believed the NFF had actually increased its revenue with 30% over the previous five years, but that one of the two main reasons the NFF had liquidity problems is that too much money had been spent on policy makers at the NFF. Secondly, much money had been spent for promotional purposes, as the NFF tried to get Norway elected as host for the European Championship in 2016. In a response, NFF president Yngve Hallén told Aftenposten (2010): 'we will sit down with SKF as soon as the playoff matches for the World Cup are over and discuss how the women's situation will be organized in the future', he referred to Norway's women's national team qualifying matches. Norwegian clubs therefore felt abandoned by their own umbrella organization. Despite talks and protest of the SKF after the playoff matches, the originally planned budget cuts went through. The Norwegian national team did end up qualifying for the World Cup, but disappointed when they failed to get passed the group stage of the tournament.

In January 2012, the SKF negotiated a deal with the NFF for 120.000 NOK in support for every Toppserien club, but the economic situation remained precarious. The failed

‘Jenteløftet’ project meant that instead of receiving the agreed upon 50.000 NOK training camp funds, Toppserien clubs would receive no training camp funds at all anymore. Subsequently, In 2012, before the start of the Toppserien that year, every club cancelled or postponed their training camp except for Vålerenga. In order to let the training camp happen however, every Vålerenga player had to contribute between 3700 and 9000 NOK out of their own pockets. Reigning champions Røa decided to look for more affordable options, despite that it meant that the sporting dividends would perhaps not be as good (VG, 2012). Financial concerns hit Røa as where its players earned on average approximately 4200 NOK per month in 2011 (VG, 2012), Røa announced that its players and staff would suffer a 30% salary cut in 2012 (NRK, 2012). Røa’s measure was made due to financial problems in 2012, as they failed to meet the requirements of the NFF to maintain a positive financial equity. This meant that the club got a two point deduction, which made it a harder, and in hindsight impossible task to retain their championship title in the 2012 Toppserien season (NRK, 2012). In addition to the financial problems many clubs faced, the qualified Toppserien clubs performed poorly in international club tournaments, therefore losing one of the two prestigious Champions League tickets at the start of the 2012 season.

In another attempt to boost women’s football once again, NFF’s Head of Information Yngve Haavik announced to VG (2012) that the NFF had adopted a new strategy for women's football for the 2013-2016 period. This new strategy has come about in collaboration with the SKF and the Toppserien clubs. The goal of the new initiative was to create a more sustainable and stronger sporting, administrative and financial foundation for Toppserien clubs in the future.

According to VG (2016), the NFF invested 28.1 million NOK in women’s football for the 2015 season; money that was meant mainly to benefit top clubs, but all 24 clubs from the two highest competitions got a share. In comparison, the men’s top two competitions were able to share 295 million NOK that they received from NFF. For the following 2016 season, the NFF added an extra 13 million NOK for the benefit of men’s clubs, while the women’s budget remained the same. ‘NFF’s budget for women’s football covers some travel costs, a training camp in La Manga, some prize money, and Champions League grants for the top two teams that qualify for it’, LSK Kvinner coach Monica Knudsen said after hearing the budgetary plans of the NFF. According to her, women’s football’s budget should be earmarked, by for example making it possible for women to train during daytime or making sure each club has

the funds to hire at least two full-time player developers. Full-time player developers is a luxury these clubs can't afford. Because clubs can't offer full-time wages to their players either, they often train in evenings after work. More money would lead to a sustainable sporting development for women's football (VG, 2016).

The disappointing budgetary news came after two of the main Toppserien investors, Per Berg and Arne Utvik, came out publicly saying that they considered lowering investments in their respective clubs LSK Kvinner and Avaldsnes. Berg explained to VG (2015) that was because of the lack of revenue in women's football, making investments unsustainable. 'We are working to find partners, but the money is in the hands of potential sponsors. It has actually been a little more difficult than I thought'. Berg also doesn't believe that the way NFF's budget for women's football is constructed is in line with the international ambitions of top clubs. 'Investments throughout the first two divisions don't benefit top clubs at international competitions. It might be a bit unfair and a little selfish towards other clubs, but I believe it is the most realistic option for international success'.

Despite the sportive rivalry with LSK Kvinner, Avaldsnes investor Arne Utvik would dread the scenario in which Per Berg would limit or even cut his investments. After all, strong teams in the Toppserien lead to a higher overall level of Norwegian women's football. According to Utvik (VG, 2015), local companies are supporting Avaldsnes, which creates fruitful ground for future growth. However, international results must be achieved before further growth is possible, but that was not to be expected at the time due to the limited budgets of Norwegian clubs. Investors' money at clubs can lead to incidental success, but just as Berg stated before, when clubs structurally lose money, investments of a single person aren't sustainable.

In 2016, clubs still faced financial difficulties. The most successful Toppserien club that year and in the past decade was LSK Kvinner, but even they didn't make enough revenue without the financial contributions of investor Per Berg. Toppserien didn't have enough money, and interest was still low. For example, the sponsorship name of the Toppserien wasn't able to be sold for the asking price of 2.5 million NOK, because no sponsor considered it worth the investment. NFF did upgrade the importance of the women's national team's coaching job by offering the successor of coach Roger Finjord a 50 percent pay rise. In a broader picture however that financially, women's football was worth a fraction of what men's football is worth. The men's Eliteserien broadcasting rights were sold for 400 million NOK per year starting in 2017, while the men's national team generates 50 million NOK over a period of

four years and two qualifications cycles. At the other side of the spectrum, NRK pays around 25 million NOK for the broadcasting rights of the Toppserien, national cup and women's national team for five years (Dagbladet, 2016).

*'Had it not been a duty in NRK's broadcasting agreement to show a certain number of Toppserien matches, NRK would probably have paid more for just the national cup and national team matches to avoid the extra production costs' (Morten Pedersen, Dagbladet, 2016).*

In 2017, the differences of income between men's club teams and women's club teams was still vast (VG, 2017). In the Toppserien, the highest Norwegian club championship for women, champions LSK Kvinner earned 400.000 kroner for becoming champions in the 2016 season. When compared to the highest men's football division in Norway, the Eliteserien, the clubs in the Toppserien earn significantly less. Viking, the team that finished last in the Eliteserien in the same season LSK Kvinner became champions, earned 7.6 million kroner; nineteen times the amount that LSK Kvinner received (VG, 2017). The difference had everything to do with the difference in television deal revenues. Because of this, the champions of the Eliteserien that year, Rosenborg, earned 22.9 million kroner in revenues, a difference of more than 57 times the amount between the men's and women's champions that year. In the Toppserien, 1.5 million kroner is reserved for the best 8 ranked clubs of the season, while for the 16 clubs in the Eliteserien an amount of 175 million kroner is reserved. According to the financial director of the Norwegian football association (NFF), Kai-Erik Arstad, the organization that specifically focusses on the highest men's and women's league (NTF) has the right to distribute their income as they please. 'How they distribute their money is an internal matter' (VG, 2017).

Despite the narrowing gap in Norwegian society, it can't be said that Norwegian football is following that gender equality trend. In 2017, a women's team that finishes on the 6<sup>th</sup> place in the Toppserien, the highest women's football league in Norway, received 75.000 kroner. At the same time in the highest male Norwegian football league, the Eliteserien, Viking would earn seven million kroner despite finishing last in the Eliteserien that season. The main reason for this large sum is because of the lucrative, record breaking television deal worth 2.4 billion kroner that the Eliteserien clubs made with Discovery Networks (VG, 2015), which is the owner of television channels TVNorge, MAX and Eurosport who broadcast the Eliteserien matches from 2017 and 2022 (Eliteserien, 2015). 'We would also like to be a part of what is

happening on the men's side, also in terms of media attention and economics', said Tone Angeltveit, the leader of the Association of Women's Football (VG, 2015).

The champions of the 2017 season in the Toppserien, LSK, earned an amount of about 400.000 kroner. To illustrate how immense the differences are between the Norwegian men's and women's club football teams, the top eight clubs in the Toppserien divided an amount of 1.5 million kroner, while the numbers 9 to 12 in the ranking didn't receive anything. The 16 teams in the Eliteserien shared an amount of 175 million kroner (Bygdanytt, 2017). In a comment to these numbers, Deputy Secretary-General and Chief Financial Officer of the Norwegian Football Association (NFF), Kai-Erik Arstad, told newspaper Bygdanytt (2017) that "these are numbers that are terribly difficult to compare. NTF (Norwegian Top Football) has its rightful claim for a share of TV revenues, for which they receive close to 300 million (kroner). How they allocate money between clubs is an internal matter", he said.

Siv Lekven, leader of the women's part of football club Arna-Bjørnar, stated to Bygdanytt (2017) that it would make a big difference for them if they would finish fifth or sixth in the league, as a fifth position would generate 100.000 kroner as opposed to 75.000 kroner when they finish sixth. Reacting to the differences between revenues of Eliteserien and Toppserien teams, Lekven said 'that the differences are crazy'. "In an ideal world we should have earned the same amount, but the women's football is far behind". Lekven thinks the Toppserien provides a good sporting product, but to improve they would need more money. "I understand that things take time, but the differences are so huge (...) we need actors like the NFF on the pitch to be heard".

When asked what part the media play in this difference, Lekven said that they make a big difference. "The media plays a big role. I think we have seen some improvement in recent years, but there are many games that do not make any difference. Dagbladet has streamed matches from the Toppserien with mixed quality. When we played the semifinals in the Norwegian cup against Avaldsnes, the field was so soaked with water that it was virtually impossible to play football. So we face challenges all the time", Lekven told Bygdanytt (2017).

## 6.2 Financial revolution

Before the 2017 season, the NFF granted Toppserien clubs a bonus sum of 10 million kroner, that the clubs decide to divide equally amongst each other. In addition, the clubs in the Toppserien received a total amount of 22.9 million kroner for player development, the quality club venture, the Blink Hus Cup for the top six teams, travel support, Champions League bonuses and other items (VG, 2017).

The summer of 2017 saw the Netherlands host the European Championship for women. Based on Norway's achievements in the past, the presence of star player Ada Hegerberg and having the fourth highest ranking of the 16 participating teams at the start of the tournament, Norway was considered one of the favorites to win the tournament. However, things turned sour when Norway lost against the Netherlands, Belgium and lastly Denmark, failing to score even a single goal in the tournament. Women's football needed improvement and the requirements to start that process came after the European championship.

The directors of NFF's main sponsor Norsk Tipping, Åsne Havnelid and Tonje Sagstuen, debated in an *Aftenposten* article (2017) that 'Norway's largest sport can't be known like this', referring to the disappointing European Championship and the vast differences in income between men's and women's football in 2017. "The social responsibility of football commits it to managing the interests of girls and boys equally, regardless of level. When widespread sports such as handball and cross-country skiing are able to balance their efforts (between genders), there is no reason why football should not do the same. It should be that the strong economy in football benefits practitioners of both sexes. A lot of good work is done in developing the broadness of football, but the differences are still too large", they write. In order to further boost football for girls and women, Norsk Tipping therefore decided to invest more money on a broader football level in Norway. "By doing that we reach many more girls than before. We have a great cooperation with NFF to educate more coaches, with a special focus on women." Hege Jørgensen, the leader of the Association of Women's Football in Norway, responded in the same *Aftenposten* (2017) article by saying that Norsk Tipping's intention means a great deal for women's football. "I almost have difficulty describing how important it is. This is a powerful signal to the entire organization and not least to our girls. It means a lot that such a large and important player in Norwegian sports and society steps forward in this way". Despite the fact that the amount is significantly lower than for men's football, Jørgensen says that small amounts can make a big difference for women's football in



terms of development and the facilitation of the conditions that are needed in order to let girls and women play football. (Aftenposten, 2017)

Pål Bjerketvedt, general secretary of the NFF, says in Aftenposten (2017) that the NFF has tried to emphasize through the debate that they look at the situation from a gender-neutral perspective, but says that some differences in income between men's and women's football are inconceivable. "The base of interest in both men's and women's is different from the point of view of the public, sponsors and last not but least media rights". Bjerketvedt does emphasize that if it's possible that the men's side get a certain substantial amount, it should be possible to allocate money to other sides of football too, including women's football.

When asked about the differences in the amount of trainers men's and women's teams have, Bjerketvedt says that's because the men's club invest their relatively large media income into their coaching and development staff. A luxury that's normal for men's football, but something that's relatively unobtainable for women's football clubs. "I have great respect for Norsk Tipping and the commitment they have for Norwegian sports and football. It is important to emphasize that all funds we receive from Norsk Tipping to the breadth of football are used for gender neutral measures."

The promise of Norsk Tipping to commit more to women's football wasn't the only boost for women's football in 2017. In November 2017, building company Obos announced they will invest 50 million kroner over the course of five years in women's football which, according to Aftenposten (2017), was a direct result of the bad performances at the European championship of that summer. The amount of 50 million kroner is an amount that still doesn't near what the men's teams receive in the Eliteserien, but is a huge boost for Toppserien clubs considering what they had to survive off in years before. When the news about Obos' investment became clear, Aftenposten (2017) published an article with the header 'Det skjer faktisk noe', or freely translated 'Something actually happens'. It was clear that at that point, Norwegian newspapers actively backed up women's football. Aftenposten opened that article by concluding this will give the clubs in the Toppserien a completely different basis: the clubs can be restored administratively, player development gets better and players get more practical opportunities to do so. In other words: Obos investment is highly needed to improve Norwegian women's football.

In November 2017, just before the women's National Cup final, Norsk Tipping announced that the sum that they will invest in Norwegian football is 16 million kroner. This money was meant mainly to strengthen women's top clubs by, among other things, contributing to the development of competent leaders and coaches at all levels. Moreover, Norsk Tipping expressed its ambition to increase the visibility and further strengthen the brand of women's football. The sponsor's aim is also to help bring Norwegian women's football back to the top international level. 'Norway was a pioneer of women's football a few decades ago. Now we have slowed down', stated Norsk Tipping administrative director Åsne Havnelid on why they invested millions of kroner (Norsk Tipping, 2017).

November 2017 therefore will be remembered as a very memorable month for Norwegian women's football, as the investments were a landmark towards the financial interest in women's football. A development that led to thrilled and relieved reactions, as well with for example Avaldsnes player Elise Thorsnes, who won the Norwegian Cup against Vålerenga just a few days after Norsk Tipping made their announcement. "The money that comes available feels like a revolution for women's football. It feels much deserved. And a big thank you to those who have decided to invest these sponsorship funds. They are role models and I think there will be big changes". (VG, 2017).

On December 14<sup>th</sup> 2017, the NFF announced how the budget for women's football in 2018 would exactly be divided. An amount of 24 million kroner would be invested in women's football, of which 7 million flows towards player development and 4 million goes towards club development. The remaining 13 million kroner are meant for reputation and communication purposes (VG, 2017).

Despite the rise in income for Norwegian clubs in the second half of the last decade, women's player salaries are still low. According to VG (2019), 77.3 percent of the Toppserien players earn less than 100.000 NOK per year. Sixteen percent of the women earn less than 50.000 NOK annually, while one in four players only receive a driving allowance. Nearly 15 percent of the respondents of VG's inquiry reported no income whatsoever. Despite the low salaries, the last decade has seen a rise in wages in the last decade. As the leader of women's football interest group Toppfotball kvinner, leader Hege Jørgensen, says she is very aware that 'player salaries are as low as they are'. According to her, clubs need to create a stronger financial foundation before they can invest more in salaries. 'Our ambition is to create better financial situations at the clubs so that player salaries can increase slowly but surely'. Nowadays, the

professionalism of a women's club is based on the 'total picture situation' of individual players at clubs (VG, 2019).

### **National team**

In October 2017, the Norwegian men's national football created worldwide headlines. The NFF reached a deal with the player association NISO, ensuring equal pay for both the men's and women's national team starting at the beginning of 2018. Norwegian captain Stefan Johansen said it wasn't a difficult decision to do so. "Compared to the women, we men are very privileged and it was therefore not difficult to give some of the market bonus to the women when this question came from the NFF and NISO. We do not play for money in the national team." Before the equal payment took effect on January 1<sup>st</sup> 2018, the men's national team earned 6.55 million kroner in market bonuses, while the women's national team had to do with 3.1 million kroner (Bergensavisen, 2017).

Known for her playing days and her football analytical work at NRK, Lise Klaveness reacted delighted to the news of equal pay between the national teams. 'I think that is a very good measure, but the most important thing is the symbol effect. That the national team stands up for its colleagues in the women's team, I think is a good signal. It is based on the principle of equal pay for equal work. Sometimes, differences in salary is natural in terms of income, but the Norwegian Football Association is not only supported commercially, but also publicly and by members. This is the first time I heard of a measure that leads to equal pay at football level", she told Bergens Tidende (2017).

### **6.3 FIFA**

When clubs cede players for a men's World Cup, World football association FIFA compensates that club per day that that player is present at the tournament, as stated on their website:

*The amount of around USD 8,530 is multiplied by the number of days each player is at the World Cup, starting two weeks before the Opening Match until the day following the last match of his team (total per player). The total per player is then distributed to the club (s) with which the player was registered during the previous two years. (FIFA.com, 2017)*

However, since this compensation for clubs was not valid for women football players, Obos decided to help out Norwegian and Swedish clubs by compensating them for ceding players

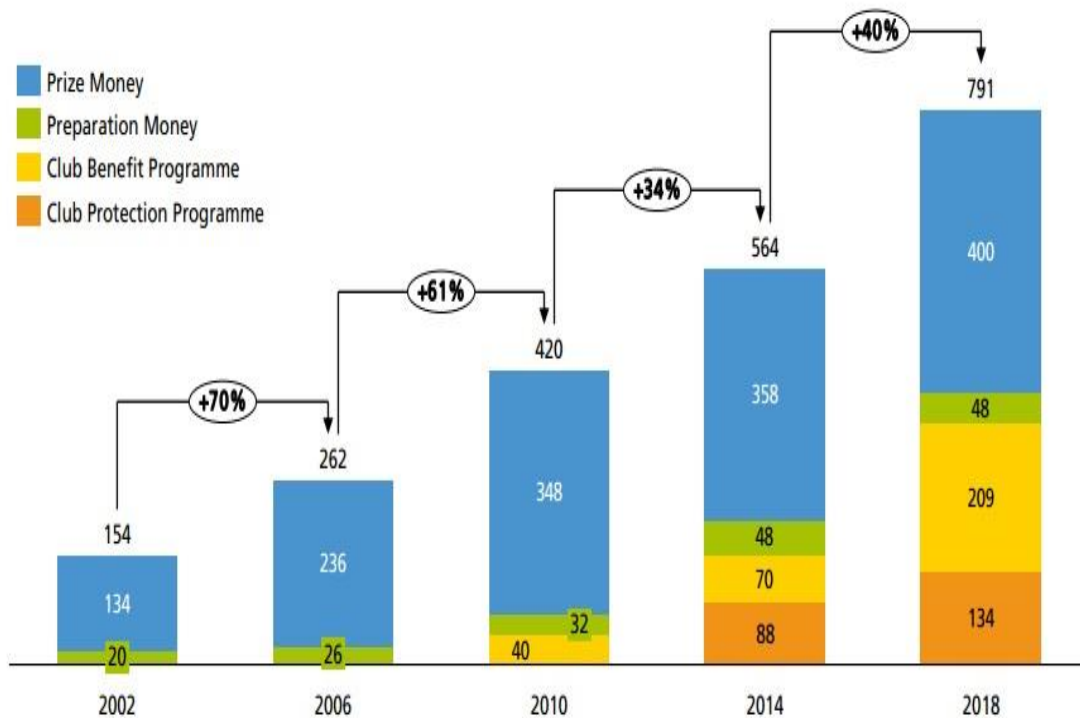
to the World Cup. In September 2018, Obos announced they will have an amount of three million kroner ready to be handed out to the entitled clubs (VG, 2018). CEO of Obos, Daniel Kjørberg Siraj, stated: “FIFA should have thought about this gender discrimination itself. There is no new issue, there is a discussion that has been going on for years, but still FIFA is sitting ‘mouse-quiet’. FIFA does a great deal for women's football, but this way one can take the gender equality process a tad further”. Siraj states that Obos wants to be a role model, and therefore took the decision to do this. Norwegian and Swedish clubs will receive a sum of 75.000 kroner per player that is active at the World Cup. “It is important that clubs receive money where a player develops. It is the clubs that bear the wage costs when players are away on national team duties, and then it is fair that they are compensated for both wage costs and development work”, Siraj explains, who concluded that FIFA discriminates “in a way that shows that they do not take gender equality seriously”. (VG, 2018)

As if FIFA read VG’s article, the world football governing body changed their policy the next month. FIFA declared that the total prize money for the tournament will be doubled from 15 to 30 million U.S. dollars and will furthermore set aside 20 million U.S. dollars for the purpose of upgraded travel, training and compensation for club teams who cede players for the World Cup. FIFA president Gianni Infantino called it “a very important message for women's football”, but protests were still there. Players union FIFPro did state that they note the willingness of FIFA to increase prize money for the Women's World Cup and make structural improvements to support women's football, but still aren’t satisfied in terms of equality. ‘Despite these changes football remains even further from the goal of equality for all World Cup players regardless of gender’ (BBC, 2018), FIFPro refers to the growing gap between men’s and women’s national team earnings, despite the 15 million U.S. dollar raise in tournament earnings.

