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The Story of Pitkis-Sport in Satakunnan Kansa

Content Analysis of Newspaper Articles on a Children and Youth Sports Camp

University of Jyväskylä
Social Sciences of Sport
Master's Thesis
Sport Science & Management
Spring 2014

UNIVERSITY OF JYVÄSKYLÄ
Faculty of Sport and Health Sciences

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ABSTRACT

Master's Thesis, 74 pages + 6 appendices

Social Sciences of Sport

2014

This study examines the media publicity of Pitkis-Sport, a children and youth sports camp, in Satakunnan Kansa, a regional newspaper. The representations of Pitkis-Sport in the paper during the camp's 50 years of history from 1963 to 2013 will be explored by using qualitative content analysis. Furthermore, changes in the coverage between the decades will be highlighted. The study aims to find out more about how child and youth sports and physical activities are reported in Finnish regional newspapers. In addition, a quantitative table of published articles and photos is compiled and compared with the amounts of camp participants. The aim is to give insights for the future on how sport journalism should be developed in terms of covering child and youth sports.

The research data was collected from issues covering the camp period (+/- 2 days) from two pre-selected sample years per each decade. Within the framework of qualitative content analysis, the data was coded by searching metaphors, repeated expressions and other noteworthy content present in the articles. Furthermore, a closer look at these findings, especially metaphors and authorities, was taken. The findings of the qualitative analysis were reported by analysing direct data citations together with researcher's own interpretations and insights from extant literature. Moreover, quantitative research findings were used to support and inform qualitative data analysis.

Although the quantitative part of the study was originally meant to play a supporting role, the negative correlation between the amount of published articles/photos and the number of children and youth attending the camp turned out to be one of the key findings. Therefore, it can be argued that the most remarkable shortage in the newspaper's coverage was its low volume. Moreover, the qualitative research findings indicated that most interviewees in the articles concerning children and youth were adults. Descriptive writing style created narratives that were, however, often superficial and reinforced stereotypical perceptions of the camp participants. Although the newspaper improved the journalistic quality of its articles in the later decades by discussing, for instance, the camp's societal contexts, several objectives for the development of journalism on child and youth sports remain.

Keywords

Pitkis-Sport, children and youth sports, sport journalism, content analysis, newspaper

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INTRODUCTION

Sports journalism is traditionally focused on elite sports and its results. The most followed sports in Finnish sports journalism are in order ice hockey, football, track and field, cross-country skiing and motor sports. Visibility of other sports in national media is highly dependent on sports events' schedules and other sports news' supply. Typically, smaller sports are newsworthy only when international success is achieved, Finnish championships are decided, or something dramatic has happened. (Laine, 2011, p. 131.) Consequently, child and youth sports and recreation are often either totally forgotten or marginally reported. Already at the end of 1990s, sport journalists were increasingly criticized for overlooking special groups and underestimating the significance of sports as a tool for public health promoting (Pänkäläinen, 1998, p. 5). Recreational sports and issues of health promotion are left in the margins because they do not sell well. Consumers of sports media desire speculation and results analysis, which has an immense effect on the final journalistic product. Media routines create strict and partly unwritten rules that direct journalists to react to the surrounding world and its incidents in a certain manner. (Koljonen, 2000, p. 11–12.) Consequently, interactive sports entertainment on modern media platforms, such as web-based multimedia platforms, is selling well in the new Millennium. Referring to Laine (2011, p. 118), share of sport-related information in the Finnish daily newspapers has declined remarkably after the 1950s and 1960s. On the contrary, the amount of sports events has multiplied, and the borders between countries have become imaginary, since international live sports can be followed on fifteen different TV channels. It can be argued that television and Internet have revolutionized the characteristics of sport journalism. (Wallin, 2007.) This sets new challenges for newspapers that have traditionally had the role of providing background information on sports events (Virtapohja, 1998, p. 14).