Compared to the men’s World Cup in 2018, a total sum of 400 million U.S. dollar was set aside as prize money, while another 391 million U.S. dollar was set aside for club compensation, insurance fees and preparation money. Compared to the men’s World Cup in 2014, the total amount spent on the World Cup in 2018 has raised by 227 million U.S. dollars.

## Financial contributions for FIFA World Cup participants over the past cycles

Development 2002 to 2018 – USD million



(Totalsportek, 2018)

In 2019, FIFA announced its plan to invest one billion U.S. Dollar in women's football. The money is going towards competitions, stadium capacity building, development programmes, governance and leadership, professionalisation and technical programmes. Also in 2020, after the Coronavirus hit, FIFA stated that despite the loss of income, the world football organization would still go ahead with its billion dollar investment plan. Women's football would furthermore be part of any additional Covid-19 relief funds (Sportspro, 2020).

## **Conclusion**

NFF's budget cuts in 2010 hit women's football hard, as the 'Jenteløftet' project was cut prematurely. Without the additional funds of the NFF, women's football in Norway stagnated, Toppserien clubs got into financial problems, resulting into less player development coaches and training camp opportunities among others things. The situation worsened in 2012, when almost no club could afford the traditional training camp anymore. Investments in women's football generally stayed low over the years, though 2017 was a good financial year as sponsors like Norsk Tipping and Obos invested significantly in the sustainable development of women's football.

Salaries in the Toppserien remain low though, as 8 out of 10 players earn less than 100.000 NOK per year. As long as there is not enough revenue at clubs to offer players full-time salaries, a full-time professional environment in the Toppserien will be nearly impossible to realize. On a sportive level, Norwegian women's teams become less competitive in European club tournaments, while the best players of the Toppserien will be quickly tempted to move to a stronger foreign league, both for the finances and the sportive upgrade.

The Norwegian men's national team made a gesture to cut part of their earnings to ensure equal pay between national teams. This made worldwide headlines, as equal pay between genders in football had not happened before on a worldwide level. In addition to equal pay, women's football clubs starting getting financially compensated whenever one of the clubs' players would represent the Norwegian or any other national team. Before the FIFA implemented this however, sponsor Obos was the pioneer in compensating women's clubs in Norway.

## 7. Women's opportunities in Norwegian football

Norwegian's women's football has been an example for other countries in terms of leadership and sportive successes. However, other countries, in Europe especially, have been investing gradually more in women's football. So much even, that in the grand scheme of European women's football development, Norway threatens to fall behind.

In Norway's highest two club football divisions, only Vålerenga and Stabæk had both a men's and a women's team. It means that the players who play abroad can live as full-time professionals, but those who play for Norwegian clubs often have to combine football with a job or study, as most women's clubs don't have the necessary financial backbone (Aftenposten, 2017 **4.1**). One example of a player who had to combine work and football was Christine Colombo, who as a Vålerenga player in 2012 had to miss the opening match of the season because she couldn't miss work (Aftenposten, 2012 **4.27**). Caroline Walde also had a lot of trouble combining top football and work (Bergens Tidende, 2014 **4.29**), just as Maria Brochmann (Bergensavisen, 2018 **4.28**). As most women players can't make a full-time living off of football in Norway, players can't be fully focused on football like their male colleagues. The development of women's football in Norway therefore slows down, making it more appealing for players to go abroad to chase their dream of becoming a full-time professional. As domestic leagues abroad are often times more appealing now, it becomes increasingly harder for the Norwegian Toppserien to retain its best players and remain competitive among the new leading European domestic competitions, such as the Spanish, German and English ones.

One way for Toppserien clubs to remain competitive is if successful men's clubs, such as Rosenborg and Brann, would add a women's team. The financial backbone these clubs have due to their men's team reputation and history, would allow for a relatively high budgeted women's team. The Toppserien would furthermore become more interesting for the general Norwegian public and the large supporters fanbases of top clubs when they see identifiable teams. Voices for adding women's teams to big Norwegian clubs are ever existing. Former Norway coach Even Pellerud for example, told Aftenposten (2017 **4.1**) that the addition of women's teams at big clubs should be nothing less than an expectation at a modern football club. 'It actually is outrageous that this is not the case already. Cultural pressure will increase in this branch. Eventually it will happen, but hopefully it won't take too long as this would be very good for the development of the Toppserien'.

Another example is Lise Klaveness, who was appointed as NRK football expert and later as Director of Elitefootball at the NFF (Bergensavisen, 2018).

An example of a player who left Norway to fulfill her full-time ambitions is Maren Mjelde, who left her club Avaldsnes in 2016 for London based football club Chelsea. As a Bergen native, she wishes the many young football girls from her city can once also dream of playing for Brann. 'When I was young, I didn't hear much of Arna-Bjørnar and Sandviken', she referred to Bergen's other women's football clubs. 'It is Brann that is written about, and that of course makes it a more appealing club to play for'. (Aftenposten, 2017 4.1)

In August 2017, NFF president Terje Svendsen and Secretary General Pål Bjerketvedt expressed their support for women's football, but critics say that their words don't actually lead to results (VG, 2017). NFF expressed their ambitions for women's football in several aspects, but according to the sportive leader Richard Jansen of one of Norway's most prominent women's clubs, Stabæk, the NFF doesn't follow up on their own ambitions, which heavily limits opportunities for women in Norwegian football (VG, 2017).

As a member organization, NFF is responsible for the benefit of all clubs. On paper, Toppserien clubs are on the same line of importance with big men's clubs, such as Rosenborg or Brann. It is true however that there has been non-existent willingness to pay for the media rights of the Toppserien. One of the reasons for that, is that the money the Toppserien and the women's national team generate is distributed between NFF and NTF (the interest group of the highest two men's divisions). The Toppserien therefore doesn't earn media money, but it is also limited in the things it can do. For example, sponsorships for the Toppserien is not something the clubs in it have control over, as the NFF handles this as the umbrella organization. However, for unknown reasons, the NFF hadn't taken initiative for league sponsorship as far as in 2017. When the media rights of the Toppserien would eventually be sold, the NFF would receive 25%, while the NTF receives the other 75% (VG, 2017). The Women's football association would receive nothing. According to Richard Jansen (VG, 2017), it therefore wouldn't make sense to invest a lot of money if women's football, as they money mostly goes to men's clubs who don't even have a women's team themselves.



## 7.1 Coaching opportunities

The NFF invested a total of 6 million NOK over all the Toppserien clubs for top player development coaches, but only a quarter of that money was actually new (VG, 2017). The other 75% of that money came from budget cuts in other aspects, such as discontinued training camps, a significant cut in travel compensation, funds for European match preparations and reduced prize money by a third. NFF's action plan in 2016 included three top priorities, including women's football. As it turned out in 2017, Toppserien clubs received an extra 1.5 million NOK. Richard Jansen: 'It is the equivalent of less than three pairs of football shoes per player in the Toppserien'. The investment of an extra 1.5 million NOK doesn't make up for the dramatic budget cut for women's football that were announced by then NFF president Terje Svendsen back in 2010.

Before her work at Eurosport started, Eline Torneus caused a stir by becoming head coach of 3<sup>rd</sup> division's men's team Skjervøy. Just like a career in sports journalism, women also have much ambition in getting involved in men's football on the field, as well as off the field. Torneus told VG (2018) that she was determined to show that I am football knowledgeable and that gender does not matter. Referring to the men she trained, she said: 'I don't know what they think exactly (on having a female trainer), but I think the dialogue has been great'.

*I had to make up my mind before I said 'yes'. I had to be prepared that I might meet any resistance, and many scenarios really that I had to prepare for. But I think it has been purely positive so far. I have received a lot of support across the board. It's just been positive (Eline Torneus in Dagbladet, 2018).*

The third highest men's division got another women's trainer with Julie Voktor Pedersen, who got appointed as trainer of Sortland in 2018. After Torneus, she became the second women's trainer to ever train a men's team at such a high level as the men's third division (Dagbladet, 2018). Upon her appointment, Pedersen told Dagbladet that she thinks it's high time for women to be more involved in football, and not in the last place in men's football. Pedersen further said that the presence of another women's trainer (Torneus) in the division will be 'fun'. Torneus on her end was happy with Pedersen's appointment too, she told Dagbladet (2018): 'It is extra cool that it is also in the same department'. She also noticed that with the second appointment of a women's trainer in the division, further women-friendly developments seem to be near. 'Heimebane' has brought some discussions to the pitch'.

Sortland's chairman, Mats Andre Aas, told Dagbladet (2018) that the club's board got impressed and convinced by Pedersen's knowledge of football, who also has player experience in the Toppserien and holds a master's degree in coaching and sports psychology at the Norwegian School of Sport (NIH). Aas further expressed his desire that the appointments of Torneus and Pedersen will open doors for women who want to train higher-level men's teams.

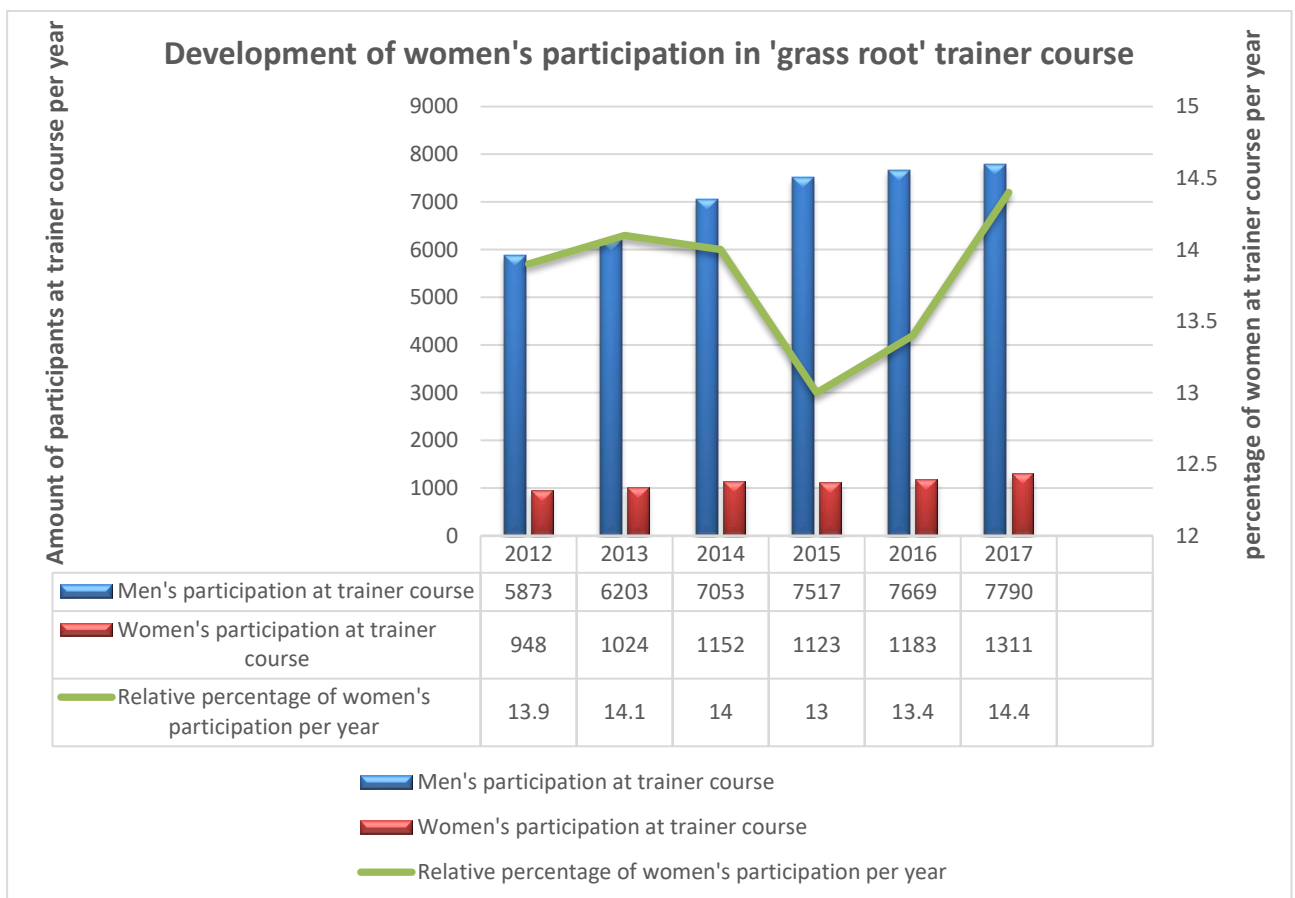
The year 2017 turned out to be a good year for women's coaching, as a landmark was reached when Elin Nicolaisen became the first ever chairwoman of the board of the Norwegian Football Coaching Association (fotballtreneren, 2017). Nicolaisen paved the way for women to be taken more serious in the football coaching profession. 'I am incredibly proud that I gained the board's confidence to become chairwoman after being on the board for a couple of years. It shows that my expertise is valued for what it is', Nicolaisen told Dagbladet (2018) shortly over a year after her appointment. Furthermore, she believes that the appointments of Torneus and Pedersen can build further bridges for women in the coaching profession, saying it is both 'important and exciting' (Dagbladet, 2018).

Looking at the Eliteserien and the second division, no women has yet so far become a head coach. In December 2011 however, Gøril Kringen did become the first assistant coach at second division team Ranheim (Aftenposten, 2013). In France, it nearly happened that a women's coach, Helena Costa, was about to train a club in the second highest French men's league. A record number of 100 journalists attended her press conference, where she said not to be afraid. 'I know it's a big step for me, but we're in 2014. I understand that this is a bit surprising and I see that this has had an impact in terms of media interest, but this should be a perfectly normal thing. Look at me, I'm a regular trainer' (Aftenposten, 2014). Costa eventually didn't become the trainer, because she felt like she had been used for commercial purposes. In a statement, Costa said she wasn't involved at all in crucial football technical decisions, such as trainings and player transfers. She would become 'the face of the club', but in reality wouldn't have had actual power. 'I was put on the sidelines by men' (Aftenposten, 2014).

## 7.2 Youth coaching

Becoming an official coach in Norway typically starts with the ‘grass root’ trainer course, which is the beginner tier of NFF’s training program (NFF, 2019). According to VG (2017) however, the competency requirements have been downplayed for Toppserien coaches. Furthermore, women are still heavily underrepresented at the trainer academy. This is mainly because NFF’s training course is too difficult and expensive to get into. The NFF claims it prioritizes the development of female coaches, but it doesn’t show in the results yet.

It is the top of women’s club football that needs a boost. They are not trained by grass root trainers. Norsk Tipping had also cut all earmarked sponsorship for women's football in Norway (VG, 2017). Nonetheless, further investment in women’s beginner trainers was necessary for long-term projects. Updated statistics from the NFF (2016) show that between 2012 and 2017, the relative participation of women in these ‘grass root trainers’ has not increased significantly, but has rather stayed stable. In absolute numbers, the amount of women in these trainer courses did increase.



## 8. Sexism

Ada Hegerberg stepped forward for women's football, but sexism kicked her back', was the clear title of Suzanne Wrack's article on Norwegian football player Ada Hegerberg (The Guardian, 2018). On December 3<sup>rd</sup> 2018, Hegerberg became the first ever woman to receive the prestigious Ballon d'Or award for best worldwide player of the past football season. 'Girls, please believe in yourselves', she said to inspire young girls with footballing dreams after collecting her award (The Guardian, 2018). In light of gender equality, it was a long time coming for a female footballer to receive this award. It should have been an exclusively memorable evening for women and Norwegian football at the award ceremony in the Grand Palais in Paris, but the main topic after the event was a sexist remark by French DJ Martin Solveig. After receiving the award, Hegerberg was asked by Solveig if she knew how to 'twerk', referring to a woman unfriendly dance, after which she said 'no, fuck off'.

It became clear that what should have been a festive event for gender equality in football, became a ceremony that was overshadowed by a sexist remark. About two and a half months before Hegerberg won the honorable prize, on September 24<sup>th</sup> 2018, the announcement that women would also be eligible to win a Ballon d'Or was received with great cheer among the football community. Pascal Ferre, editor in chief of organizing newspaper France Football, stated that 'women's football is on the rise and deserves the same respect as men's football' and stating that it was no luck that 760 million people watched the women's World Cup back in 2015. Brazilian footballer Marta, who has been seen as among the world's best women's football players for many years, stated to France Football that she always wanted to see a woman win this prestigious award. 'It is a step towards more equality when one sees that a prize of that significance is also being distributed to women players' (NTB, 2018).

A few days after winning the Ballon d'Or, Hegerberg told The Guardian (2018) that she wants to be remembered as the first woman to win the award, despite her moment being marred by Solveig. 'It got out of hand and I want the attention to be on the historic moment for the Ballon d'Or and what it meant for me', Hegerberg said. Despite the sexist remark, she also noticed a positive consequence of that moment. 'Outrage is there in every situation where that theme comes up', she refers to gender discrimination, sexism and the amount of people who believe there is no place for such things in 2018. 'It was an amazing night for women in general and women who play football. I really want to say thank you to France Football for putting it (the award ceremony) in place, I know it is 2018 and it has been a long time

coming, but at the same time it's important to show what a big step forward this is for women's football', Hegerberg emphasized. 'It is a night when we celebrate the best footballers in the world, male and female. They're the same as us, we've been working hard every day to achieve things like this. The mutual respect is there. There is no difference' (The Guardian, 2018).

The Guardian (2016) states that sexism is not a joke and that it is ingrained into society, which sport reflects. Examples are when Canadian tennis player Eugenie Bouchard was asked to give the audience a 'twirl', after winning a match at the Australian Open in 2015 (The Guardian, 2015), or when former Indian Wells CEO Raymond Moore described women's tennis players as 'physically attractive'. The former CEO of the well-known tennis tournament referred to tennis players Eugenie Bouchard and Garbiñe Muguruza when he said that 'they are physically and competitively attractive. They can assume the mantle of leadership once Serena (Williams) decides to stop. I think they've got ... they really have quite a few very, very attractive players'.

### **8.1 Heimebane and #metoo**

By the end of the 2018 season, Julie Voktor Pedersen's team Sortland relegated to the fourth division, while Eline Torneus' Skjervøy avoided that same fate in the final round of the competition by a somewhat miraculous victory. Torneus' success and her relative uniqueness as a women's coach of a men's team led VG (2020) to label her 'the real Helena Mikkelsen', referring to the popular television series 'Heimebane'. In that series, Helena Mikkelsen, played by Ane Dahl Torp, is a women's trainer who gets hired to coach a fictional mediocre men's team, Varg, in coastal town Ulsteinvik. Just like Skjervøy, Varg struggles to remain in the highest division, which leads to criticism and gender discrimination towards the new coach.