This study examines the media publicity of Pitkis-Sport, a children and youth sports camp, during its 50-year history. The camp's public image is analysed by exploring camp-related articles in a regional newspaper, Satakunnan Kansa. Pitkis-Sport was organized for the first time in 1963, and the 50th camp took place in the summer of 2013. In the same period, Finnish sports culture went through major changes. The importance

of childhood sports as a health factor was increasingly emphasized, and sports became an important part of people's everyday lives. However, sports journalism did not explicitly follow these changes, but only diversified itself in terms of new spreading channels (Virtapohja, 1998, p. 64). Therefore, it was essential and interesting to research what kind of articles Satakunnan Kansa published about Pitkis-Sport. While writing this study in 2014, the camp was one of the biggest children and youth sports camps in Finland and thereby played a large role in representing child and youth sports in the Satakunta province. Considering the considerably strong status of regional newspapers in Finland (Laine, 2011, p. 56), it can be argued that articles in Satakunnan Kansa represent relatively well the Finnish regional sports journalism in general.

In summary, there was an obvious demand for a study about the publicity of child and youth sports and recreation in the media. In addition to the fact that newspapers' sports content and its historical development is not extensively documented (Laine, 2011, p. 115), this particular research field is widely ignored in previous studies although the results could potentially be valuable for the development of sports journalism. By the end of this study, we will know how child and youth sports and recreation is reported in a Finnish regional newspaper that represents quite well the entire picture of Finnish sports journalism. Central aim of this particular study is to give insights into the future on how sports journalism should be developed in terms of covering children and youth. Moreover, the significance of the research findings can be more wide-reaching as media is the third biggest influencer of sports activity among children and youth, after home and friends (Lehmuskallio, 2011).

The (hi)story of Pitkis-Sport

SVUL¹ Satakunta organized the very first athletic camps for children and youth in the 1950s in Kokemäki, Southwest Finland (see Figure 1). The story of Pitkis-Sport started in Kankaanpää in 1963 in form of a "youth instructor" course. In 1966, the camp moved to its current venue in Pitkäjärvi, Kokemäki. During its first years, the name of the camp was "Pitkäjärven leiri" (Pitkäjärvi camp), that was changed into Pitkis-Sport in 1976. Ever since then, Pitkis-Sport has been organized annually at Pitkäjärvi as a one-week

¹ SVUL (The Finnish Sport Federation) was a non-socialist umbrella organization in Finnish sports until 1994 (Hakola, 2010).

event, usually during the first week of July. The only year the camp was not organized in Pitkäjärvi was 1988, when Pitkis-Sport was part of “Satakunnan Kisat” (Satakunta Games) in Pori, the provincial capital. (Pitkis-Sport, n.d.; LiikU, n.d.)

Within the major organisational restructuring of the Finnish sport federations, SVUL Satakunta and SVUL Varsinais-Suomi were combined to form “Lounais-Suomen Liikunta ja Urheilu ry”, LiikU² (Recreation and Sports Federation of Southwest Finland), which continued organizing Pitkis-Sport. The camp has become an important event for the inhabitants and sports enthusiasts of the Satakunta province. In the new Millennium, Pitkis-Sport has grown into the biggest annual sports camp in Finland. It is mainly targeted to children and youth aged 7–14 years. The 50th camp took place at Pitkäjärvi on 1–5 July 2013. It gathered participants to take part in 44 different sports and approximately 20 “demonstration sports”. These sport-specific camp activities took place in the area of nine different municipalities within the Satakunta province. The anniversary camp attracted over 1,600 young participants, 240 instructors and volunteers, and 3,000–3,500 guests. In addition to the camp, LiikU organized several sports activities for children and youth under the name of Pitkis during the entire year. (Pitkis-Sport, n.d.; LiikU, n.d.) As part of my course requirements, I interned with Pitkis-Sport 2013 as a member of the camp’s communications team. The team wrote articles and took photos during the camp and published them on the camp’s website.