As a mere drama television series, Heimebane has the potential to influence more people through fiction than many have tried through reality. When the first episode of season two premiered on NRK on February 17<sup>th</sup>, 2019, the series attracted 643.000 viewers, which accounted for a viewership percentage of a whopping 38% (NRK, 2019). It demonstrated the foundation season 1 of the series put into place, and the interest the general public seems to have for women's football and women in football. The show's success also got international attention, as The New York Times (2020) for example praises the acting of Ane Dahl Torp.

There were also critics however, who claimed that the character of Helena Mikkelsen was too ‘masculine’, based on for example her use of snus, extensive cola drinking, wearing a track suit and sitting with widespread legs. Comedian Sigrid Bonde Tusvik wrote in Dagbladet (2019): ‘you first create a drama series about a woman, Ane Dahl Torp, who then plays a character that sits so wide-legged, uses so much snus and drinks so much cola that she is practically a man’. Dahl Torp responded to the criticism (VG, 2019), stating that it shouldn’t matter how a coach looks like or how she acts, as long as she has the ‘football brain’. ‘For an adult woman to sit broad-legged and well laid back is not very nice, but a man can do it. Being a woman while ‘man-spreading’ should be allowed!’.

In Norwegian football, bodies of female players are often seen as a lust object, as a (heterosexual) object for the male gaze (Hovden, 2005). The one, and only, pleasureable aspect of women’s football is often reduced to the heterosexual attributes of women’s football players. Mean (2010) states that partially because of this view towards women’s football and its players, football continues to be ‘a hegemonic masculine and heterosexual field through othering strategies of erotising and (hetero)sexualising female footballers’. For those who sexualize women’s football players, the bodies of women’s players therefore become a highly significant site; a site where men can display their heterosexual feelings on (Hovden, 2014, p.265). Women’s football itself however is often considered a lesbian sport (Fasting et al.1999). This is because when women show strong dedication to football, and thereby demonstrate football knowledge and man-like skills, they are often seen as ‘too masculine’, resulting to them being labelled as lesbians. Neither bodily nor mentally are women seen as suitable for football, states Mean (2010).

*When football is constructed as a male category, women footballers are seen as either having too much or too little of what is considered normal (Mean, 2010).*

Heimebane premiered on NRK on March 4<sup>th</sup>, 2018, which came at a time where women’s rights was a worldwide spotlight topic due to the #metoo movement, that started late 2017. In April 2018, an episode of Heimebane aired that gave attention to the cause of #metoo, despite the fact that the script was written well before #metoo became a worldwide campaign. In an interview with Dagbladet (2018), Ane Dahl Torp told the newspaper that the show was recorded in a way that actually managed to shed light on issues that she had never before seen in fictional shows, but only knew about from her and her surroundings’ experiences. In the episode, Dahl Torp’s character Helena Mikkelsen pushes Ålesund's coach, but she refuses to

explain why she did that out of fear for being perceived as a victim. When one of Varg's managers takes the case further, questions are raised whether Ålesund's coach actually did stuck his hand between her legs in the middle of the match, or if Mikkelsen is making it up. Dahl Torp states (Dagbladet, 2018) that the #metoo campaign came as a blessing for women.

*'There is a distinction between what can be considered direct criminal acts, but then there is also the big bowl of cases that can be labelled as 'unwanted sexual attention'. With metoo, I feel that we have been given a new language'. (Anne Dahl Torp in Dagbladet, 2018)*

Sexual harassment and intimidation have been issues for a long period of time in Norway. For example, The Equality and Anti-Discrimination Ombud concluded (LDO, 2008, p.105) that in 2000, 28% of the participating sports women declared they had been sexually harassed at least one time. This report led to *The Guideline for sexual harassment in sports* by the Norwegian Sports Federation (NIF). Fasting et al. (2004) concluded that sexual harassment occurred in every sport in Norway, especially towards female athletes who participated in a socially deemed 'masculine' sports.

In 2017, 17% of the women say they have been sexually harassed at least once, while 30% of the women know someone in their circle who has been sexually harassed (NRK, 2017).

According to the Norwegian center of statistics, the SSB (2018), the metoo campaign has sparked a strong increase of reports on sexual harassment in the media. The campaign also had a strong influence in raising awareness in Norway during the fall of 2017, both within politics and cultural life. Prime Minister Erna Solberg also said (VG, 2019) the campaign had a positive influence on Norway, and highly needed at the same time: 'From constantly having to feel that you have to deal with people who sexualize things in a workplace or in an organization, when you really only want to be taken seriously, to those who feel that they are directly harassed or exploited'. A VG (2019) survey shows that 55 percent of the participants believe the metoo campaign has changed Norwegian society in a positive way. In addition, Minister of Labor Anniken Haugli told VG (2019) that she thinks #metoo led to a lot of women who had not previously told about their experiences, either because they experienced it as shameful or thought it was their own fault, suddenly began to tell.

Aftenposten (2018) discovered that because of renewed attention for sexual harassment, several sports organizations in Norway decided to renew their procedures regarding notifying a sexual harassment case. These organizations told the newspaper that they did so because

they find that sports is no different than society as a whole when it comes to sexual harassment. As a representative of NIF, Håvard B. Øvregård found that there has been a steady increase in the number of inquiries concerning sexual harassment, and that the NIF receives anywhere from one to five inquiries on such issues per month. The amount of reported cases between January 2017 and January 2018 had also doubled. NIF therefore appointed a specially appointed supervising staff in 2017, who give advice to sports teams, individual athletes or other who have been subject to abuse or witnessed such thing. The NIF believes that this supervision will make it easier for people to follow up on the anti-harassment guidelines of the NFF, as was implemented in 2000 and renewed in 2010. In addition, NIF included related films that are being used for management and training education purposes.

The renewed anti-harassment guidelines of the NIF were important, as new guidelines to prevent sexual harassment and abuse to occur in sports were put in place. The added guidelines suggest that understanding of sexual harassment and sexual abuse should be developed through the education of all sport managers (Fasting et al. 2013, p.64). This would create more knowledge and awareness on the subject among coaches and athletes, and hopefully would reduce the potential number of sexual abusers in sports clubs. Fasting et al. (2013, p.64) suggest that with earlier education, many athlete victims might have been better equipped to resist abuse. It is of critical importance that the (renewed) guidelines and knowledge on sexual harassment and sexual abuse should be developed through all levels of sportclubs, coaches and athletes. Accurate and comprehensive data is a crucial step towards future prevention programmes and thus effective measures to further prevent the chance of sexual abuse. In order to get to that point, Fasting et al. (2013, p.64) suggest that sports organisations should be persuaded to collect systematic data on sexual abuse in their own networks, using agreed definitions and standardised measures. Researchers should then be allowed to have access to such data. in order to create an as effective as possible prevention guideline in the future. This potential solution does not come without three limitations however:

1. Many sport organizations do not have case recording systems, unless they are required to do so by their national sport body or funding organizations;
2. The sport organizations that do have these case recording systems, often use different templates and media and usually have their own criteria of alleged misdemeanors, rather than using national or international standardized definitions;



3. Thirdly, and arguably the most importantly, sport clubs are reluctant to share their data about sexual mistreatment. This is because of fear of reputational risk, including negative publicity, loss of sponsorship or loss of members. Sport clubs therefore often resist researchers requesting access to sexual mistreatment files (Fasting et al., 2013, p.53).

Just like the NIF, the NFF also became more committed towards more recognition for the issue (Aftenposten, 2018). In collaboration with several unions and the NIF, the NFF created easier ways to notify a sexual harassment case in early 2017, long before the start of the metoo campaign. NFF employees also have the duty to report such a case when they witness one. To prevent the non-reporting of such a case, the NFF and NFF have also implemented an anonymous way to report a sexual harassment case. Renewed sexual harassment notification guidelines have also been implemented at the ski federation, while the handball federation was working on a new system by the time Aftenposten's article got published in 2018. NIF's president Tom Tveldt told Aftenposten (2018) that it would be naïve to think that sexual harassment and abuse does not happen in sports considering the large number of people who participate at least one sport. Our task, both in clubs and with associations, is that we must become even better. Parents should be able to safely send their children to Norwegian sports'.

### **Societal interest**

One of the reasons that is used as an argument to not take women's football seriously, is the lacking football qualities of women compared to the men, thus lacking commercial attractiveness (Hovden, 2014, p.265). The lack of media attention for women's football is therefore seen as fair. This has led to a circular effect, as attractiveness affects quality and vice versa. Low attractiveness leads to a lack of resources for women's football, thus affecting the quality of the women's game. As this circle has been, and still is ongoing, dominant arguments say that women's football cannot be categorised as general or normal football, and therefore is not worth caring about (Hovden, 2014, p.266).

According to Wenner and Gantz (1998, p.245), men are more interested in sports, spend more time looking at it and consider themselves more knowledgeable about sports than women. This is the result of gender socialization processes and has led to the discouragement of women's sporting involvement (Wenner & Gantz, 1998, p.239). As women's sports are being looked upon as inferior, voices have grown for equal treatment. For example, this had led to a

debate on whether the word 'kvinnefotball', or women's football', should be used or if a more gender neutral word is more appropriate in the name of gender equality. For example, Hanne Gjørtz pleaded in Dagsavisen (2013) for the abolition of the term 'kvinnefotball' after the Norwegian women's national team got a silver medal at the World Cup in 2013. She stated that the whole Norwegian nation was excited about the performances of the national team, and therefore, in the name of gender equality, proposes to not put the word 'kvinne' before 'fotball' as this is demeaning towards women athletes, in this case the football players.

Sports sociology Professor Gerd von der Lippe believes that part of the reason why women's football is not fully adopted by the men's game yet, is because the men's game see equality more as an obligation, rather than something they stand for out of principle. She told VG (2016): 'they don't have the cause in their hearts, because it's not that important to them. And that's just the thing that is important here'.

As one of the main sponsors of Norwegian women's football, Norsk Tipping (2019) hired survey bureau Kantar TNS to conduct a survey on how women's football is perceived in Norwegian society. The result was that the general population has a very positive attitude towards women's football. There was near complete agreement that young girls should have the same footballing opportunities as young boys, but the surprising part of the survey was the idem positive attitude towards adult women's football:

- 77 percent believes Eliteserien teams like Rosenborg and Brann should create a women's team;
- 76 percent believes women's referees are just as good as the men's referees;
- 73 percent believes women are as good football commentators as men;
- 72 percent believes there should be equal pay for both genders in top football;
- 69 percent believes women are as good football coaches as men's football coaches;
- 65 percent thinks that the Eliteserien will witness its first women's coach within ten years;
- 54 percent believes it is possible to achieve full equality in football. When taking only the men's answers into account on this point, the percentage lays at 52% percent.

As Norsk Tipping (2019) itself also admits, there is no way to be certain if these are the actual opinions of the participants, or if some answers were influenced by political correctness.

What doesn't speak in the survey's favor, is that only nine percent of the 1000 survey

participants stated that they are ‘very interested’ in football, while three times as many declare themselves ‘totally disinterested’. Nonetheless, of the self-declared ‘very interested’ participants, 41 percent still respond that they believe it is possible to achieve full equality in football. 77 percent believes Norway will see a female Eliteserien trainer within ten years, and 75 percent believes top Eliteserien clubs like Rosenborg and Brann should create a women’s team.

Norwegian women’s football has reached a point in time where women’s rights, and equal rights as a whole, have become a prevalent topic in society. A society where a discussion on equal rights usually leads to much attention, such as with the metoo movement, or with a popular taboo breaking television series like Heimebane. Norway rightfully prides itself with its generally good reputation on gender equality, but it is possible that its good international reputation and high standard of life seem to put wool over the eyes of those who think gender inequality is non-existing, or of those who simply aren’t aware of the problem. Sports as a whole generally has the reputation of being a uniting tool, however, even though conditions for women’s football in Norway have improved, it is concerning that women’s football can’t seem to be fully accepted.

## **Conclusion**

Coaching has been another aspect in which women feel abandoned. Though the number of youth coaches has risen over the years, the relative participation of women compared to men in youth coaching programs has remained stable over the years. There were some significant breakthroughs however, as Elin Nicolaisen became the first woman at the head of the Coaching Association.

The appointments of Eline Torneus and Julie Voktor Pedersen meant they were the first two women to train a men's team as high in a league as high as the men's third division. This attracted media attention and a comparison to television show Heimebane. This show, together with the societal #metoo movement, sparked many questions surrounding equal opportunities and treatment of women. As long as gender equality issues remain a hot topic in society, it is likely that women will continue to get chances in the world of football, as well as in coaching more specifically. It still very well may be that men's coaches are deemed more qualified for a certain coaching job, but as long as women's coaches aren't fully looked upon as just as qualified as men purely based on gender, women will not even get the chance to fairly compete with male competition.

One of the greatest problems in Norwegian sports are sexism and sexual harassment. As it takes place in every sport, new guidelines were put into place by the NIF in order to help prevent such cases in the future, and to make it easier to report. Precise and (inter)national data collection of sexual abuse cases could lead to more accurate prevention tools in the future. This isn't as easy as it seems however, as clubs have different definitions of sexual abuse, don't have (proper) data collection tools and are hesitant to share data out of fear for reputation loss and subsequently financial issues and the loss of members.

## **Concluding remarks**

At the start of the previous decade, women's football in Norway was doing poorly in terms of audience, media interest and finances. Men's football had, and has the highest priority in every highlighted topic in previous chapters. There is however a noticeable trend going on, in which women's football's condition has improved in the last decade.

Broadcasting time for Toppserien games has gone up five times, and in 2020 has signed a new deal with the rights owners, in which has been decided that every game is available to watch online, while NRK broadcasts one live game per playing round; something that has never happened before that, partially because of the old structure of the Toppserien. The women's team at the same time is still one of the strongest teams in the world, and has accomplished equal pay and have had decent television ratings.

Financially, Toppserien clubs have struggled and will continue to struggle unless a sustainable development plan comes in place from the NFF. Though every club carries responsibility over their own finances, the extremely low funds these clubs have been granted by the NFF over the years was of little help, especially after the infamous budget cuts in 2010. The top clubs in the Toppserien are still dependent on external investors. If not to maintain a positive financial balance, it is to create extra budget in hopes of being a top team in the Toppserien, and subsequently in international tournaments.

From an international perspective, women's football in Norway has fallen behind on domestic leagues abroad. Positively for women's football as a whole however, is that the governing body of international football, FIFA, has notably taken women's football more serious as the previous decade progressed. Firstly, FIFA started compensating clubs who have players that are represented at the World Cup, and secondly is the announced 1 billion dollar investment for the worldwide development of women's football, that still stands despite the Covid-19 pandemic.

Awareness on gender equality and equality as a whole seems to have risen, not in the last place by the television show 'Heimebane' and the #metoo movement. In the media, with the addition of female commentators and experts, an ongoing trend is happening in which it becomes less rare that a woman is taken seriously as she appears on television or in other media. As the call for equality has increased in the last years, women have been more outspoken on gender based discrimination and sexual harassment. This has led to increased

societal awareness as well, which also reflected on sports and the realization of sporting organizations in Norway, who have improved their harassment protocols and data recording methods. Unfortunately, it doesn't seem likely that the recorded numbers can be considered as accurate, as several factors might influence data recording, such as outdated recording methods, inconsistent harassment terms and the potential risk of reputation loss if cases have occurred at a particular sporting organization or club.

The research question asking how women's football has developed can therefore be answered that in many aspects, there has been improvement. Financially, media attention and gender inequality awareness were problematic issues at the beginning of the previous decade. These aspects all improved however, despite the fact that women's football still is treated inferiorly when compared to men's football. If men's and women's football will ever be fully equal is the question, as interest for men's football and the financial benefits that come with it have been and will remain superior to women's football in the foreseeable future. There have been major improvements in terms of raising opportunities for women's football however, and my expectation, partially because of the massive rate of inequality awareness compared to earlier this decade, is that women's football will continue to grow steadily. The fact that women's football players like Ada Hegerberg and Maren Mjelde are Norwegian and world famous, also contributes and will contribute to the future popularity of women's football in Norway.

When looking at the research results of chapter 5, it becomes clear that some spikes in reports and specific topics have to do with big events in the world of football. For example, 2010 has been eventful and much reported on because of a major budget cut, while 2017 led to a spike due to the news of equal payment for national teams and the increased awareness of equality due to the #metoo movement. As Norwegian newspapers seem increasingly aware of women's qualities, as players but also as television analysts, combined with the increased awareness of inequality, my expectation is that reports on women's football will continue to rise in the future as well.

The preliminary hypothesis that newspapers are instrumental for the development of women's football is partially true. Newspapers have increasingly reported on women's football, but it seems that newspapers were responsive of the news, rather than having found or discovered the news. The reports of newspapers are still important however. For one, because the attention of newspapers adds to the awareness and seriousness of women's football. Secondly, the attention women's football gets can be beneficial for future financial revenue, as sponsors

and investors will find it increasingly more appealing in a sport that is taken seriously by Norway's own newspapers. Lastly, newspapers have played an important role in the earlier development of women's football, as for example Dagbladet helped organize the Norway Cup, while the same newspaper was also the first medium that showed all Toppserien matches live on their website. Nevertheless, the pace of newspaper influence is slow, as it so far plays a passive role in the reporting of women's football. The hope is that the vicious circle of underrepresentation, trivialization and discrimination turns into a virtuous circle of increased attention, income and acceptance.

## Bibliography

*2019 Women's World Cup will have prize fund doubled from 2015.* (2018, October 26). BBC. Retrieved October 5, 2019, from <https://www.bbc.com/sport/football/45991196>

Aas, O.I. (2015, June 14). *Espelund: - Hvorfor virker kvinnelige fotballspillere så truende på mange?* Aftenposten. Retrieved May 26, 2020, from <https://www.vol.no/100Sport/fotball/Espelund---Hvorfor-virker-kvinnelige-fotballspillere-sa-truende-pa-mange-199018b.html>

Aas, O.I. (2017, July 15). *Fotballrevolusjonen Norge ikke er med på: – Det er egentlig hårreisende.* Aftenposten. Retrieved June 3, 2020, from <https://www.aftenposten.no/sport/fotball/i/dOJ1kz/fotballrevolusjonen-norge-ikke-er-med-paa-det-er-egentlig-haarreisen>

Aas, O.I. (2010, July 9). *Hvorfor vil ingen se disse spille fotball? - TV 2 innrømmer nederlag, frustert over mangel på respons.* Aftenposten. Retrieved 9 November, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=020002201007091632&serviceId=2>

Aas, O.I. (2015, May 22). *Kvinnediskriminering blir ikke tatt på alvor.* Aftenposten. Retrieved June 1, 2020, from <https://www.pressreader.com/norway/aftenposten/20150522/281947426438741>

Aas, O.I. (2017, August 30). *NFF-sponsor langer ut mot norsk fotball.* Aftenposten. Retrieved October 4, 2019, from 1. <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=020002201708303900086&serviceId=2>

*About Norway Cup* (2020). Norway Cup. Retrieved May 24, 2020, from <https://norwaycup.no/about-us/about-norway-cup/>

*A Gigantic Small Broadcaster.* (2007, November 13). NRK. Retrieved on June 1st, 2020, from <https://www.nrk.no/about/a-gigantic-small-broadcaster-1.3698462>

Aitchison, C. (2007). *Sport and gender Identities: Masculinities, Feminities and sexualities.* Routledge. Retrieved October 19, 2019, from <https://books.google.nl/books?hl=nl&lr=&id=rtaAAgAAQBAJ&oi=fnd&pg=PP1&dq=Cara+>



[Carmichael+Aitchison,+2007+Sport+and+Gender+Identities:+Masculinities,+Femininities+and+...&ots=3XOAIgk7xn&sig=CwcIaJ0WumOo\\_b8S4Ei07nuqUI0#v=onepage&q=Cara%20Carmichael%20Aitchison%2C%202007%20Sport%20and%20Gender%20Identities%3A%20Masculinities%2C%20Femininities%20and%20...&f=false](https://www.google.com/search?q=Carmichael+and+Aitchison,+2007+Sport+and+Gender+Identities:+Masculinities,+Femininities+and+...&ots=3XOAIgk7xn&sig=CwcIaJ0WumOo_b8S4Ei07nuqUI0#v=onepage&q=Cara%20Carmichael%20Aitchison%2C%202007%20Sport%20and%20Gender%20Identities%3A%20Masculinities%2C%20Femininities%20and%20...&f=false)

Aronsen, A., (2019, February 5). *Ane Dahl Torp (43) uenig i «maskulin»-kritikken av «Heimebane»*. VG. Retrieved 5 May, 2020, from <https://www.vg.no/rampelys/i/J1m3d7/ane-dahl-torp-43-uenig-i-maskulin-kritikken-av-heimebane>

Aune, O. (2013, July 26). *EM-thrilleren samlet TV-seerne*. NRK. Retrieved October 17, 2019, from <https://www.nrk.no/kultur/em-thrilleren-samlet-tv-seerne-1.11151583>

Baker, P., Ellece, S. (2011). *Key Terms in Discourse Analysis*. Continuum International Publishing Group. ISBN: 978-1-8470-6321-2. Retrieved October 4, 2019, from [https://books.google.nl/books?id=vwLKcck7Fk0C&printsec=frontcover&hl=nl&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.nl/books?id=vwLKcck7Fk0C&printsec=frontcover&hl=nl&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)

Bergstrøm, S. M., (2014, June 24). *Historisk trener trakk seg dagen før første trening*. Aftenposten via NTB. Retrieved April 5, 2020, from <https://www.aftenposten.no/sport/fotball/i/3JBQIL/historisk-trener-trakk-seg-dagen-foer-foerste-trening>

Bernhus, O. (2017, November 16). *Det skjer faktisk noe*. Retrieved October 5, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=020002201711164102660&serviceId=2>

Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. Harvard university press. Retrieved November 4, 2019, from [https://books.google.nl/books?hl=nl&lr=&id=nVaS6gS9Jz4C&oi=fnd&pg=PR11&ots=73vOuf\\_UIQ&sig=zf-Vrr8rYkks3tT5cF7KscxDHF4&redir\\_esc=y#v=onepage&q&f=false](https://books.google.nl/books?hl=nl&lr=&id=nVaS6gS9Jz4C&oi=fnd&pg=PR11&ots=73vOuf_UIQ&sig=zf-Vrr8rYkks3tT5cF7KscxDHF4&redir_esc=y#v=onepage&q&f=false)

Bourdieu, P. (1978). *Sport and social class*. Information (International Social Science Council), 17(6). <https://doi.org/10.1177/053901847801700603>. P. 819–840. Retrieved November 4, 2019, from <https://journals.sagepub.com/doi/abs/10.1177/053901847801700603?journalCode=ssia#articleCitationDownloadContainer>

Bourdieu, P. (2001). *Television. European Review*, 9(3). DOI:10.1017/S1062798701000230. P. 245-256. Retrieved November 3, 2019.

Braastad, E. (2017, October 24). *ELITESERIENS JUMBO FÅR 19 GANGER MER ENN SERIEMESTEREN I TOPPSERIEN*. VG. Retrieved June 20, 2020, from <https://www.vg.no/sport/fotball/i/1QRQM/eliteseriens-jumbo-faar-19-ganger-mer-enn-seriemesteren-i-toppserien>

Braaten, M. (2015, December 11). *KVINNEFOTBALLEN MISFORNØYD MED EGEN TV-AVTALE*. VG. Retrieved October 21, 2019, from <https://www.vg.no/sport/fotball/i/bppMv/kvinnefotballen-misfornoeyd-med-egen-tv-avtale>

Bratland, T.U. (2010, December 18). *Den store forskjellen*. Dagbladet. Retrieved October 29, 2019, from <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720101218ed8a1042aa83e54eb2a6d2d5957f0d12&serviceId=2>

*Broadcasting and on-demand audiovisual services*. (2019, January 21). Regjeringen. Retrieved May 28, 2020, from <https://www.regjeringen.no/en/topics/culture-sports-and-non-profit-work/film-og-medier/innsiktsartikler/broadcasting/id2000629/>

Bruce, T., Hovden, J., Markula, P. (2010, March). *Sportswomen at the Olympics*. Rotterdam: Sense Publishers. ISBN: 9789460911064.

Bryson, V. (1999). *Feminist Debates*. Basingstoke: Macmillan. ISBN: 978-1-349-27505-2.

Bugge, M., (2018, January 13). *Norsk idrett skjerper sine rutiner for varsling om trakassering*. Aftenposten. Retrieved June 1, 2020, from <https://www.aftenposten.no/sport/i/K3L0ee/norsk-idrett-skjerper-sine-rutiner-for-varsling-om-trakassering>

Byerly, C. M. (2011). *Global Report on the Status of Women in the News Media*, 9. IWWMF. Retrieved January 23, 2018, from <https://www.iwwmf.org/wp-content/uploads/2013/09/IWWMF-Global-Report-Summary.pdf>.

Carlsen Strande, A. (2012, April 13). *Mister seriestarten - jobben går foran*. Aftenposten. Retrieved November 17, 2019., from <http://web.retriever->

[info.com/services/archive/displayDocument?documentId=02000220120413579195&serviceId=2](http://info.com/services/archive/displayDocument?documentId=02000220120413579195&serviceId=2)

Caudwell, J. (2011) *Gender, feminism and football studies*. Soccer & Society, 12:3. P. 330-344, DOI: 10.1080/14660970.2011.568099. Retrieved November 5, 2019, from [https://www-tandfonline-com.ezproxy.uio.no/doi/full/10.1080/14660970.2011.568099](https://www.tandfonline-com.ezproxy.uio.no/doi/full/10.1080/14660970.2011.568099)

Cooky, C. et al. (2015). *It's Dude Time!: A Quarter Century of Excluding Women's Sports in Televised News and Highlight Shows*. Communication & Sport 3. P. 261–287. doi:10.1177/2167479515588761.10.1177.

Dammen, C. (2018, January 11). *4 prosent utsatt for uønsket seksuell oppmerksomhet*. Statistisk Sentralbyrå (SSB). Retrieved May 18, 2020, from <https://www.ssb.no/arbeid-og-lonn/artikler-og-publikasjoner/4-prosent-utsatt-for-uonsket-seksuell-oppmerksomhet>

Claringbould, I. (2014). *Gender and sport. Changes and Challenges*. EJSS. In European Journal for Sport and Society, 11(1), 89. P.113. Retrieved October 14, 2019, from <https://search.proquest.com/openview/0964a6a9b13b680d05465383d3db8630/1?pq-origsite=gscholar&cbl=1066350>

Eggen, D. (2016, April 19). *Grasrottreneren*. NFF. Retrieved May 21, 2020, from

Ehrlich, S., Meyerhoff, M., Holmes, J. (2014). *The handbook of language gender and sexuality*. Retrieved October 21, 2019, from [https://books.google.nl/books?id=V5c6AwAAQBAJ&pg=PT116&lpg=PT116&dq=Yanagisako+and+Collier+\(1990&source=bl&ots=4sBklxNUjx&sig=ACfU3U26dDjCKAPsvGw0wk7JTwjVlq9Gg&hl=nl&sa=X&ved=2ahUKEwiaiNXTqqrqAhVH2KQKHXTmB3YQ6AEwAnoECAYQAQ#v=onepage&q=Yanagisako%20and%20Collier%20\(1990&f=false](https://books.google.nl/books?id=V5c6AwAAQBAJ&pg=PT116&lpg=PT116&dq=Yanagisako+and+Collier+(1990&source=bl&ots=4sBklxNUjx&sig=ACfU3U26dDjCKAPsvGw0wk7JTwjVlq9Gg&hl=nl&sa=X&ved=2ahUKEwiaiNXTqqrqAhVH2KQKHXTmB3YQ6AEwAnoECAYQAQ#v=onepage&q=Yanagisako%20and%20Collier%20(1990&f=false)

*Ellen Wille, mother of Norwegian women's football*. (2011, June 11). FIFA. Retrieved June 9, 2020 from <https://www.fifa.com/womensworldcup/news/ellen-wille-mother-norwegian-women-football-1462830>

*Endelig likestilling*. (2017, October 7). Bergensavisen. Retrieved September 6, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=0551242017100736108979d1946d7563c1d0138067b5cd&serviceId=2>

*Eugenie Bouchard embarrassed after interviewer asks 'Can you give us a twirl?'*. (2015, January 21). The Guardian. Retrieved October 19, 2020, from <https://www.theguardian.com/sport/2015/jan/21/eugenie-bouchard-embarrassed-interviewer-twirl>

*Eurosport sender Norges kamper i Algarve Cup*. (2020, February 26). TV2. Retrieved October 7, 2019, from <https://www.tv2.no/a/3997047/>

Fasting, K., Sand, T.S., Sisjord, M.K., Thoresen, T., Broch, T.B., (2008). *Likestilling og mangfold i norsk idrett: Bedre med flere på banen!* Likestillings- og diskrimineringsombudet. ISBN: 978-82-92852-23-1. P.105. Retrieved May 20, 2020, from [https://www.ldo.no/globalassets/brosjyrer-handboker-rapporter/rapporter\\_analyser/rapporter\\_diverse/idrettsrapport-2008-for-web.pdf](https://www.ldo.no/globalassets/brosjyrer-handboker-rapporter/rapporter_analyser/rapporter_diverse/idrettsrapport-2008-for-web.pdf)

Fasting, K., Brackenridge, C., Sundgot-Borgen, J. (2004, December 1). *Prevalence of Sexual Harassment among Norwegian Female Elite Athletes Inrelation to Sport Type*. International Review for the Sociology of Sport, 39(4). P.379. <https://doi.org/10.1177/1012690204049804>. Retrieved June 15, 2020, from <https://journals-sagepub-com.ezproxy.uio.no/doi/pdf/10.1177/1012690204049804>

Fasting, K., Sand, T. S., & Nordstrand, H. R. (2017). One of the few: the experiences of female elite-level coaches in Norwegian football. *Soccer & Society*, P.1 -17. DOI:10.1080/14660970.2017.1331163.

Fasting, K. (2003). *Small Country – big results: Women’s football in Norway*. *Soccer & Society*, 4:2-3. P.150-156. DOI: 10.1080/14660970512331390885. Retrieved June 7, 2020, from <https://www.tandfonline-com.ezproxy.uio.no/doi/abs/10.1080/14660970512331390885>

Fasting, K., Scraton, S., Pfister, G. (1999). *The experience and meaning of sport and exercise in the lives of women in some European countries*. Oslo: The Norwegian University of Sport and Physical Education.

Fasting, K., Brackenridge, C., Kjølberg. (2013). Using court reports to enhance knowledge of sexual abuse in sport: A Norwegian case study. *Scandinavian Sport Studies Forum*. P.53-64. Retrieved on June 1, 2020, from <https://nih.brage.unit.no/nih-xmlui/bitstream/handle/11250/171204/FastingSSSF2013.pdf?sequence=1&isAllowed=y>

Feasey, R. (2008). *Masculinity and popular television*. Edinburgh: Edinburgh Univ. Press. P. 97. ISBN: 978 0 7486 2797 4. Retrieved October 3, 2019.

*Fifa's US\$1bn investment in women's soccer 'not impacted' by Covid-19*. (2020, April 21). Sportspro. Retrieved June 24, 2020, from <https://www.sportspromedia.com/news/fifas-womens-football-billion-dollars-covid-19>

*FIFA World Cup 2018 Prize Money (Record 40% Increase Confirmed by FIFA)*. (2018, July 6). Totalsportek. Retrieved October 1, 2019, from <https://www.totalsportek.com/football/fifa-world-cup-2018-prize-money/>

Fougner, B., Asp-Larsen, B. (1994). *The Nordic Countries – A Paradise for women?* Retrieved November 2, 2019, from [https://books.google.no/books?hl=en&lr=&id=mINcEovnxwC&oi=fnd&pg=PA5&ots=6qpyhXcmrL&sig=k4sB8jQye0MJJvQwM-GnZbbY27w&redir\\_esc=y#v=onepage&q&f=false](https://books.google.no/books?hl=en&lr=&id=mINcEovnxwC&oi=fnd&pg=PA5&ots=6qpyhXcmrL&sig=k4sB8jQye0MJJvQwM-GnZbbY27w&redir_esc=y#v=onepage&q&f=false)

Gaston L., Magrath, R., Anderson, E. (2017). *From hegemonic to inclusive masculinities in English professional football: marking a cultural shift*, *Journal of Gender Studies*, 27:3. P. 301-312. DOI: 10.1080/09589236.2017.1394278. Retrieved November 11, 2019, from <https://www.tandfonline-com.ezproxy.uio.no/doi/full/10.1080/09589236.2017.1394278>

Gjørtz, H. (2013, August 13). *Fotball. Ikke «kvinnefotball»..* Dagsavisen. Retrieved October 1, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=055006201308139cb812aee0854f7de57b92e2fa763f86&serviceId=2>

*Gode seertall for «Heimebane»*. (2019, February 18). NRK. Retrieved May 16, 2020, from <https://www.nrk.no/kultur/gode-seertall-for-heimebane-1.14436422>

Grindem, K. (2018, April 2). *Ane Dahl Torp om «Heimebane»: - Hadde aldri sett dette behandlet i fiksjonen før*. Retrieved June 4, 2020, from <https://www.dagbladet.no/kultur/ane-dahl-torp-om-heimebane---hadde-aldri-sett-dette-behandlet-i-fiksjonen-for/69659045>

Hallin, D., & Mancini, P. (2004). Frontmatter. In *Comparing Media Systems: Three Models of Media and Politics* (Communication, Society and Politics, pp. I-Vi). Cambridge: Cambridge University Press. Retrieved November 1, 2018.

Herrebrød, Ø. (2020, June 15) *ELINE TORNEUS (31) ER EUROSPTS NYE EKSPERT PÅ ELITESERIEN*. VG. Retrieved June 18, 2020, from

<https://www.vg.no/sport/fotball/i/1A6J3A/eline-torneus-31-er-eurosports-nye-ekspert-paa-eliteserien>

Hale, M. (2020, April 14). *Starved for Sports? Here Are 5 Options That Aren't N.B.A. Classic*. The New York Times. Retrieved June 12, 2020, from

<https://www.nytimes.com/2020/04/14/arts/television/sports-TV.html>

Havnelid, Å., Sagstuen, T., (2019, June 17). *Hva mener nordmenn egentlig om fotball for kvinner?* Norsk Tipping. Retrieved April 10, 2020, from

<http://www.mynewsdesk.com/no/norsk-tipping/news/hva-mener-nordmenn-egentlig-om-fotball-for-kvinner-315106>

Helseth, H. (2006, July 31). *Damene tar ballen*. Kjønnforskning. Retrieved June 19, 2020, from <http://kjonnsforskning.no/nb/2006/07/damene-tar-ballen>

Hernes, Ø., Øgar, Sindre., (2016, March 7). *STYRELEDER I LSK KVINNER SLÅR DISKRIMINERINGSALARM*. VG. Retrieved April 7, 2020, from

<https://www.vg.no/sport/fotball/i/922ld/styreleder-i-lsk-kvinner-slaar-diskrimineringsalarm>

Hjellen, B., Myrset, K. (2012, October 5). *Røa svekket i gullstriden etter poengtrekk*. NRK.

Retrieved June 11, 2020, from <https://www.nrk.no/sport/fotball/roa-trekkes-to-poeng-av-nff-1.8347994>

Holden, L. (2016, September 16). *PELLERUD OM NORSK KVINNEFOTBALL: – PÅ TIDE Å VÅKNE*. VG. Retrieved, April 7, 2020, from

<https://www.vg.no/sport/fotball/i/LKEE4/pellerud-om-norsk-kvinnefotball-paa-tide-aa-vaakne>

Hole, A. (2015, June 13). *Olé*. Aftenposten. Retrieved October 5, 2019, from

<http://web.retrieverinfo.com/services/archive/displayDocument?documentId=020002201506132332697&serviceId=2>

Holli, A.M., Magnusson E., Rönnblom, M. (2005) *Critical Studies of Nordic Discourses on Gender and Gender Equality*, NORA - Nordic Journal of Feminist and Gender Research,

13:3. P.148-152, DOI: 10.1080/08038740600590442. Retrieved November 24, 2019, from <https://www-tandfonline-com.ezproxy.uio.no/doi/full/10.1080/08038740600590442>

Hovden, J. (2005). *"Fra likestilling – til nytte og nytelse. Kjønnskonstruksjonar og markedsstyring [From Equality – To Utility and Pleasure. Constructions of Gender and the Market]."* Sociologisk Forskning 1. P. 19–27. Retrieved June 1, 2020, from <https://www.diva-portal.org/smash/get/diva2:1078006/FULLTEXT01.pdf>

Hovden, J., Hjelseth, A. (2014). Negotiating the status of women's football in Norway. An analysis of online supporter discourses. P.265-266. Retrieved June 1, 2020, from [https://www.researchgate.net/publication/273057213\\_Negotiating\\_the\\_status\\_of\\_women's\\_football\\_in\\_Norway\\_An\\_analysis\\_of\\_online\\_supporter\\_discourses](https://www.researchgate.net/publication/273057213_Negotiating_the_status_of_women's_football_in_Norway_An_analysis_of_online_supporter_discourses)

Hovden, J., Von der Lippe, G. (2017, October 23) *The gendering of media sport in the Nordic countries*. Sport in Society, 22:4. P. 625-638. DOI: 10.1080/17430437.2017.1389046. Retrieved June 1, 2020, from <https://www-tandfonline-com.ezproxy.uio.no/doi/full/10.1080/17430437.2017.1389046>

Igland Røys, L.M., (2017, October 18). *Det viktigste er at det skapes en kultur for likebehandling*. Bergens Tidende. Retrieved October 13, 2019, from <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201710184030373&serviceId=2>

Ihle, M. (2018, May 01). *Virkelighetens "Heimebane": - Viktig og spennende*. Dagbladet. Retrieved June, 2020, from <https://www.dagbladet.no/sport/virkelighetens-heimebane---viktig-og-spennende/69761388>

*Indian Wells CEO: 'lady' players should 'thank God' for Federer and Nadal*. (2016, March 20). The Guardian. Retrieved October 1, 2019, from <https://www.theguardian.com/sport/2016/mar/20/raymond-moore-indian-wells-wta-sexist-remarks>

Inglehart, R., Norris, P. (2003) *Rising Tide. Gender Equality and Cultural Change around the world*. Cambridge University Press. Retrieved October 17, 2019, from [https://books.google.no/books?hl=en&lr=&id=Gzvt11ztO7IC&oi=fnd&pg=PR7&ots=od\\_EL9Sw3H&sig=ONmmIt\\_Ttnk2Bc\\_4ijL3uCu8vFg&redir\\_esc=y#v=onepage&q&f=false](https://books.google.no/books?hl=en&lr=&id=Gzvt11ztO7IC&oi=fnd&pg=PR7&ots=od_EL9Sw3H&sig=ONmmIt_Ttnk2Bc_4ijL3uCu8vFg&redir_esc=y#v=onepage&q&f=false)



- Jacobsen, K.E. (2012, January 27). *TOPPSERIE-SPILLERE BETALER 3700 KRONER FOR TRENINGSLEIR*. VG. Retrieved June 18, 2020, from <https://www.vg.no/sport/football/i/V01bJ/toppserie-spillere-betaler-3700-kroner-for-treningsleir>
- Jansen, R. (2017, August 15). *KRONIKK: NFFS STORSATSING PÅ KVINNEFOTBALL TILSVARER TRE PAR FOTBALLSKO*. VG. Retrieved May 31, 2020, from <https://www.vg.no/sport/football/i/JakRb/kronikk-nffs-storsatsing-paa-kvinnefotball-tilsvarer-tre-par-footballsko>
- Johannesen, B.A., Øgar, S., Vågenes, H. (2017, November 19). *KLAR FOR NYE EVENTYR - Tok cupgull med Avaldsnes i går - reiste til Australia i dag*. VG. Retrieved October 15, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=020019201711194daf6744e1a4278d18c4ce6f18a2a69c&serviceId=2>
- Johannesen, B.A. (2012, February 28). *NRK STILLER KRAV TIL KVINNEFOTBALLEN*. VG. Retrieved June 3, 2020, from <https://www.vg.no/sport/football/i/Rvr85/nrk-stiller-krav-til-kvinnefotballen>
- Johansen, R.V., (2013, 9 February). *Hvorfor kan ikke kvinner trene menn (når de kan alt mulig annet)?* Aftenposten. Retrieved April 5, 2020, from <https://www.aftenposten.no/sport/i/pLM9aj/hvorfor-kan-ikke-kvinner-trene-menn-naar-de-kan-alt-mulig-annet>
- Johnsen, J. (2018, September 22) *NÅR BRANN HVILER ER HUN PÅ JOBB*. Bergensavisen. Retrieved May 15, 2020, from <https://www.ba.no/sport/football/arna-bjornar/nar-brann-hviler-er-hun-pa-jobb/s/5-8-885586>
- Jørgensen, S. S. (2002). *Industry or Independence? Mondaymorning*, Special print, November. Copenhagen: Monday Morning.
- Kian, E., Vincent, J., Mondello, M (2008) *Masculine hegemonic hoops: An analysis of media coverage of March madness*. *Sociology of Sport Journal* 25: P. 223–242. Retrieved October 19, 2019, from [https://www.academia.edu/460808/Masculine\\_Hegemonic\\_Hoops\\_An\\_Analysis\\_of\\_Media\\_Coverage\\_of\\_March\\_Madness](https://www.academia.edu/460808/Masculine_Hegemonic_Hoops_An_Analysis_of_Media_Coverage_of_March_Madness)



Kringstad, K. (2014, July 5). *Om baller og menn*. Adresseavisen. Retrieved September 15, 2019 from

<http://web.retrieverinfo.com/services/archive/displayDocument?documentId=0200012014070506b02df791f96738bb05a024b5e8d355&serviceId=2>

Kristiansen, C. (2013, July 27). *Når bare gull er godt nok*. Dagbladet. Retrieved October 2, 2019, from

<http://web.retrieverinfo.com/services/archive/displayDocument?documentId=05500720130727d561bf5ed966763966a200f528c1eda5&serviceId=2>

*Kvalitetsklubb*. (2019). NFF. Retrieved June 8, 2020, from <https://www.fotball.no/klubb-og-leder/kvalitetsklubb-2/>

Larsen, S.O. (2018, April 9). *Sulteforet kvinnefotball*. VG. Retrieved September 10, 2019, from

<http://web.retrieverinfo.com/services/archive/displayDocument?documentId=02001920180409a4b289b3807b104a11cff22bab9bafa3&serviceId=2>

Lenskyj, H.J. (2012, December 12). *Reflections on Communication and Sport: On Heteronormativity and Gender Identities*. P. 141. Retrieved June 11, 2020, from

<https://journals-sagepub-com.ezproxy.uio.no/doi/pdf/10.1177/2167479512467327>

Lien, M., Johnsen, L. (2019, June 1). «*Den blonde Pelé*» og en historisk begivenhet.