The (hi)story of Satakunnan Kansa

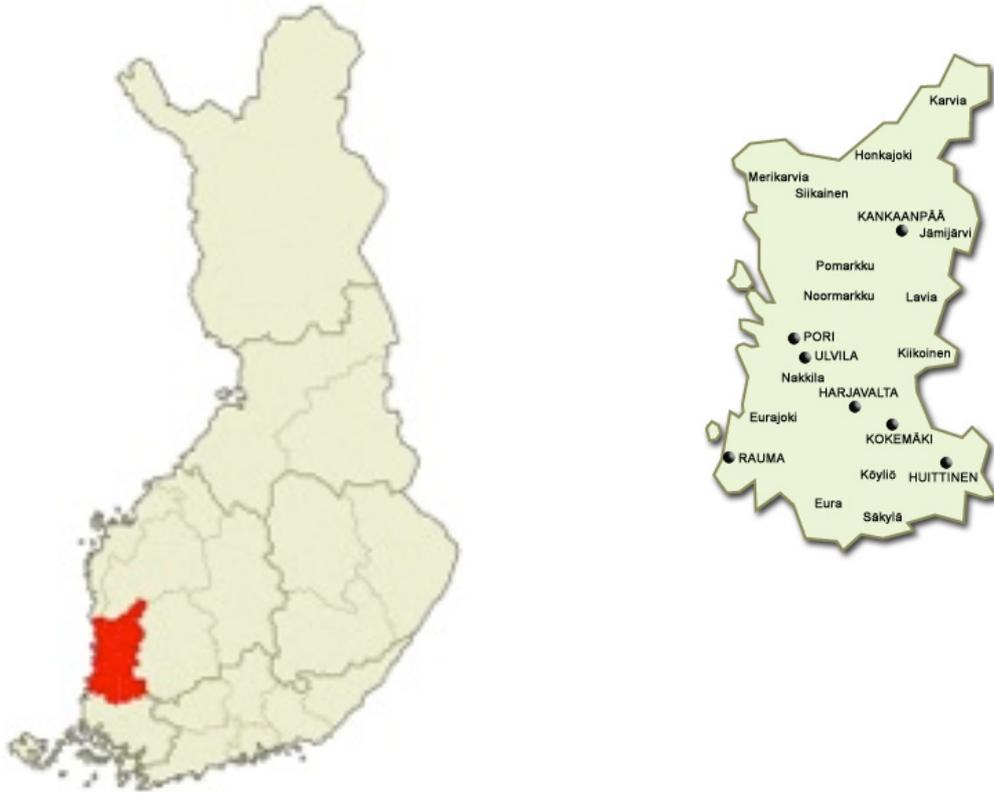
Satakunnan Kansa is the second oldest newspaper in Finnish that is still being published in Finland. During its history, the paper has been published under three different names: Satakunta (1873–1917), Satakunnan Sanomat (1907–1917), and Satakunnan Kansa (1918–). The regional newspaper Satakunnan Kansa was established as a combination of Satakunta and Satakunnan Sanomat in 1917. The newspaper is part of Alma Media Group, which also publishes inter alia tabloid newspaper Iltalehti, and a bigger regional newspaper, Aamulehti. The paper’s Editor in Chief in 2014 was Olli-Pekka Behm. Satakunnan Kansa is published in the province of Satakunta (see Figure 1), but the paper’s circulation area reaches also several neighbour municipalities in Southwest Finland, such as Kristiinankaupunki, Ikaalinen and Laitila. The head office of

² Regional organization of the Finnish Sport Federation from 1993 onwards.

Satakunnan Kansa is located in Pori, the provincial capital (see Figure 1). The paper has regional offices in Eura, Huittinen, Kankaanpää, and Rauma. Altogether, approximately 100 employees work in Satakunnan Kansa. The newspaper's defining mission has from the very beginning been to serve the province and to promote wellbeing within the region. The paper's circulation in 2013 was 45,050 and it had a readership of 116,000. (Satakunnan Kansa, n.d; Levikintarkastus, 2013.) To make a comparison, the circulation of Aamulehti was 114,231, and the circulation of the biggest Finnish newspaper, Helsingin Sanomat, was 354,737 (Levikintarkastus, 2014).