Morgenbladet. Retrieved June 11, 2020, from <https://morgenbladet.no/aktuelt/2019/05/den-blonde-pele-og-en-historisk-begivenhet>

Lien, M., Johnsen, L. (2019, June 1). «*Det skal spilles ordentlig fotball, ikke bare handses og klores.*». Morgenbladet. Retrieved June 11, 2020, from

<https://morgenbladet.no/aktuelt/2019/05/det-skal-spilles-ordentlig-fotball-ikke-bare-handses-og-klores>

Lien, M., Johnsen, L. (2019, May 31). «*Vil ikke vite av Kvinder som Fotballsparkere*».

Morgenbladet. Retrieved May 19, 2020, from <https://morgenbladet.no/aktuelt/2019/05/vil-ikke-vite-av-kvinder-som-fotballsparkere>

Lippmann, W. (1922). *Public Opinion*. New York: The Free Press. Retrieved via Taylor &

Francis Group (2017) on October 30, 2019, from: [file://hume/student-u80/jonathav/pc/Downloads/9781315127736\\_googlepreview.pdf](file://hume/student-u80/jonathav/pc/Downloads/9781315127736_googlepreview.pdf)

Lyngøy, R.. (2018, June 18). *Reagerer mot Klaveness-hets: – Skittent og feigt, sier NRK-sjef*. Bergens Tidende. Retrieved June 2, 2020, from <https://www.bt.no/sport/i/3JJA Wq/reagerer-mot-klaveness-hets-skittent-og-feigt-sier-nrk-sjef>

Lyngøy, R (2016, February 19). *TV 2s satsing blottet for kvinner: - De reduseres til verter*. Retrieved May 21, 2020, from <https://www.bt.no/sport/i/EWW1rG/tv-2s-satsing-blottet-for-kvinner-de-reduseres-til-verter>

Macharia, S. (2016). *Who makes the news? The Global Gender Gap Report 2016*. World Economic Forum. The Global Media Monitoring Project. Cologny, Geneva, Switzerland. P.35-133. Retrieved June 2, 2020, from [http://cdn.agilitycms.com/who-makes-the-news/Imported/reports\\_2015/global/gmmp\\_global\\_report\\_en.pdf](http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2015/global/gmmp_global_report_en.pdf)

Madsen, C. (2020, January 28). *Nye TV-avtaler gir storsatsing på Toppserien*. NFF. Retrieved June 1, 2020, from <https://www.fotball.no/turneringer/toppserien/2020/tv-kamper-toppserien/>

Magnussen, J. (June 7, 2019). *8 AV 10 SPILLERE I TOPPSERIEN TJENER UNDER 100.000 KRONER I ÅRET*. VG. Retrieved June 14, 2020, from <https://www.vg.no/sport/fotball/i/3JVMj9/8-av-10-spillere-i-toppserien-tjener-under-100000-kroner-i-aaret>

Magnussen, J. (2018, September 20). *MILLIONNYHET*. VG. Retrieved September 20, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=0200192018092059936d66a20ea11a9acf6dc4805c501d&serviceId=2>

Mannila, S. (2017). *Women and men in the news*. DOI:10.6027/9789289349734-4-en. Retrieved January 27, 2018, from: <https://norden.diva-portal.org/smash/get/diva2:1092200/FULLTEXT01.pdf>

McElhinny, B. (2003). *Theorizing Gender in Sociolinguistics and Linguistic Anthropology*. History and Theoretical Background to the Study of Language and Gender. Retrieved October 17, 2019, from [http://www.blackwellpublishing.com/content/bpl\\_images/content\\_store/sample\\_chapter/0631225021/001.pdf](http://www.blackwellpublishing.com/content/bpl_images/content_store/sample_chapter/0631225021/001.pdf)

Mean, L. J. (2010). *Making masculinity and framing femininity*. In H. Hundley & A. Billings (Eds.), *Examining identity in sports media*. P. 65-87. London: Sage. ISBN: 9781452274904. Retrieved on June 5, 2020, from <https://sk.sagepub.com/books/examining-identity-in-sports-media/n4.xml>

Mercer, S. (2016). *Trump '16, mobile application software*. Retrieved October 19, 2019.

Moon M. (2019) *Journalism Theories in Media Studies*. In: *International News Coverage and the Korean Conflict*. Palgrave Macmillan, Singapore. DOI: 10.1007/978-981-13-6291-0\_2. Retrieved on October 30, 2019, from: [https://link.springer.com/chapter/10.1007/978-981-13-6291-0\\_2#citeas](https://link.springer.com/chapter/10.1007/978-981-13-6291-0_2#citeas)

Myhrvold Simensen, H. (2018, October 27). *ELINE (29) MED HEIMEBANE-KOPI I 3. DIVISJON*. VG. Retrieved May 22, 2020, from <https://www.vg.no/sport/fotball/i/G1RJpB/eline-29-med-heimebane-kopi-i-3-divisjon>

*NYTT BUDSJET:*. (2017, December 15). VG. Retrieved September 29, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=0200192017121508e7636d78f05724ff970b454ee7ba18&serviceId=2>

*Participation of clubs in the benefits of the 2018 FIFA World Cup Russia™*. (2017, December 7). FIFA.com. Retrieved on November 19, 2019, from <https://resources.fifa.com/image/upload/1608-participation-of-clubs-in-the-benefits-of-the-2018-fifa-world-cup-2923882.pdf?cloudid=tw50lshk5hzgaluxmlc>

Pedersen, M. (2016, November 19). *En fest i året må ikke lure NFF til å prioritere damefotballen annerledes enn de gjør i dag*. Dagbladet. Retrieved May 8, 2020, from <https://www.dagbladet.no/sport/en-fest-i-aret-ma-ikke-lure-nff-til-a-prioritere-damefotballen-annerledes-enn-de-gjor-i-dag/65361665>

Pederson, P.M. (2002). Examining equity in newspaper photographs. *International Review for the Sociology of Sport*, 37(3). P. 303-318. Retrieved September 29, 2019.

Petty, K., & Pope, S. (2019). *A New Age for Media Coverage of Women's Sport? An Analysis of English Media Coverage of the 2015 FIFA Women's World Cup*. *Sociology*, 53(3). P.486–502. DOI: <https://doi.org/10.1177/0038038518797505>. Retrieved October 29, 2019, from

<https://journals-sagepub-com.ezproxy.uio.no/doi/full/10.1177/0038038518797505#articleCitationDownloadContainer>

Petry, F., & Mendelsohn, M. (2004). Public Opinion and Policy Making in Canada 1994–2001. *Canadian Journal of Political Science*, 37(3), 505–529. Retrieved on October 30, 2019, from: <https://www.cambridge.org/core/journals/canadian-journal-of-political-science-revue-canadienne-de-science-politique/article/public-opinion-and-policy-making-in-canada-19942001/C264046841C6F195F801BFA95BCD6352>

Pilcher, J. & Whelehan, I. (2004). *Fifty key concepts in gender studies* London: SAGE Publications Ltd. DOI: 10.4135/9781446278901. Retrieved November 28, 2019, from <https://sk-sagepub-com.ezproxy.uio.no/books/50-key-concepts-in-gender-studies>

Reed, A. (2014). *Kvinnefotball i media*. Romerikes Blad. Retrieved November 1, 2019, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=055031201401132740b473c6ed22bed15ebf730d468a4e&serviceId=2>

Reinton, I.M. (2011, April 18). *TV 2-ekspert grovt sjikanert og mobbet*, TV2. Retrieved May 17, 2020, from <https://www.tv2.no/a/3473468/>

Pfister, G., Sisjord, M.K. (2013). Gender and Sport: Changes and Challenges. *Journal of Sport History*, Volume 41, Number 3, Fall 2014,. (Review). Retrieved June 1, 2020.

Rosenlund-Hauglid, S. (2019, December 15). *Erna Solberg om metoo-kampanjen: – Lettere, men ikke lett å varsle*. Retrieved June 5, 2020 from <https://www.vg.no/nyheter/innenriks/i/0nXnxg/erna-solberg-om-metoo-kampanjen-lettere-men-ikke-lett-aa-varsle>

Rosenlund-Hauglid, S. (2019, December 14). *Meningsmåling: Over halvparten mener metoo har endret Norge positivt*. VG. Retrieved June 11, 2020, from <https://www.vg.no/nyheter/innenriks/i/wP08E5/meningsmaaling-over-halvparten-mener-metoo-har-endret-norge-positivt>

Siebert, F., Peterson, T., Schramm, W. (1956). *The Four Theories of the Press*. Retrieved October 21, 2019, from <https://www.tandfonline-com.ezproxy.uio.no/doi/abs/10.1080/14616700120107374?journalCode=rjos20>

Sletten, A.M. (2017, November 18). *Norsk Tipping inn med 16 millioner i kvinnefotballen*. Norsk Tipping. Retrieved May 25, 2020, from <https://www.norsk-tipping.no/artikler/norsk-tipping-inn-med-16-millioner-i-kvinnefotballen>

*Staten og TV 2 skriver under avtale for kommersiell allmennkringkasting*. (2018, September 26). Regjeringen. Retrieved May 28, 2020, from <https://www.regjeringen.no/no/aktuelt/staten-og-tv-2-skriver-under-avtale-for-kommersiell-allmennkringkasting/id2612187/>

Stendal, C.S., Oddekalv, L.L. (2009, July 7). *Jenteløft er fiaskoløft*, Aftenposten. Retrieved May 10, 2020, from <https://www.aftenposten.no/sport/fotball/i/70qbJW/jenteloeft-er-fiaskoloeft>

Stokstad, M. (2015, July 7). *LSK-BERG VURDERER Å TRAPPE NED JENTESATSINGEN*. VG. Retrieved May 15, 2020, from <https://www.vg.no/sport/fotball/i/JzEOR/lsk-berg-vurderer-aa-trappe-ned-jentesatsingen>

Stokstad, M., Aaserud, M. (2016, September 16). *LSK-TRENER SLÅR ALARM: – UTEN GREP ER VI SNART EN «C-NASJON»*. VG. Retrieved May 20, 2020, from <https://www.vg.no/sport/fotball/i/42eao/lsk-trener-slaar-alarm-uten-grep-er-vi-snart-en-c-nasjon>

Strøm, O.K., Solberg, T. (2017, March 8). *NORGES FØRSTE KVINNELIGE FOTBALLKOMMENTATOR: – FORBEREDT PÅ PEPPER*. VG. Retrieved April 1, 2020, from <https://www.vg.no/sport/fotball/i/Qv8n4/norges-foerste-kvinnelige-fotballkommentator-forberedt-paa-pepper>

Strøm, O.K. (2010, September 11). *KUTTER 30 MILL*. Aftenposten. Retrieved June 1, 2020, from <http://web.retrieverinfo.com/services/archive/displayDocument?documentId=0200192010091144695aa038e95da7559eea9ccc61cb62&serviceId=2>.

Strøm, O.K. (2010, September 11). *SLIK SKAL NFF KUTTE 30 MILLIONER*. VG. Retrieved June 1, 2020, from <https://www.vg.no/sport/fotball/i/amae5/slik-skal-nff-kutte-30-millioner>

- Sunde Hoel, Y. (2013, July 27). *50.000 skal se Norge: - Blir noe annet enn de vanlige 200*. NRK. Retrieved October 18, 2019, from <https://www.nrk.no/sport/fotball/50.000-skal-se-norge-fra-tribunen-1.11153001>
- Syvertsen, T., Mjøs, O.J., Moe, H., & Enli, G.S. (2014). *The Media Welfare State: Nordic Media in the Digital Era*. Ann Arbor: University of Michigan Press. DOI: 10.1353/book.36850. P.1 – 26. Retrieved December 2018.
- Søvik, S. (2017, March 8). *Ønsker en bedre hverdag for kvinnefotballen*. Bergens Tidende. Retrieved November 3, 2019, from <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201703083469537&serviceId=2>
- Thoresen, I. (2017, March 23). *Elin Nicolaisen fortsetter som NFT-leder*. Fotballtreneren. Retrieved May 1, 2020, from <https://www.fotballtreneren.no/nyheter/lin-nicolaisen-fortsetter-som-nft-leder>
- Tjærnås, J. (2014, June 26). *Historisk trener: – Jeg ble satt på sidelinjen av men*. Aftenposten. Retrieved April 5, 2020, from <https://www.aftenposten.no/sport/fotball/i/qLObKz/historisk-trener-jeg-ble-satt-paa-sidelinjen-av-menn>
- Tomlinson A. (2004). *Pierre Bourdieu and the Sociological Study of Sport: Habitus, Capital and Field*. In: Giulianotti R. (eds) *Sport and Modern Social Theorists*. Palgrave Macmillan, London. ISBN: 978-0-230-52318-0. P.161 – 172. Retrieved June 11, 2020, from [https://link.springer.com/chapter/10.1057/9780230523180\\_11](https://link.springer.com/chapter/10.1057/9780230523180_11)
- Traaen, O. (2012, January 1). *Norges beste lag må kutte lønna*. NRK. Retrieved May 3, 2020, from <https://www.nrk.no/sport/fotball/norges-beste-lag-ma-kutte-lonna-1.7936596>
- Trolan, E. J. (2013). *The Impact of the Media on Gender Inequality within Sport*. *Procedia - Social and Behavioral Sciences*, 91, 215-227. DOI:10.1016/j.sbspro.2013.08.420
- Tuchman, G. (1976). *Telling Stories*. *Journal of Communication*, 26(4). P.93–97. Doi: 10.1111/j.1460-2466.1976.tb01942.x. Retrieved on October 30, 2019, via: <https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.1460-2466.1976.tb01942.x>
- Tusvik, S.B. (2019, January 19). *Herreprisen 2018*. Dagbladet. Retrieved May 27, 2020, from <https://www.dagbladet.no/kultur/herreprisen-2018/70676563>

*Undersøkelse: Én av seks kvinner seksuelt trakassert* (2017, December 28). NRK via NTB. Retrieved May 27, 2020, from [https://www.nrk.no/norge/undersokelse\\_-en-av-seks-kvinner-seksuelt-trakassert-1.13842267](https://www.nrk.no/norge/undersokelse_-en-av-seks-kvinner-seksuelt-trakassert-1.13842267)

*UNESCO calls for fairer media coverage of sportswomen.* (2018, February 8). UNESCO. Retrieved September 15, 2019, from <https://en.unesco.org/news/unesco-calls-fairer-media-coverage-sportswomen>

Von der Lippe, G. (2010). *Et kritisk blikk på sportsjournalistikk: medier og idrett i en globalisert verden.* IJ-forlaget. Retrieved June 2, 2020.

Von der Lippe, G. (September 8, 2010). *NRK's samfunnsansvar.* Trønder-Avisa. Retrieved October 1, 2019, from <https://web.retrieverinfo.com/services/archive/displayDocument?documentId=020024201009087603384&serviceId=2>

Wenner, L.A., Gantz, W. (1998). *Watching sports on television: Audience experience, gender, fandom, and marriage.* In L.A. Wenner. Mediasport. P.239 – 245. Retrieved May 27, 2020.

Whannel, G. (2002). *Media sport stars: Masculinities and moralities.* Psychology Press.

Wrack, S. (2018, December 4). *Ada Hegerberg stepped forward for women's football, but sexism kicked her back.* The Guardian. Retrieved September 28, 2019, from <https://www.theguardian.com/commentisfree/2018/dec/04/ada-hegerberg-womens-football-sexism-martin-solveig-twerking-ballon-dor>

Wrack, S. (2018, December 8). *Ada Hegerberg: 'The Ballon d'Or was an amazing night for women'.* The Guardian. Retrieved September 28, 2019, from <https://www.theguardian.com/football/2018/dec/08/aga-hegerberg-the-ballon-dor-was-an-amazing-night-for-women>

*Women and men in Norway.* (2018). Statistisk sentralbyrå (SSB). P.12 – 18. Retrieved October 15, 2019, from [https://www.ssb.no/en/befolkning/artikler-og-publikasjoner/\\_attachment/347081?\\_ts=162df570d58](https://www.ssb.no/en/befolkning/artikler-og-publikasjoner/_attachment/347081?_ts=162df570d58)

## Photo bibliography

Solberg, T. (2017, March 8). *BANEBRYTENDE: Anne Sturød blir Norges første kvinnelige fotballkommentator på TV*. In: NORGES FØRSTE KVINNELIGE FOTBALLKOMMENTATOR: – FORBEREDT PÅ PEPPER. VG. Retrieved April 1, 2020, from <https://www.vg.no/sport/fotball/i/Qv8n4/norges-foerste-kvinnelige-fotballkommentator-forberedt-paa-pepper>

Fife, F. (2018, December 4, 2018). *Ada Hegerberg is de eerste winnares van de Gouden Bal maar de dj veroorzaakte een rel op het podium*. Getty Images. Retrieved June 1, 2019, from <https://www.cosmopolitan.com/nl/entertainment/a25389497/gouden-bal/>

*Four girls in sporting outfits ready to play football. LTR: Helga Heidenreich, Signe Aars-Johansen, Berit Sverre and Sonja Henie*. Aftenposten (1928). Retrieved May 10, 2019, from [https://upload.wikimedia.org/wikipedia/commons/7/74/Fotballturnering\\_1928.JPG](https://upload.wikimedia.org/wikipedia/commons/7/74/Fotballturnering_1928.JPG)



## Appendix I

### Norsk Telegrambyrå (NTB) : (1)

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320160331RED160331161302ga00&serviceId=2>

**Title:** Amerikanske landslagsspillere føler seg lønnsdiskriminert

**Date:** 31 March 2016

**Writer:** -

**Description:** Five American female football players sent a written complaint to the United States Soccer Federation (USSF) because of the lack of equal payment compared to their male colleagues.

### Aftenposten: (9)

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201708303900086&serviceId=2>

**Title:** NFF-sponsor langer ut mot norsk fotball

**Date:** 30 August 2017

**Writer:** Odd Inge Aas

**Description:** The main sponsor of the Norsk Fotballforbund (NFF), Norsk Tipping, calls for more gender equality in football and is planning to invest more means (money) in woman football.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201707193800322&serviceId=2>

**Title:** Hvorfor er det alltid jentene som må bevise noe?

**Date:** 19 July 2017

**Writer:** Pernille Myhre Skar

**Description:** Article in which the then 16 year old writer expresses her frustration on why women (football players) always have to defend their selves playing the sport. Something that comes up more than usual when there is an international tournament going on. ‘The Norwegian female team won nine medals at their last eleven European Championships. The men nothing. Doesn’t that say enough?’.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201707153793763&serviceId=2>

**Title:** Fotball-revolusjonen Norge ikke er med på

**Date:** 15 July 2017

**Writer:** Odd Inge Aas

**Description:** Europe’s big football teams are at the verge of revolutionizing women’s football, but Norwegian clubs stay behind on that development.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201703103475221&serviceId=2>

**Title:** Det var på tide

**Date:** 10 March 2017

**Writer:** Roar Lyngøy

**Description:** On international Woman’s day (March 8 2017) Discovery broke the news that Anne Sturød would become the first female fotball commentator for Eurosport Norge and Max.

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201602202675974&serviceId=2>

**Title:** Herre-avdelingen

**Date:** 26 February 2016

**Writer:** Roar Lyngøy

**Description:** Statistics and opinions on the male dominance in Norwegian sports media. Interesting names: Vegard Jansen Hagen (chief sport TV2): 'high time that woman take over male positions as football experts.' Three of the five program leaders of TV2 sport are women: Helene Husvik, Gunnhild Toldnes and Anne Sturød.

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201506132332697&serviceId=2>

**Title:** Olé

**Date:** 13 June 2015

**Writer:** Arne Hole

**Description:** Opinionated article on how NRK shows a lot of men's and woman's football and ski, at the cost of other programs on NRK.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201001259586&serviceId=2>

**Title:** Store kjønnsforskjeller i Idretts-Norge - Dobbelt så mange jenter som gutter spiller håndball... og dobbelt så mange gutter som jenter spiller football

**Date:** 25 January 2010

**Writer:** Tone Tveøystrøm-Gundersen, Andreas Bakke Foss.

**Description:** Gender categorization in sports ('boys play football and girls go to ballet') is still an issue for young athletes. Also provides statistical information on the amount of girls that play football in Norway.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201805294587024&serviceId=2>

**Title:** Den tafatte mannlige fotballedelsen

**Date:** 29 May 2018

**Writer:** Gerd von der Lippe

**Description:** Article about the unwillingness of the NFF to improve the circumstances for female Norwegian football players, despite requests of some Norwegian female players who are among the best in the world.

**Bergens Tidende: (8)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201806194642376&serviceId=2>

**Title:** Reagerer mot Klaveness-hets

**Date:** 19 June 2018

**Writer:** Roar Lyngøy

**Description:** Article about Lise Klaveness who faced a lot of criticism in her role as NRK football expert during the 2018 World Cup.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201710184030373&serviceId=2>

**Title:** Det viktigste er at det skapes en kultur for likebehandling

**Date:** 18 October 2017

**Writer:** Lars Magnus Igland Røys

**Description:** Lise Klaveness hopes that the newly introduced equal pay for the Norwegian male and female national teams can lead to cultural change in Norwegian football.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201707143790802&serviceId=2>

**Title:** Her får kvinner og menn lik lønn

**Date:** 14 July 2017

**Writer:** Roar Lyngøy

**Description:** English football club Lewes founded 'Equality FC', which leads to positive comments from Synnøve Tverlid, who is the head of the Serieforeningen for kvinnefotball (SKF), an organization that supports female football in Norway and 'Topfotball Kvinner', the highest national leagues in Norwegian female football.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201609273087761&serviceId=2>

**Title:** Byråden vil ha flere slike kvinner i idretten

**Date:** 27 September 2016

**Writer:** Elisabeth de Lange Gjesdal

**Description:** Article in which Pål Hafstad Thorsen, Norwegian sports council member and politician, pleads for more top functions for women in the Norwegian Olympic and Paralympic Committee and Confederation of Sports.

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201602202676279&serviceId=2>

**Title:** Bergens Tidende Menn - kvinner 13-0 i TV 2s siste år med norsk football

**Date:** 20 February 2016

**Writer:** Roar Lyngøy (5)

**Description:** Before the start of the Eliteserien in 2016, this article focusses on the fact that the broadcasters of the highest Norwegian national league, TV 2 and C More, only have male experts and commentators with regards to the Eliteserien.

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201512022557967&serviceId=2>

**Title:** En kvinne bør trene herrelandslaget

**Date:** 2 December 2015

**Writer:** Gjert Moldestad

**Description:** Article in which the writer of the article pleads for a female replacement of the then Norwegian male's football team, Per Mathias Høggmo. Stating that a female coach is the revolution that the Norwegian male team needs. Monica Knudsen is named as an example of a female coach who should take over, after having achieved many successes with the women's team of Lillestrøm.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201309051414345&serviceId=2>

**Title:** Løft kvinnefotballen

**Date:** 5 September 2013

**Writer:** Nora (14 years old)

**Description:** The writer of the article does not understand why there is barely any coverage of women's football on TV2, in contrast with NRK. The level of Norwegian football is low, so there is no understanding as to why women's football isn't broadcasted. Also: the writer states that Swedish media pay a lot more attention to women's football, which greatly boosts the interest in the female side of football.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02002120120929857823&serviceId=2>

**Title:** Livet uten ballen

**Date:** 29 September 2012

**Writer:** Bjørn Asle Nord

**Description:** Background story about NRK football expert Lise Klaveness, possibly before she got to work at NRK.

**VG: (10)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192018092059936d66a20ea11a9acf6dc4805c501d&serviceId=2>

**Title:** MILLIONNYHET

**Date:** 20 September 2018

**Writer:** Jostein Magnussen

**Description:** Housing company Obos will start paying clubs 75.000 NOK per player that represents their country at the World Cup in 2019. This is new and a step towards gender equality in football, as clubs already got compensated if a male player would represent their country at the World Cup, but by World Football Association FIFA. 'FIFA does a lot for women's football, but this way it can take a long time before gender equality in football is achieved'. - Daniel Kjørberg Siraj (CEO Obos)

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920180409a4b289b3807b104a11cff22bab9bafa3&serviceId=2>

**Title:** Sulteforet kvinnefotball

**Date:** 9 April 2018

**Writer:** Sigurd O. Larsen

**Description:** Criticizing article towards Norwegian channels who barely show women's football, except NRK. 'Equality has come a long way in Norway, but not women's football'.

– Sigurd O. Larsen

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201712106313aea70769ca44b857de6ef85e3dcb&serviceId=2>

**Title:** Jeg klarer ikke å se på kvinnefotball

**Date:** 10 December 2017

**Writer:** Kjell A. Andersen

**Description:** The writer of this article states that the reason of the lack of popularity of women's Norwegian football doesn't have to do with lack the coverage of it, but more that people are simply just not interested in it.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201708150307752e3c191e2908b391802a2d1c82&serviceId=2>

**Title:** NFFs storsatsing på kvinnefotball tilsvarer tre par fotballske

**Date:** 15 August 2017

**Writer:** Richard Jansen, sporting leader Stabæk Fotball woman's team

**Description:** Criticizing piece in which the writer concludes that the aspirations of the NFF to improve female football in Norway are in contrast with the results in reality.

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920170722a1f3fe9cb6fe51ebf9fd728d21255c7b&serviceId=2>

**Title:** SEIER FOR LIKESTILLINGEN - KVINNELANDSLAGET NESTEN LIKE RÆVA SOM HERRELANDSLAGET

**Date:** 22 July 2017



**Writer: -**

**Description:** Likestillings- og diskrimineringsombud (Gender equality and discrimination ombudswoman) Hanne Bjurstrøm says that despite Norway's disappointing tournament at the European Championships in 2017, a good step has been taken towards gender equality in football.

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920170714a5547e19857cac3251ea7e15c1cbc130&serviceId=2>

**Title:** Det er forferdelig dårlig

**Date:** 14 July 2017

**Writer:** Lillian Holden

**Description:** Some of Norway's biggest sporting characters are women, but almost all of them are exclusively trained by men. From the NIF there is ambition to change higher the percentage of female trainers, but it's not easy to higher the current percentage of 18 percent.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192017022573b30f1f6aa310235e23c2439406082b&serviceId=2>

**Title:** Likestilling i fotball

**Date:** 25 February 2017

**Writer:** Julie Edvarda Fylkesnes

**Description:** The writer states that male football players in Norway, and the whole world, can make a living of being a footballer, but females can't. The writer questions why this is possible.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016092179001&serviceId=2>

**Title:** Nå eller aldri for kvinnelandslaget i fotball

**Date:** 21 September 2016

**Writer:** Gerd von der Lippe (2)

**Description:** The writer is criticizing the NFF for not being equal enough when it comes to gender differences. Also because Norway is second placed on the Global Gender Equality report of 2015, so it's all the more surprising that there are vast differences in male and female gender equality in Norwegian football.

9. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201601148fe100ceb18901a9a98123278665e540&serviceId=2>

**Title:** Svart og hvit fotball

**Date:** 14 January 2016

**Writer:** Zaineb Al-Samarai

**Description:** The writer states that the lack of sustainability in women's football is not due to women, but due to the Norwegian Football Association. Also goes in depth regarding discrimination and ethnicity.

10. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201308053a978ca41bfd520e767ee00bb2fd0365&serviceId=2>

**Title:** Fotball er for jenter KJØNN OG IDRETT

**Date:** 5 August 2013

**Writer:** Lise Klaveness

**Description:** Klaveness is positive about the European Championship of 2013 in Sweden and states that Sweden has done a great job organizing the tournament, where Norway eventually got the silver medal. A full stadium and good ratings on NRK has had a very positive effect on female football in Norway.

**Dagbladet: (1)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055007201808247e3b9fa88b9c02a0123e0e4e085b4a51&serviceId=2>

**Title:** GAME SET CASH - Kvinnelige tennisspillere håver inn. Dette er de norske håpene

**Date:** 24 August 2018

**Writer:** Fredrik ø. Sandberg, Thomas Haarstad

**Description:** Article about the fact that out of the ten best paid female athletes, eight play tennis. Also links with inequality when compared to football.

**Dagsavisen: (3)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0550062018090761ffbbfaa512b97ff54fff977916316&serviceId=2>

**Title:** Alle har sitt Vålerenga

**Date:** 7 September 2018

**Writer:** Trond Erik Sandgren

**Description:** Provides a little bit of information about women's football, but does state that women's football is very lively at Vålerenga, as the game in which the articles refers to is sold out. Furthermore, the popularity of women's football at Vålerenga has been massive in general.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500620180428e5328f9f6f3640aac068e92691d79a4a&serviceId=2>

**Title:** Bringer kjønnsproblematikk på banen

**Date:** 28 April 2018

**Writer:** Ida Madsen Hestman

**Description:** Article about the success of 'Heimebane' and the main topic of that tv-show: gender.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055006201308139cb812aee0854f7de57b92e2fa763f86&serviceId=2>

**Title:** Fotball. Ikke «kvinnefotball». - IDRETT: DEBATT

**Date:** 13 August 2013

**Writer:** Hanne Gjørtz

**Description:** The silver medal-success at the European Championships in 2013 made the Norwegian public very enthusiastic and passionate about the female Norwegian football team. Women's football deserves respect and therefore the writer of the article states that, in the name of gender equality, the term 'football' should be as natural for women as it is for men.

**Stavanger Aftenblad: (1)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020009201809254893907&serviceId=2>

**Title:** Gullballen skal deles ut til kvinnelige spillere

**Date:** 25 September 2018

**Writer:** -

**Description:** News article saying that the 'Golden Ball', the annual prize for the best football player in the world, will starting this year also be awarded to female footballers. Which is a landmark in the process of gender equality in football.

**Adresseavisen: (2)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020001201806096e83158a6cfda175e787187c28261b23&serviceId=2>

**Title:** «Kona til Kåre» ble kalt Helge, truet og tatt for å være fysioterapeut

**Date:** 9 June 2018

**Writer:** Birger Løfaldli

**Description:** Article regarding women in top functions at for example the NFF. Also reflects and compares to the hit show 'Heimebane'.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02000120170901d8ac32d6b072d9aa850decc0d540ad73&serviceId=2>

**Title:** Denne kampen vil Ada vinne

**Date:** 1 September 2017

**Writer:** Kjetil Kroksæter

**Description:** Being one of the best female football players in the world, Norwegian Ada Hegerberg wants more recognition for and gender equality in football.

**Rogalands Avis: (1)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05512720130731272591&serviceId=2>

**Title:** Damefotball og EM-finale

**Date:** 31 July 2013

**Writer:** -

**Description:** Article on gender discrimination within football, stating that despite 'likestilling' problems, Nordic countries still do well in this topic when compared to other European countries.

**Fædrelandsvennen: (1)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055034201807054682087&serviceId=2>

**Title:** Sørledning nektet å være med på homo-markering

**Date:** 5 July 2018

**Writer:** Roar Lyngøy (6)

**Description:** Hilde Gunn Olsen, player of the female football team of Lyn Oslo, is a strict Christian and therefore wouldn't take part in a pro-gay statement before the match against Vålerenga, being the only one to do so.

**Klassekampen: (2)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501020171215422291&serviceId=2>

**Title:** Et godt rykte

**Date:** 15 December 2017

**Writer:** Arild Rønsen

**Description:** Opinionated article about the writer who does not care whether the female football players get paid the same as the men's team. He also says he is missing some crucial data, for example the amount of players in the highest men's and women's Norwegian football league compared to the total earnings.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501020150807235073&serviceId=2>

**Title:** Kom på banen, minoritetsjenter!

**Date:** 7 August 2015

**Writer:** Kenneth Eriksen

**Description:** Eriksen states that there are not enough facilities for female football players to practice their sport on. He says that the football fields in the north, east and south of Oslo are dominated by young boys, leaving young girls out of the picture.

**Romerikes Blad: (3)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055031201807026742036a2393de1914cedbef44d78971&serviceId=2>

**Title:** Virkelighetens «Heimebane»

**Date:** 2 July 2018

**Writer:** Caroline Bjerkland

**Description:**

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05503120180310a2e8b46b0666921d34b2886c12721a7a&serviceId=2>

**Title:** Lillestrøms ukjente supportergruppe

**Date:** 10 March 2018

**Writer:** Caroline Bjerkland (2)

**Description:** Football club Lillestrøm SK wants to appoint a female coach after the male coach of the women's team left, but they are aware that quality is still the main factor in choosing a new coach, regardless of gender.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05503120130607020c3be2ee4bea1a125b9224de48920b&serviceId=2>

**Title:** Har noen sett min kvinne?

**Date:** 7 June 2013

**Writer:** Ida Moseng

**Description:** Article about the stereotyping of young girls in today's society, with a small link to the 'normality' of girls playing football.

**Bergensavisen: (4)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0551242018060515381fc45cd91ba42adb82dc74bb92ec&serviceId=2>

**Title:** HEADHUNTET TIL TOPPJOB - ■ Blir direktør for elitefotballen

**Date:** 5 June 2018

**Writer:** Tormod Bergersen

**Description:** Story about how Lise Klaveness got appointed as Director of Elitefootball at the NFF.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0551242018012031d2bc2d5a90eb46870cb2e83320a752&serviceId=2>

**Title:** Kvinner kan ikke lytte

**Date:** 20 January 2018

**Writer:** Hermod Hove

**Description:** Opinionated piece on why 'female football' should be called 'football' in times where gender equality is playing an increasingly bigger role in society.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0551242017100736108979d1946d7563c1d0138067b5cd&serviceId=2>

**Title:** Endelig likestilling

**Date:** 7 October 2017

**Writer:** Unknown



**Description:** Article about how the men's football team reaches an agreement with the NFF to ensure equal pay between the men's Norwegian football team and the female Norwegian football team.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055124201107121661baff43f373968238f28c07d9655f&serviceId=2>

**Title:** Langsiktig satsing i kvinnefotballen

**Date:** 12 July 2011

**Writer:** Gina Barstad

**Description:** Article of 2011 which states that despite the disappointing results of the Norwegian football women at the World Cup, Norway should support the women's team rather than letting them down, since the women's team performances is general are really good.

**Haugesunds Avis: (1)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05523320180305736821e92b2a056249f9488509c0a98a&serviceId=2>

**Title:** Kari Traa og #metoo - 8. mars-arrangement i Haugesund og Kopervik:

**Date:** 5 March 2018

**Writer:** Hans Inge Ringodd

**Description:** Article about Kari Traa, who fights for women's rights in football regarding discrimination, violence and intimidation.

**Glåmdalen: (1)**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0550512012103020213dcffe03e7be030f6fa4c86e45c8&serviceId=2>

**Title:** KVINNE-fotball

**Date:** 30 October 2012

**Writer:** Ragnhild Nygaard

**Description:** Article like others before describing that women's football should be called 'football'. Giving arguments, for example, that many girls and women play football in Norway and therefore have the right not to be called differently than when men play the game.

## Appendix II

### VG: 26

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920180915e7db0456fbde48f68c78b91a8e9cb830&serviceId=2>

**Title:** Jenten med den oransje ballen

**Date:** 15 September 2018

**Writer:** Knut Espen Svegaarden

**Description:** Article on Lise Klaveness about starting her new job as director at the NFF, possibly the most important job in Norwegian football, the writer states. Also provides background on Klaveness.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920180323fd446e3f38c93e1a1cb93a3c2c55fcda&serviceId=2>

**Title:** RØRT AV PENGESTØTTE - Sjögren om Toppserie-satsing: - Må øke snittalderen

**Date:** 23 March 2018

**Writer:** Christina Paulos Syversen

**Description:** Hege Jørgensen, director of Serieforeningen for kvinnefotball, is thrilled with the new sponsor for the Norwegian female football league. He, and Martin Sjögren, head coach of the Norwegian female football team, hope that the better economical position will give women's football in Norway a boost.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920180316fad146607361bbee37ee2df6d1c9d24f&serviceId=2>

**Title:** Hvis man som kvinne kommer og ikke får resultater, tror jeg du er ute for alltid. - VIFs Monica Knudsen ville vært skeptisk til jobb som herretrener

**Date:** 16 March 2018

**Writer:** Christina Paulos Syversen

**Description:** About the skepticism that exists if a female trainer would train a men's team. Draws comparison to hit show 'Heimebane'.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920180304199da b99e516a23bdf3192bb687ad229&serviceId=2>

**Title:** VI MÅ FAVORISERE JENTENE» - Slik vil Espelund løfte norsk kvinnefotball

**Date:** 4 March 2018

**Writer:** Ole Kristian Strøm

**Description:** Karen Espelund, head of the commission to better to facilities and circumstances for female football in Norway, says not enough has been done over the last thirty years to improve the circumstances for female football players.