In 2014, the sports desk of Satakunnan Kansa consisted of one Editor, Juha Luotola, and three sports journalists, two of whom were men and one woman (Satakunnan Kansa, n.d.). Referring to the interview of Luotola by Malinen (2011), Finnish Ice Hockey League and the club Ässät from Pori are definitely the most noteworthy topics for the paper's sports journalism. Furthermore, the guideline is that the local teams playing in the two highest leagues or divisions are followed. Therefore, Finnish baseball, football and ringette are the main female sports of interest, and on males' side the paper writes about futsal and floorball in addition to ice hockey. Although the main content consists of ball games, also track and field competitions are followed in summer times. At international level, the coverage focuses on Finnish athletes' activities and achievements. (p. 67–68.) Ice hockey was extremely visible at the end of April 2013, when Ässät won the Finnish championships. Noteworthy in terms of this particular study is that Satakunnan Kansa is one of the main sponsors of Pitkis-Sport camp. Furthermore, worth mentioning is also that I started working as a journalist for Satakunnan Kansa in November 2013. My tasks and responsibilities include mostly news reporting, but also covering sports for the online edition.

Figure 1. The Satakunta province and its municipalities.



1 PURPOSE, AIM AND RESEARCH QUESTIONS

The concepts of purpose and aim are separated in this study. Purpose indicates the practical goal of the research that is explicit within the study, whereas aim in this case refers to potential use or possible consequences of the results. The usefulness of the findings may thereby appear only afterwards. (See Tuomi & Sarajärvi, 2009, p. 156–157.)

The starting point of this study was to examine *how does Finnish regional sports journalism cover child and youth sports*, which is also the main research question. In order to find answers to the research question, a case was needed to represent child and youth sports journalism. Therefore, the purpose of the research was narrowed down to examine the media publicity of Pitkis-Sport camp in the regional newspaper Satakunnan Kansa during the camp's 50-year history. Historical point of view was adopted in order to achieve an overview of how the coverage has changed. Furthermore, the journalistic content of the articles related to the camp was examined in order to find answers to the research question with the support of two case-specific sub-questions: *1) What kind of media publicity has children and youth camp Pitkis-Sport received in Satakunnan Kansa? 2) How has the publicity changed during the last fifty years?*

That leads us to the central aim of this study, which is to offer applicable development suggestions for sports journalism concerning child and youth sports by pointing out the strengths and weaknesses in the coverage of Pitkis-Sport in Satakunnan Kansa. The study includes a summary of how the findings contribute to the knowledge of the area of interest, and suggestions for journalistic practices, teaching and future research (See Hsieh & Shannon, 2005).

2 CONCEPTS AND PREVIOUS RESEARCH

2.1 *Central concepts*

The concept of *journalism* refers to reporters' work that is conducted either in media companies' desks or by freelance journalists. The producing work consists of planning, choosing, purchasing and forming actual and fact-based, mostly societal, news or messages for mass-audiences. On the other hand, journalism can indicate the news and messages themselves. Moreover, journalism is a content section of mass communication that requires technical media, such as newspaper, magazine, radio or television, in delivering its messages. In some cases also documentary, fact-based and societal literature can be classified as journalism. The tasks of journalism are seen similar to the tasks of mass communication: to deliver truthful and essential information, to critically observe the society, to monitor the societal authorities, and to enhance the freedom of speech and public discussion. Thereby journalism can be seen as observer, interpreter and assessor of the surrounding society and its incidents. Journalism aims on best possible coverage of the reality by using text, pictures and voice. In addition to the societal circumstances, journalism has been shaped by technical development. (Kuutti, 2009.) According to Kunelius (2003), the basic idea of contemporary market-oriented journalism is to offer information and to report on current incidents of the world. At the same time, journalism is aiming on to represent its entire audience and to act independently based on journalistic consideration and values. The purpose is not trouble-free, since journalism is always dependent on information produced by other institutions in the society. Moreover, the independency is restricted by journalism's basic characteristic as a private business. (p. 21–24.)

According to the Council of Europe (2001), *sport* is defined in following manner: "All forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being and forming social relationships, or obtaining results in competition at all levels." Noteworthy in the definition is that expressing or improving physical fitness and mental wellbeing, as well as forming social relationships through physical activities, are classified as sports. That is the case in Europe, where the word sport often refers to both competitive and non-

competitive physical activity, whereas in North America sport refers usually only to competitive performances and recreation refers to non-competitive activities (Vehmas, 2012). According to Heinilä (2012), sport's definition encompasses everything that is covered as sports in the media, belongs to the sub-organisations of Finnish Sport Federation, or is included in the Olympic Games' schedules. On basis of traditional definition, sport includes competition, uniform rules, equipment and circumstances, as well as athlete's physical capability as the ground for competition. However, Heinilä suggests that contemporary sports should be divided into sub-categories, such as physical activity sports, accuracy sports, motor sports, vehicle sports and "sitting games". (Heinilä, 2012.) Furthermore, *media sport* as its simplest refers to sports represented in the media (media + sport = media sport). However, defining media sport as a synonym for sports journalism is problematic, since in addition to professional reporters, also sports' audiences can produce contents in the interactive sports media. (Turtiainen, 2012, p. 18.)