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920171216ac2235de7cb6bd7e7ff6f872cffd8f45&serviceId=2>

**Title:** Kvinnefotballen i Norge har nesten stått stille i 20 år» - 2017 - året det snudde på kvinnesiden Hvorfor hun tok et oppgjør med NFF-styret Sextrakasseringen som ikke stoppet

**Date:** 16 December 2017

**Writer:** Knut Espen Svegaarden

**Description:** Article on how female football has not developed in the last 20 years. However, Hege Jørgensen has played a big part in recent positive changes for female football, like the increased sponsor income and equal pay for the female and male Norwegian national teams. (Jørgensen started her job as daglig leder for Serieforeningen for Kvinnefotball on March 1 2017:) (<http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320170208TBf599a3c4b95c453da70e919acbbaf44600&serviceId=2>)

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192017121508e7636d78f05724ff970b454ee7ba18&serviceId=2>

**Title:** NYTT BUDSJET:

**Date:** 15 December 2017

**Writer:** -

**Description:** Little piece of information on how the budget of the NFF is divided, including how much money goes to female football.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201711194daf6744e1a4278d18c4ce6f18a2a69c&serviceId=2>

**Title:** KLAR FOR NYE EVENTYR - Tok cupgull med Avaldsnes i går - reiste til Australia i dag

**Date:** 19 November 2017

**Writers:** Bjørn Arne Johannessen, Sindre Øgar and Hallgeir Vågenes

**Description:** Article on Elise Thorsnes, female football player, but mainly about revolution of female football, partially because of the new sponsor (Obos) and how they spend their money in female football.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920171030c51a829dc0162a6bf39619dac37da1b6&serviceId=2>

**Title:** Lønn og kvinnefotball

**Date:** 30 October 2017

**Writer:** Freddy Nicolaisen

**Description:** Article criticizing the yell for equal pay between male and female football players because of the difference of interest in it and the amount of hours that is put into the game, or job of football.

9. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920171025fd0237c7b79efb43e9c9db9dafd32f50&serviceId=2>

**Title:** SJEKK FORSKJELLEN - Eliteseriens jumbo får 19 ganger mer enn seriemesteren i Toppserien

**Date:** 25 October 2017

**Writer:** Even Braastad

**Description:** This article points out the huge difference in income Norwegian women's teams and men's teams get in the highest national league.

10. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920171024d36ff2f2642f4906a2cb981c0309874f&serviceId=2>

**Title:** HAR IGANGSATT ET STRATEGIARBEID

**Date:** 24 October 2017

**Writer:** Anders Christiansen

**Description:** 'Fotballpresident' Terje Svendsen about the budget of female football in Norway, how it's distributed, how it compares to other countries and what will be done with it in the future.

11. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920171024cabe68638e2170e0d6b2cc7efbeaa1f9&serviceId=2>

**Title:** Et opprør mot gubbeveldet

**Date:** 24 October 2017

**Writer:** Leif Welhaven

**Description:** Article that heavily criticizes Terje Svendsen and his 'Ullevaal regime'. Also points out the lack of gender equality in football.

12. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192017081675e4ccb33303da0cc63d4a8773246523&serviceId=2>

**Title:** NFF «grunnleggende kvinnekriminerende»?

**Date:** 16 August 2017

**Writer:** Terje Svendsen

**Description:** Article written by Terje Svendsen stating that there is a big focus on female football but that the lack of finances to them also has to do with the economic situation. Also gives some useful number about finances and the distribution of it.

13. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920170219b1b464128844d50f62a3ef35a2ac41c1&serviceId=2>

**Title:** BER OM 33 MILL. mer til kvinnefotballen - Berg: Det er stusslige summer som kommer fra NFF

**Date:** 19 February 2017

**Writer:** Christer Sævig

**Description:** LSK investor and chairman Per Berg is worried that the NFF isn't spending enough money on women's football in Norway and is therefore afraid they will fall behind. He wants funding from the NFF to increase from 17 million to 50 million kroner.

14. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016100582039&serviceId=2>

**Title:** MJELDE BEKYMRET FOR FREMTIDEN TIL KVINNEFOTBALLEN

**Date:** 5 October 2016

**Writer:** Morten Stokstad

**Description:** Norway's captain Maren Mjelde agrees with VG commentator Trond Johannessen, him stating that it's crisis at the female Norwegian football team. Lack of funds is the main reason for this. Saying it's an alarming situation.

15. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016091878489&serviceId=2>

**Title:** «Sett fra mitt ståsted er det en betydelig kvinnediskriminering fra NFFs - ...side når det gjelder toppfotball»

**Date:** 18 September 2016

**Writer:** Morten Stokstad

**Description:** LSK chairman Per Berg is extremely criticizing towards NFF leader Terje Svendsen, who doesn't give women's football enough attention and funds to compete properly, Berg says.

16. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016091778406&serviceId=2>

**Title:** SNART EN «C-NASJON»

**Date:** 17 September 2016

**Writer:** Morten Stokstad & Mikal Aaserud

**Description:** The highly respected LSK-kvinner coach Monica Knudsen states that if things do not change soon for female football in Norway, they will become a 'C-nation' soon, after being an 'A-nation' in the past and a 'B-nation' currently in terms of level.

17. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016091778405&serviceId=2>

**Title:** "Klubbene fortjener et løft Pellerud innrømmer at NFF må ta kvinnegrep

**Date:** 17 September 2016

**Writer:** Lilian Holden

**Description:** Former Norway's female team coach Even Pellerud became world champion with the women's team in 1995. Now, he agrees with Knudsen (see above) that female football in Norway needs a facelift.

18. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016091678088&serviceId=2>

**Title:** NFF må gjøre mer for disse jentene

**Date:** 16 September 2016

**Writer:** Trond Johannessen

**Description:** Johannessen argues that the NFF should do more for female Norwegian football. When looking 15 months after the elimination of Norway at the Women's World Cup in 2015, Johannessen notices that very little has changed since then.

19. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192016032840973&serviceId=2>

**Title:** Pengesekken snøres igjen for kvinnene

**Date:** 28 March 2016

**Writer:** Ole Kristian Strøm

**Description:** Article that describes that LSK chairman and investor Per Berg and Avaldsnes investor Arne Utvik can't invest as much money as they did before. Therefore, the budget of LSK and Avaldsnes both have to go down for the 2016 season.

20. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201512116f53e188e7eef45acc31e599dd2492ef&serviceId=2>

**Title:** ØNSKER SEG FLERE TV- KAMPER FRA TOPPSERIEN

**Date:** 11 December 2015

**Writer:** Magnus Braaten

**Description:** Article that writes about the record breaking deal that was made for the men's teams rights on television, while women's football is struggling severely with getting even a two digit number of matches on television. 'We would like to be a part of what is happening of the men's side. In terms of economics and media attention'. - Tone Angeltveit (Serieforeningen for kvinnefotball (SFK)).

21. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201510074e1a9474f7709cba21e8d0be41a2fe1f&serviceId=2>

**Title:** TAPER PÅ Å SPILLE

**Date:** 5 October 2015

**Writer:** Knut Arne Hansen

**Description:** Another article about the huge differences in financing for men's football and women's football.



22. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920150708b137e05c3979d84ba3dc94c1b44d001b&serviceId=2>

**Title:** MANGLER VILJE til å satse på kvinnefotball Stabæk-leder kritisk til - ...manglende støtte fra NFF.

**Date:** 8 July 2015

**Writer:** Jonas Wikborg

**Description:** Richard Jansen, sporting leader of Stabæk women's team, says that NFF has money to fund women's football, but don't because of political games. The NFF says, on the other hand, that they don't have access to oil funds.

23. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201411221ca836a464310732855c8673131035ca&serviceId=2>

**Title:** MER MORO FOR PENGENE Derfor satser investor Per Berg på fotballkvinner

**Date:** 22 November 2014

**Writer:** Sindre Øgar

**Description:** Background article about Per Berg, as to why he invests in female football.

24. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02001920140421faa4f54509d65eed9711996a76281715&serviceId=2>

**Title:** Når skal jentene bli akseptert?

**Date:** 21 April 2014

**Writer:** Ole Kristian Strøm

**Description:** The writer asks himself how it's possible that women's football isn't fully accepted yet, despite good results at tournaments.

25. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020019201009297e7aa4307610e3b097802d0bc8c86455&serviceId=2>

**Title:** GLISSENT for damefotballen Tilskuerflukt fra Toppserien

**Date:** 29 September 2010

**Writer:** Camilla Vesteng

**Description:** This article describes how the popularity of women's football in Norway is decreasing rapidly in 2010. The viewer ratings on television go down, while the spectator numbers in the stadiums go down every game.

26. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200192010091144695aa038e95da7559eea9ccc61cb62&serviceId=2>

**Title:** KUTTER 30 MILL.

**Date:** 11 September 2010

**Writer:** Ole Kristian Strøm

**Description:** Article about the NFF describing how the NFF has to cut in their budget, which also has consequences for women's football in Norway.

### **Norsk Telegrambyrå (NTB): 16**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020009201810264982610&serviceId=2>

**Title:** [NFF støtter protestbrev til Fifa - krever likestilling og mer penger til kvinnene](https://web.retriever-info.com/services/archive/displayDocument?documentId=020009201810264982610&serviceId=2)

**Date:** [26 October 2018](https://web.retriever-info.com/services/archive/displayDocument?documentId=020009201810264982610&serviceId=2)

**Writer:** -

**Description:** [NFF demands more money for female football from FIFA. Includes opinion of NFF president Terje Svendsen and provides useful financial numbers.](https://web.retriever-info.com/services/archive/displayDocument?documentId=020009201810264982610&serviceId=2)

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320181018TB660e23102bfa43a9990c40ce73c7cd2601&serviceId=2>

**Title:** Utvalg foreslår tøffe grep i norsk kvinnefotball

**Date:** 18 October 2018

**Writer:** -

**Description:** the NFF presented a report that should give women's football a boost. Article states the measures that are taken in order to do so, one of them being a reduced number of teams in the Eliteserien for women to higher the level of the league.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320181018TB631ebe09ae024206bc36b70571e159cb01&serviceId=2>

**Title:** LSK-Riise applauderer færre lag i toppserien

**Date:** 18 October 2018

**Writer:** Stian Grythaugen

**Description:** LSK women trainer Hege Riise applauds the new initiatives that are taken as told in the article above.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320181015TB2ee96e314cc0486bbad8198a22534b7f00&serviceId=2>

**Title:** UEFA øker overføringene til kvinnefotballen

**Date:** 15 October 2018

**Writer:** -

**Description:** The UEFA will raise the annual funds for women's development projects in football for member states. The raise is 50 percent, starting in 2020. The raise will be from 100.000 euro to 150.000 euro. UEFA president Alexander Ceferin: "The potential for women's football is borderless".

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320180321TB0698b5efb1364f1a997224bb4f69df9000&serviceId=2>

**Title:** Ny hovedsponsor gir kvinnefotballen millionløft

**Date:** 21 March 2018

**Writer:** -

**Description:** Coop will be a new sponsor for women's Toppserien in Norway, after being so already for the Eliteserien (men).

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320171214TB356dbc52614d4252a80076c4d71eea3000&serviceId=2>

**Title:** NFF med 24 nye millioner til kvinner og spillerutvikling

**Date:** 14 December 2017

**Writer:** -

**Description:** Article saying that the NFF will invest 24 million kroner for the development of women's football in Norway.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05523320171116b8ee2a34f82422b2e613821d4178eba7&serviceId=2>

**Title:** Denne avtalen vil gi kvinnefotballen et enormt løft

**Date:** 16 November 2017

**Writer:** -

**Description:** In this article, it's explained how sponsor Obos can give women's football in Norway a huge boost.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320170404TB5aa46d9e3d2646bc865e9b473b0ffa4a00&serviceId=2>

**Title:** Dagbladet streamer fra toppserien i fotball

**Date:** 4 April 2017

**Writer:** -

**Description:** Article stating that newspaper Dagbladet will stream 122 of the 132 Toppserien matches. The other ten are broadcasted by NRK.

9. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055233201703076486257c21f9a0e792c7b9932e0a2a5c&serviceId=2>

**Title:** Forbundsstyret trakk forslaget

**Date:** 7 March 2017

**Writer:** -

**Description:** Article saying that the proposal to invest more money in women's football in Norway has been denied.

10. <https://web.retriever-info.com/services/archive/displayDocument?documentId=0551612014102971e049fa6f4c53bb1cd6a6405ff74bc7&serviceId=2>

**Title:** Stort gap i pengepremier - Kjønn avgjør fortsatt hvor mye idrettsutøverne sitter igjen med

**Date:** 29 October 2014

**Writer:** -

**Description:** Article with statistics about the different wages in worldwide sports, including the low wages for female football and some opinions about this.

11. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320141028RED141028145954st00&serviceId=2>

**Title:** Stort gap mellom premiepenger til kvinner og menn

**Date:** 28 October 2014

**Writer:** -

**Description:** Article that describes how there are huge differences in salary when it comes to sports. In football and golf the salary differences between men and women is the biggest.

12. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320130718RED130718153718na00&serviceId=2>

**Title:** Gulbrandsen velger kampen på banen

**Date:** 18 July 2013

**Writer:** -

**Description:** Solveig Gulbrandsen, player of the Norwegian national team (at that time), pleads for more respect for women's football and states sometimes she doesn't know what to do to let people respect their game.

13. <https://web.retriever-info.com/services/archive/displayDocument?documentId=02008020130528ac336314bdac17939c0a461c19b716aa&serviceId=2>

**Title:** [Fagsjef for kvinnefotball](#)

**Date:** [28 May 2013](#)

**Writer:** -

**Description:** [Gøril Kringen has been appointed as the new chief of women's football and is looking forward to developing female players.](#)

14. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320130226RED130226191438pk00&serviceId=2>

**Title:** Eurosport sender Norges kamper i Algarve Cup

**Date:** 26 February 2013

**Writer:** -

**Description:** Article stating that Eurosport will have the broadcasting rights of the Algarve Cup in 2013, in which Norway participates. Good to have for info of previous broadcasters of women's football. Also: women's football expert: Melissa Wiik.

15. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0552332012022912747912&serviceId=2>

**Title:** Kvinnefotball fra TV 2 til NRK

**Date:** 29 February 2012

**Writer:** -

**Description:** Short news article about how the rights of the female football season in Norway switched from TV2 to NRK. Also with a comment of NRK sports editor Rune Haug who is happy with the fact that NRK bought the rights.

16. [http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320100910RED100910\\_075304\\_pk\\_00&serviceId=2](http://web.retriever-info.com/services/archive/displayDocument?documentId=05501320100910RED100910_075304_pk_00&serviceId=2)

**Title:** Millionkutt gir kvinneopprør

**Date:** 10 September 2010

**Writer:** -

**Description:** Women's Norwegian football world is in shock after the NFF announced to cut the women's budget the next two years with 16,5 million kroner.

### **Aftenposten: 10**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201807274734307&serviceId=2>

**Title:** Dette mener -nordmenn om kvinnefotball

**Date:** 27 July 2018

**Writer:** Tonje Sagstuen & Åsne Havnelid

**Description:** A survey bureau in Norway has surveyed what Norwegians think about women's football. The answers are positive.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201711164102660&serviceId=2>

**Title:** Det skjer faktisk noe

**Date:** 16 November 2017

**Writer:** Ola Bernhus

**Description:** Article stating head sponsor of women's football, OBOS, is going to inject 50 million kroner in women's football in the next five years.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201711104089043&serviceId=2>

**Title:** «Vi lider fortsatt under manglende aksept og dårlige holdninger»

**Date:** 10 November 2017

**Writer:** Odd Inge Aas

**Description:** NFF president Terje Svendsen acknowledges that women's football in Norway needs to be helped and that women's football in Norway has problems.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201710204036194&serviceId=2>

**Title:** Norsk fotball sliter. Nytt grep skal gjøre klubbene bedre.

**Date:** 20 October 2017

**Writer:** Odd Inge Aas

**Description:** Heidi Støre, the leader of women's football at NFF, has stated that she expects women's football clubs to be able to sustain their selves in the future because of sustainable investments. The debate about Norwegian women's football became a topic due to the Norwegian team's disappointing European Championships in the Netherlands in 2017.

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201707193800579&serviceId=2>

**Title:** Jenter: 5 årsverk Gutter: 130 årsverk

**Date:** 19 July 2017

**Writer:** Odd Inge Aas

**Description:** Article about how women's football teams have 5 full time employees while men's clubs in Norway have over 130. The huge difference in financing for women's football and men's football in Norway causes the women's team's development of clubs and players to go drastically slower than the men's side.

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201506182338364&serviceId=2>

**Title:** Et problem for det norske samfunnet

**Date:** 18 June 2015

**Writer:** Odd Inge Aas

**Description:** Article in which Even Pellerud says he hopes integration of women's football in Norway will go better in society, but at the moment the problem of the lack of integration of women's football is society.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201506152334122&serviceId=2>

**Title:** «Hvorfor virker kvinnelige fotballspillere så truende på mange?»

**Date:** 15 June 2015

**Writer:** Odd Inge Aas

**Description:** Karen Espelund about sexism that exists regarding women's football. Also about the growth that Norwegian women's football has gone through.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201505222303529&serviceId=2>

**Title:** Kvinnediskriminering blir ikke tatt på alvor

**Date:** 22 May 2015

**Writer:** Odd Inge Aas

**Description:** Article about women's team trainer Richard Jansen, who says gender discrimination of women's football isn't being taken seriously.

9. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02000220120413579195&serviceId=2>

**Title:** Mister seriestarten - jobben går foran

**Date:** 13 April 2012

**Writer:** Alexander Carlsen Strande



**Description:** Useful exemplary article about Vålerenga goalkeeper Christine Colombo, who'd miss the first game of the 2012 season because she has to go to work. Good example on pay in women's football and how it wasn't nearly as close to the men's salary level in 2012.

10. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020002201007091632&serviceId=2>

**Title:** Hvorfor vil ingen se disse spille fotball? - TV 2 innrømmer nederlag, frustert over mangel på respons

**Date:** 9 July 2010

**Writer:** Odd Inge Aas

**Description:** TV2 is frustrated that the viewer numbers of women's football are as low as they are.

### **Østlandets Blad: 0**

### **Bergensavisen: 1**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05512420180922e5948a88a90a2231373698d3c2edf350&serviceId=2>

**Title:** NÅR BRANN HVILER ER HUN PÅ JOBB

**Date:** 22 September 2018

**Writer:** Jonas Johnsen

**Description:** Maria Brochmann, football player, has to struggle in between working jobs and playing football at the same time. Similar article to two articles above, with the benefit of eight years in between and this story is still relevant.

### **Bergens Tidende: 4**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020021201703083469537&serviceId=2>

**Title:** Ønsker en bedre hverdag for kvinnefotballen

**Date:** 8 March 2017

**Writer:** Simen Søvik

**Description:** Synnøve Tverlid is happy with the progress of women's football in Norway in the last ten years, but is also anxious to see more improvements come for women's football.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02002120140416176799&serviceId=2>

**Title:** Ville ikke hatt fotballen som heltidsjobb

**Date:** 16 April 2014

**Writer:** Kim Bøyum

**Description:** Another example of a female football player, Caroline Walde, who has trouble combining her work and/or studies with being a football player for a top Norwegian club in the highest football league for women.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02002120130802136078&serviceId=2>

**Title:** Håper EM-suksessen kan redde budsjettene

**Date:** 2 August 2013

**Writer:** Kim Bøyum

**Description:** Norway's female football team (players) hope that an the successes of the national team at the European Championships inn 2013 help convince investors to invest more towards the development of women's football in Norway.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02002120130730135590&serviceId=2>

**Title:** Lønnsmessig et hav bak sine mannlige kolleger

**Date:** 30 July 2013

**Writer:** Kim Bøyum

**Description:** Despite the successful achievements of the Norwegian women's team, they fall massively behind on their Norwegian male colleagues, who earn on average 14,7 times what the females do from the NFF. Despite the men's team not having qualified for a major tournament since the European Championships in 2000.