Physical activity and recreation are defined here, since Pitkis-Sport is considered above all a recreation camp, even though many of the camp activities are organized within official sports events. According to the World Health Organization (WHO), "physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure" (WHO, 2014). Furthermore, recreation can be determined as people's enjoyable leisure activity that they recognize as having socially redeeming values. Recreational activity itself is less important than the outcome of performing the activity. (Hurd & Anderson, 2011.) In terms of health promoting physical activity, recreation promotes the health, wellbeing and ability to function of either the entire population, certain group of people or an individual. Health promoting physical activity enhances health without any disadvantages, and its characteristics are regularity, moderate physical load and continuity. (Segercrantz, 2010.) In Finnish language, there is one word to describe the concepts of physical activity and recreation, which is *liikunta*. However, the word *urheilu*, meaning sports, is also occasionally used to describe physical activities and recreation, especially when the activities require a lot of skills or good physical condition. Therefore it is no wonder that a recreation camp is called Pitkis-Sport.

Sports journalism, furthermore, is a section or a genre of journalism or mass communication, and its main features consist of reporting and discussing pleasant sports issues (Virtapohja 1998, p. 63). Sports and press, particularly, became mass phenomena already in the 19th century, and the two have developed in parallel ever since (Helland, 2007). According to Koljonen (2000, p. 4), sports journalism can be situated between current affairs journalism and entertainment section of mass communications. The two extremes of sports are strictly restricted elite sports and wide-ranging recreational sports, and sports journalism focuses strongly on the extreme of elite sports. The branch traditionally and continuously favours competitive sports, remains faithful to nationally significant sports, and searches for heroes. In addition, sports journalism is considered as commercial, entertaining, masculine, person-oriented, and nationalistic. Sports journalists themselves have criticized their branch of being formal and tied into the authorities and the idea of sport. (Laine, 2011, p. 43; Koljonen, 2000, p. 5–7; Pänkäläinen, 1998, p. 6.) Moreover, products of sports journalism tend to be relatively dramatic, and the drama is built by using metaphoric language (Rantamäki, 2009). Criticism has occurred also on sport journalism's topics. For instance, Wallin (2007) expresses his concern over increasingly one-sided reporting on sports and sports politics. He states that articles analyzing background information, international development or economical impacts of sports are published too rarely. Furthermore, according to Wallin, sports and sports journalism can still be considered as men's fields of activity, and equality takes no root in sports journalism. However, parallel to the event and match reports has born the dimension of expertise that brings pre- and live-analysis to sports journalism. Thereby also sports journalistic information is produced more than the audience is able to receive. (Wallin, 2007.) In any case, sports journalism is a significant genre of mass communications. Viewing sports and reading sports journalism fulfils people's free time in a pleasant way, as well as offers topics for discussion at work places and other communities. Often sports events and journalism even determine people's circadian rhythms and vacation schedules. (Virtapohja 1998, p. 65.)

Officially, there is no such thing as *physical activity journalism*. Therefore, issues of physical and recreational activities should be included in sports journalism. However, according to Pänkäläinen (1998, p. 5), sports journalists have been criticized of ignoring recreational activities of special groups, and for underrating the public health effects of sports. Laine (2011, p. 43) states that even though elite sports cannot be considered as

unambiguous modifier of sports journalism, the inevitable fact is that there is not a lot of space for physical activities and recreational events and activities in the mass media. Every now and then, the topics are covered in news sections, but sports journalism tends to pass them over. That is why researching this particular phenomenon cannot be ignored.

Pitkis-Sport camp is targeted at children and youth aged 7–14 years. Consequently, the concepts of *children and youth*, as well as *adolescents*, used in this particular study also refer to people between the ages of seven and 14, even though the scale would in many cases be much wider. For instance, the definition of a *child* according to the *UN Convention on the Rights of the Child* covers all human beings under the age of 18. Furthermore, the World Health Organization has adopted the following working definitions: “*adolescent* refers to any individual aged between 10–19 years; *young person* refers to any individual between 10–24 years; and *youth* to persons between the ages of 15–24 years”. (Naik, 2003.) According to Finnish law, youth refers to people under the age of 29 (Nuorisolaki, 27.1.2006/72).

Finally, concerning the purpose of the research it is relevant to open up the concept of *media publicity*. The words *public* and *public interest* refer to people’s right to know and receive information about issues of general significance, usually through journalistic products. However, *publicity* can also be understood as separate from journalism, as open, public and collective communication appearing in different manners and spaces. (Ridell, 2000, p. 148–149.) According to Kuutti (2009), media publicity refers either to the appearance or absence of organizations in journalistic or non-journalistic products, or to a virtual space where audience, media and its sources encounter and share significant meanings via mass communication. In this particular study, media publicity is understood as the appearance of Pitkis-Sport camp in journalistic products of a certain newspaper, Satakunnan Kansa, which is a dominant medium in the Satakunta province. Therefore, the newspaper’s journalistic choices play an important role in defining people’s interests in the region. It can be assumed that the media publicity of Pitkis-Sport affects the public opinion on the camp, and thereby contributes to the constantly decreasing recreational activity of children and adolescents. Referring to Kunelius (2003), theories of mass communication’s effects argue that instead of mass audiences, journalism and media publicity can create active *publics*.

Members of the public belong to it as representatives of certain group, class or sub-culture. These publics have potential to participate in organized activity and conversation, and even to enhance and develop issues of their interest. (p. 132.) Participants of Pitkis-Sport, as well as other children, adolescents and adults interested in child and youth sports, could create this kind of public that – at least partly through media publicity – works for the purposes of increasing physical activity levels of children and youth.

2.2 Previous research

Media publicity of child and youth sports, and especially sports camps, is not a widely researched topic. The previous studies focus either on child and youth sports, sports camps or media publicity of sport, but only rarely on the areas together or on the connections between them. Therefore, a gap was found in the research field for this particular study. However, connections can be found between certain fields of research on journalism or sports, and the particular phenomenon of child and youth sports journalism. Within the next chapters are presented some of the previous studies relevant for this particular research.

2.2.1 Research on sports journalism

According to Boyle (2006, p. 13), sports journalism is a largely under-researched field within journalism studies research. However, in the 2000s, several articles on sports journalism have been published within international communication and sports research fields. Since this study examines media publicity of a marginal phenomenon in sports journalism, it is essential to take a look at the studies that cover other marginal issues and compare them to the dominant ones. Chang, Crossman, Taylor and Walker (2011) conducted a qualitative comparison of the newspaper coverage of the 2008 Olympic and Paralympic Games. In addition, Chang and Crossman (2009) compared the newspaper coverage of the 2004 Olympic and Paralympic Games using a quantitative method. The studies pointed out that the Olympic Games were covered in great volume and from variable viewpoints, whereas the coverage of the Paralympics was relatively low and held in low esteem both times. The study results illustrated that the sports media has both hegemonic and minority topics. (Chang et al., 2011; Chang & Crossman, 2009.)

Child and youth sports, and especially recreation camps, can be considered a minority topic in sports media, and thereby comparable to Paralympics. The topics correspond also when examining the contents of the coverage: Even though Paralympics are as competitive as the Olympics, the researched Canadian newspaper *The Globe and Mail* gave textual coverage to the disabled athletes regardless of the outcome of their performance (Chang et al., 2011). Similarly to the case of Paralympics, it can be assumed that Satakunnan Kansa focuses more to children's participation in the Pitkis-Sport camp than their performance and success in the camp activities. Of course, it needs to be taken into account that European and North American sports media are very different, due to their different sports cultures.