**Dagsavisen: 3**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055006201710259185af6a9c5a49cd0db258ac779c4f88&serviceId=2>

**Title:** Fotballens pengebinge

**Date:** 25 October 2017

**Writer:** Reidar Sollie

**Description:** Article in which different people talk and discuss about how the money flow at NFF should be distributed. Many say that the female football players should get a bigger share of the media income, for example, to enable female Norwegian football to further develop.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500620170722d819a0abfecdc3e32be0dc434faa074&serviceId=2>

**Title:** Misliker ordet «kvi nnefotball»

**Date:** 22 July 2017

**Writer:** Ida Wammer

**Description:** Another example of someone, in this case Kolbotn IL captain Ina Gausdal, who says she never understood the term 'female football', as she says football should be called football, regardless of the gender.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0550062017072254f53937ff8670e0cb7bede2ba38daa0&serviceId=2>

**Title:** Hvordan kun ne dere glemme EM og 110.000 0 fotballjenter?

**Date:** 22 July 2017

**Writer:** Eirik Hoff Lysholm

**Description:** Article in which the writer asks himself how it's possible that female football is so 'forgotten', as there are 110.000 female football players in Norway. Also, since one of the best football players in the world, Ada Hegerberg, is such a high profile, the writer does not understand the lack of interest and investments in the sport.

## **Romerikes Blad: 2**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055031201405069578b3615aa82209fb53fb04f35e3539&serviceId=2>

**Title:** Tomme tribuner - LSK-kvinner trenger tilskuere, ikke

**Date:** 6 May 2014

**Writer:** Odin Jacobsen

**Description:** Article about the fact that despite the successes and strength of the LSK women's team, the interest for them stays low compared to the men's team.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055031201401132740b473c6ed22bed15ebf730d468a4e&serviceId=2>

**Title:** Kvinnefotball i media

**Date:** 13 January 2014

**Writer:** Andreas Reed

**Description:** Article on how women's football isn't in the media as much as men's football. Very helpful article.

## **Dagbladet: 11**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720180825e246ad810ed9117d0ac0267a1db96213&serviceId=2>

**Title:** Bommer på sportens verdi

**Date:** 25 August 2018

**Writer:** Esten O. Sæther

**Description:** Article about how it took Norwegians to be interested in women's football via a tv show, Heimebane. Writer says that Norwegians don't fully realize how important women's football actually is as a sport in Norway.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720170818c9cce8a5b178221838217b0bdba36b51&serviceId=2>

**Title:** Ærlig talt, Richard Jansen

**Date:** 18 August 2017

**Writer:** Morten Pedersen

**Description:** The writer writes about the gender discrimination in football and how that discrimination is deeply rooted. Also notes that changes need to be made as Norwegian male and female football is struggling.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055007201707188da22af3fc261ecfe4aef3dd130f3892&serviceId=2>

**Title:** DET ER NÅ DET BEGYNNER

**Date:** 18 July 2017

**Writer:** Morten Pedersen

**Description:** Article about how women's football is developing on a global scale and how Norway should follow that development. In the article, challenges and opportunities are mentioned by the writer.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720151124a7dcf5b066e07875fbdcaf9e96c3be1d&serviceId=2>

**Title:** Knapt liv laga fotball

**Date:** 24 November 2015

**Writer:** Christian M. Hugsted

**Description:** Article in which Dagbladet female football expert Morten Pedersen shines his light and concerns about the development of women's football.

5. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720150606406077fbbc4627d7157b38878e83680e&serviceId=2>

**Title:** Banesår - LISE KLAVENESS

**Date:** 6 June 2015

**Writer:** Pål Mathiesen & Finn Graff

**Description:** Interview with Lise Klaveness. Might be helpful for some background information on her.

6. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720130727d561bf5ed966763966a200f528c1eda5&serviceId=2>

**Title:** Når bare gull er godt nok

**Date:** 27 July 2013

**Writer:** Cornelia Kristiansen

**Description:** Article in which the viewing rates of the European Championships in 2013 are mentioned. It shows there is a great potential market for women's football in Norway.

7. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720121211834497dd5fbdef7f495c835ba13b2518&serviceId=2>

**Title:** Jenter på banen

**Date:** 11 December 2012

**Writer:** Hadia Tajik

**Description:** Very useful article on how women in sports always had to fight even before they were allowed to participate. Gives example of football, but also athletics and other sports in which women had to fight a big battle.

8. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720120614ae3f93bcbe66b09ebf2b90914e46d905&serviceId=2>

**Title:** Generalsekretæren til angrep på KVINNE- FOTBALLEN kvinne- fotball

**Date:** 14 June 2012

**Writer:** Roy Wahlstrøm

**Description:** Article about a scandal between the NFF and women's football. About a leaked letter that states things involving gender discrimination and other heavy things, after women wanted to play the Cup Final at Ullevaal Stadion, but had to play in a smaller stadium.

9. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055007201111244820b7f3ef977b15703acf4b32a1de89&serviceId=2>

**Title:** JENTEBLØFFEN Kvinne

**Date:** 24 November 2011

**Writer:** Roy Wahlstrøm

**Description:** Helpful article about how women's football is developed, yet doesn't get many chances. Also comes with numbers about viewer ratings and a very interesting newspaper front.

10. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720110720e4919ad01c4940d48e2864cd87ee951d&serviceId=2>

**Title:** Kvinnefotballen i fritt fall

**Date:** 20 July 2011

**Writer:** Nina M. Johnsen

**Description:** Article that describes how women's football in Norway is experiencing a free fall.

11. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05500720101218ed8a1042aa83e54eb2a6d2d5957f0d12&serviceId=2>

**Title:** Den store forskjellen

**Date:** 18 December 2010

**Writer:** Tore Ulrik Bratland

**Description:** In this piece, the writer points out that there were 181 spectators on average at women's football games in the Toppserien in 2010. The writer states that the ones responsible await a huge task to raise interest in women's football in Norway. Bratland, the writer, also states that the World Championships in Germany in 2011 might give a boost to the attendance rates.

### **Haugesunds Avis: 3**

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05523320180914df1b3b112593cfe3c09589b2ae0ba39e&serviceId=2>

**Title:** Kvinner på to planeter

**Date:** 14 September 2018

**Writer:** Kari Henriksen

**Description:** Article in itself not very relevant, but it gives a nice list of achievements of gender equality in Norway.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=055233201701026c39703aae2bc8305c5ef356ae194725&serviceId=2>

**Title:** Hvorfor skal FKH ha damelag?

**Date:** 2 January 2017

**Writer:** Gerd Marit Yrteland

**Description:** Article in which the writer reacts to an opinion of a reader and agrees that it's a big shame that FK Haugesund still doesn't have a women's team, despite the team having a long tradition and history. Writer states he'd find it a shame if you girls realize they don't get the same career chances when they want to play football professionally.

3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=05523320150814a3a426d4f713d91bf310ffff6fed2280&serviceId=2>

**Title:** Ingen gullgruve

**Date:** 14 August 2015

**Writer:** -

**Description:** Article about how little money women's teams make in Europe compared to the men. Avaldsnes' income in the Champions League is compared to FK Haugesunds earnings in the smaller Europa League qualifying round. Also gives a good overview of the earnings of women's teams in the Champions League.

### Adresseavisen: 5

1. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02000120181027b6ae67dbed753111972692e37acdee11&serviceId=2>

**Title:** RBK må omfavne kvinnefotballen

**Date:** 27 October 2018

**Writer:** Kjetil Kroksæter

**Description:** Sports editor of Adresseavisen (newspaper is from Trondheim), Kjetil Kroksæter, asks himself in this column why Norway biggest club, Rosenborg BK, doesn't have a female football team.

2. <http://web.retriever-info.com/services/archive/displayDocument?documentId=020001201711301556741a400db2ace1a801bf59d8f9cf&serviceId=2>

**Title:** Ny sponsor tvinger Rosenborg til Ørn-samarbeid

**Date:** 30 November 2017

**Writer:** Birger Løfaldi

**Description:** Article in which Obos, new sponsor of Rosenborg, demands that club invests more in female football. As showed in the article above of almost a year later, no female football team has been founded by Rosenborg just yet.



3. <http://web.retriever-info.com/services/archive/displayDocument?documentId=02000120170916532273d9bfdbcd39d04ca95cf6918f49&serviceId=2>

**Title:** Kampen for likeverd må skje i klubbene

**Date:** 16 September 2017

**Writer:** Terje Berg

**Description:** Article in which Berg pleads for the same appreciation for female football as for men's football after the development of it had gained much attention recently.

4. <http://web.retriever-info.com/services/archive/displayDocument?documentId=0200012014070506b02df791f96738bb05a024b5e8d355&serviceId=2>

**Title:** Om baller og menn

**Date:** 5 July 2014

**Writer:** Kirsti Kringstad

**Description:** Article with an interview with Carina Olset, program leader of NRK sport during the 2014 World Cup in Brazil, because NRK will show both women's and men's football and answers questions about the differences between them too.

5. <https://web.retriever-info.com/services/archive/displayDocument?documentId=0200012010091089f0bab67009956a3717c6d3465a3af0&serviceId=2>

**Title:** NFF kutter 16,5 mill. til kvinnefotball - Vanntett kontrakt

**Date:** 10 September 2010

**Writer:** Mette Bugge

**Description:** Article that the budget for female football in Norway is being cut with 16.5 million kroner, but this article also has the opinion of Ulla Britt Wiig Kristensen, the leder av Serieforeningen For Kvinnefotball as to what this budget cost means.

### **Tidens Krav: 2**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=0551612017121958cdd5f5a639e91d01ea45ff1fcdff0e&serviceId=2>

**Title:** Nordmøringer vil til to pps med Vålerenga - Satsing på kvinnefotball som Norge knapt har sett maken til

**Date:** 19 December 2017

**Writer:** Hendrik Aasbø

**Description:** Article on how Vålerenga wants to be the best team in Norway in both men's and women's football. Can be used as a sharp contrast with the non-ambitions of Norway's biggest club, Rosenborg BK.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=05516120130404ce5ce1546bd4810eaa7e54631c8877a4&serviceId=2>

**Title:** Fotballforbundet styrker staben

**Date:** 4 April 2013

**Writer:** -

**Description:** Article on how the NFF is looking for several positions for the female football side of the football association, including a head coach and a development coach.

#### **Budstikka: 4**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=02007920180525ffa787cc8f08f56bb55ed7628e33aec0&serviceId=2>

**Title:** Lettet over streikeslutt i NRK

**Date:** 25 May 2018

**Writer:** Tor Bjørnar Holmlund

**Description:** Article about journalists at NRK who were striking, therefore threatening the live coverage of six female football matches on that channel. The fact that the strike was over, caused a huge relief with Hege Jørgensen, who realizes the importance of live female football matches for the reputation and equality for female football in Norway.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=0200792018051292c521b61c838c9ebb5f808bc0accb35&serviceId=2>

**Title:** Håper på 10.000 i TA - Obos spytter inn 2,5 mill. til kvinnefotballfest på Fornebu

**Date:** 12 May 2018

**Writer:** Tor Bjørnar Holmlund

**Description:** Article on the chief of Obos, Daniel Siraj, which is the main sponsor of female football in Norway. He speaks his mind about the importance of female football, through numbers, figures and opinions. Also expresses his excitement on the organized 'Super Weekend' in the Telenor Arena, which features six Toppserie matches.

3. <https://web.retriever-info.com/services/archive/displayDocument?documentId=02007920180302ebc8fb6937e13508e948211871994abf&serviceId=2>

**Title:** Må se på helheten

**Date:** 2 March 2018

**Writer:** Tor Bjørnar Holmlund

**Description:** Article on a report, presented by Karen Espelund, who states that the development of female football in Norway is lacking, and what is especially concerning is the lack of development places for girls' football in Norway's biggest city, Oslo.

4. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020079201801098ba7c5615852253b4a3ccbb94f68ec41&serviceId=2>

**Title:** Vil styre pengene selvStore sponsoravtaler til kvinnefotballen

**Date:** 9 January 2018

**Writer:** Tor Bjørnar Holmlund

**Description:** Article on Richard Jensen, who criticizes that the money that is meant for the female football clubs isn't being invested to them directly. Also gives handy figures as to what Obos and Norsk Tipping, the two main sponsors, invest in female football in Norway.

## **Harstad Tidende: 2**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=02001520180316f747216a0cbab78202268c27dd52eb3a&serviceId=2>

**Title:** Milevis langt fram - • Ingen kvinnelig fotballtrener for herrer med det første:

**Date:** 16 March 2018

**Writer:** Margunn Haugenes

**Description:** The writer of the article hopes that the television series Heimebane can have a positive effect on reality, as in real life so far it is nearly impossible to have a female trainer in a top men's team. The writer, who is also a coach of a local football team, hopes that one day the show becomes reality.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=02001520100930HT15725805&serviceId=2>

**Title:** Rollemodell for fotballjenter i Midt-Østen

**Date:** 30 September 2010

**Writer:** Øyvind Askevold Kaarbø and Ivar Hjelvik

**Description:** Silje Helen Johansen, a 16 year old football player at the time, went to a football trip to Amman in Jordan after the NFF and the national associations Iraq, Jordan and Syria organized an event in Amman to promote equality in religion and gender. Good example that the intentions of the NFF were good at that time when it comes to equality.

### **Stavanger Aftenblad: 2**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020009201707193800373&serviceId=2>

**Title:** Frykter større klaseskille mellom gutter og jenter

**Date:** 19 July 2017

**Writer:** Odd Inge Aas

**Description:** Inge Aas is worried about the differences between male and female football in Norway, as the men have 130 fulltime development coaches and the women five. The difference in quality will only further grow because of this which is counterproductive to equality and equal opportunities.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020009201303081133035&serviceId=2>

**Title:** Kvinneidretten har fortsatt en vei å gå

**Date:** 8 March 2013

**Writer:** Line Raaen

**Description:** Interview with Gerd von der Lippe who says women's sports have come a long way in history, but it still needs to be improved. Includes opinions of Von der Lippe and a history overview of the highlights of women's sports in Norway in the past 100 years.

### **Glåmdalen: 4**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=05505120160903b69097e49707f3dafcc61752da39f5fb&serviceId=2>

**Title:** Kjerringfotball

**Date:** 3 September 2016

**Writer:** Frede Y. Eriksen

**Description:** A story of female football matches in the fifties, even though female football was not officially licensed then by the NFF. Might be very interesting as an opener or intro of some sorts.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=055051201401217d4c0ba56f43c3a0d391de3ad8091ea1&serviceId=2>

**Title:** Holder foredrag på seminar om kvinnefotball

**Date:** 21 January 2014

**Writer:** Terje Sundby

**Description:** Article about a female football seminar with the intention of developing female football in Norway. Mette Christiansen, vice president of the NFF at that time, was also present at that seminar.

3. <https://web.retriever-info.com/services/archive/displayDocument?documentId=05505120121124c9166a664275a84ab5d7a0dcd00e5b49&serviceId=2>

**Title:** Hvorfor kan ikke vi spille her?

**Date:** 24 November 2012

**Writer:** Simen Næss Hagen

**Description:** Article on how two female Norwegian football players from Stabæk and Røa don't understand why they couldn't play the Norwegian Cup final in the Ullevaal Stadium.

4. <https://web.retriever-info.com/services/archive/displayDocument?documentId=0550512011091597507&serviceId=2>

**Title:** I fotballpionerenes fotspor

**Date:** 15 September 2011

**Writer:** Thor Holt

**Description:** Second very interesting story from Glåmdalen that could be useful as an intro. This time about a female football team that started playing in 1936.

**Agderposten: 3**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=055023201510092aa444a53069f5684915331cfe8c3c48&serviceId=2>

**Title:** Diskrimineres av næringslivet

**Date:** 9 October 2015

**Writer:** Thomas Skjeggedal Thorsen

**Description:** Article on how female athletes feel discriminated by companies when it comes to sponsoring and financial support. In this case, one of the examples given is for a female football team. Can be a nice intro to the sponsorship deals from Obos and Norsk Tipping.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=055023201510095541d452eba5d5bd3431310f5e2563d8&serviceId=2>

**Title:** Mener markedet er tøffere for kvinner

**Date:** 9 October 2015

**Writer:** Thomas Skjeggedal Thorsen

**Description:** In reaction to the article above, Tone Angeltveit, daglig leder i Serieforeningen for Kvinnefotball, believes it is definitely true that it's harder for female sports teams to get sponsored. Especially football teams, she says.

3. <https://web.retriever-info.com/services/archive/displayDocument?documentId=055023201307274171&serviceId=2>

**Title:** Kvinner vil trene menn

**Date:** 27 July 2013

**Writer:** Vidar Lorentsen

**Description:** Amazon Grimstad trainer Margunn Haugenes has written her Master thesis on female football trainers. Her conclusion was that they want to train men as well. Interesting to use as a reference.

### **Sunnmørsposten: 1**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=0200312014012219109403&serviceId=2>

**Title:** Kaurin får massiv støtte

**Date:** 22 January 2014

**Writer:** Jarle Mordal

**Description:** Football player Leni Larsen Kaurin told NRK how she was abused and has received a lot of support for doing so. She got over a hundred questions, of which half of them were stories of colleague female football players who also wanted to report abuse.

### **Hadeland: 0**

### **Drammens Tidende: 1**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=055229201011038039531&serviceId=2>

**Title:** Brenner for idretten

**Date:** 3 November 2010

**Writer:** Marit Svarverud

**Description:** Article about Tone Angeltveit, daglig leder i Serieforeningen for kvinnefotball (SFK), who emphasizes what it means for the community as per integration, respect and equality to play football, as on the pitch there are no differences other than the different shirt color of your opponent.

### **Trønder-Avisa: 0**

### **Varden: 1**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020024201009087603384&serviceId=2>

**Title:** NRKs samfunnsansvar

**Date:** 8 September 2010

**Writer:** Gerd von der Lippe

**Description:** Article from Gerd von der Lippe about how sports journalists are often biased when it comes to male football or female football. Gives interesting opinions about sports journalists and comes with interesting percentages on male versus female football that is shown on television in the pre-2010 era.

### **Bygdanytt: 3**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020141201710313c2a8eaea34603706b49deeda350adf6&serviceId=2>

**Title:** Fnyser over den enorme inntektsforskjellen mellom herre- og kvinnefotballen

**Date:** 31 October 2017

**Writer:** Anders Totland

**Description:** Useful article about the huge differences in wages between men's and women's teams in Norway, including statistics and concrete numbers.

2. <https://web.retriever-info.com/services/archive/displayDocument?documentId=02014120170919dcc78b3e838f0061a5c600ee76051f9e&serviceId=2>

**Title:** Lønnsforskjellene mellom kvinne- og herrefotball setter sinner i kok

**Date:** 19 September 2017

**Writer:** Siv K. Berg

**Description:** Another interesting article describing the big differences in wages, as male players in the third division in Norway earn more than the female players in their highest Norwegian league, the Toppserien.

3. <https://web.retriever-info.com/services/archive/displayDocument?documentId=020141201610215abeaf01077493ceabfb23d8f8c1e0e4&serviceId=2>

**Title:** Arna-Bjørnar: 850.000 i lønn Maren Mjelde: 1 million i lønn

**Date:** 21 October 2016

**Writer:** Nils-Ove Støbakk

**Description:** Similar article as the ones above but with more details about the amount of money Norwegian female football clubs get paid. Also compares the salary between female Norwegian clubs themselves.

**Østlendingen: 0**

**Jærbladet: 0**

**Telemarksavisa: 0**

**Porsgrunns Dagblad: 0**

**Nordlys: 1**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=055012201507110d5e6e044f4fe5a018e84fc76a8eac11&serviceId=2>



**Title:** BARNE-TV GA SPORTSANSVAR

**Date:** 11 July 2015

**Writer:** Ragnhild Enoksen

**Description:** Background article about NRK sports leader Carina Olset about women's football, television rights and among others Lise Klaveness.

**Romsdals Budstikke: 0**

**Altaposten: 1**

1. <https://web.retriever-info.com/services/archive/displayDocument?documentId=05502720120901AP1929761&serviceId=2>

**Title:** Aksepterer flytting

**Date:** 1 September 2012

**Writer:** -

**Description:** Serieforeningen for kvinnefotball (SKF) has accepted NFF's offer to reschedule the Cup Final a week earlier than planned, in order for that match to be played at the Ullevaal Stadium. The SKF has accepted this on the condition that the men's and women's cup final can be played in the same weekend in 2013.