Connections between the media and youth sports are discussed only in a few journal articles. Lines' (2007) study emphasized the impact of sports' mega-media-events on the active participation of a group of young people aged 14–15. The results show how the consumption of media products during the football European Championships 1996, Wimbledon Tennis Championships, and Atlanta Olympics create opportunities and challenges for youth's own sport participation. For several interviewees "an immediate impact of watching sporting events was a desire to participate themselves". However, the media products in question were mostly television programmes, and no newspaper articles were examined. (Lines, 2007.) As stated in Introduction, media is the third biggest factor in affecting the sports activity of children and youth, and thus it can be argued that reading newspaper articles affect the physical activity levels as well as watching television. In any case, when discussing media publicity of a sports camp like Pitkis-Sport, it is noteworthy that the camp itself is not a huge media-event, but the participation motivators for the children might be very visible in media. Furthermore, Woo-Young, Laucella, Choonghoon and Fielding (2009) studied the impact of media on youth sports by examining the role of media coverage in the globalization of junior baseball. Their study represents the Little League World Series (LLWS) in baseball as a sporting spectacle by using Debord's (1994) critical analysis, *The Society of the Spectacle* (as cited in Woo-Young et al., 2009.) The researchers concluded that a range of media coverage, that places agendas, generates ideologies, creates myths and icons as well as builds an international mega-event, makes LLWS a definitive spectacle. (Woo-Young et al., 2009.) Without a doubt, mass media and spectacle events have a tight relationship. However, an event being big in terms of participants is not necessarily

enough for gaining media publicity. In this particular study the media publicity of Pitkis-Sport camp was compared and contrasted with the annually increasing number of the camp's participants.

Moreover, Light and Pickford (2004) examined the potential conflicts between commercial elite sports in mass media and children's involvement in sports as participants in school and club sports. They stated that the social meanings and messages within the two fields are often very different, as in school the children might be taught virtue of co-operation and the value of team play, whereas in television they are often presented with violence, abuse of officials, and an emphasis on winning at all costs. (Light & Pickford, 2004.) This supports the criticism of sports journalism being focused on male elite sports, and ignoring child and youth sports (see e.g. Pirinen, 1998, 2006; Abalo Caldera & Danielsson, 2006). Based on the research of Light and Pickford (2004), it can be argued that better coverage of children's recreational sports would lead to a "healthier" idea of sports in the minds of the younger generations.

One significant characteristic of the healthier idea of sports is equality. Feministic approach is the most frequently studied point of view within the academic research field of sports journalism. Already since the 1970s, several studies have examined the coverage on sportswomen in the mass media (Pedersen & Whisenant, 2002). The media coverage of women and gender-related issues in sports media have been researched for instance by Bernstein (2002); Pirinen (1998; 2006); King (2007); Johansson (2008); Hardin and Whiteside (2009) and Kian, Mondello and Vincent (2009). Although sports journalism has enhanced and increased the coverage of women's sports, many researchers still tend to highlight the unequal situation in sports media. According to Pedersen and Whisenant (2002), most of the feministic approaches on sport journalism have pointed out how the print and broadcast media under-represent, stereotype and trivialize female athletes. As Pirinen (1998) states, even the words *sport* and *athlete* are often associated to young, able-bodied men, and other groups' sports are separated from them by using prefixes such as *women*, *disabled* and *child* sports. Thereby the feministic approaches are applicable also to this particular study. Coverage of child and youth sports can be compared to coverage of women's sports in the male-dominated culture of sports journalism.

In 2014, high amounts of versatile research information on sports journalism can be found within Finnish research field. Most of the published academic studies are Master's theses, however, some doctoral dissertations and wider research reports have also been published. (See Laine, 2011, p. 34.) Historical and comparative research has been conducted for instance by Laine (2011); Kurki and Nylund (2005); Koljonen (2000); Virtapohja (1998); Pänkäläinen (1998) and Halmesvirta and Roiko-Jokela (1998). According to Laine (2011, p. 34), at least 312 Master's theses on sport journalism were finished between 1970 and 2010. In the 2000s, inter alia Kiukkonen (2013); Turhanen (2013); Malinen (2011); Kaarkoski (2009); Korhonen (2009); Pelkonen (2009); Rantamäki (2009); Vesander (2008); Mannermaa (2004) and Pesonen (2003) have chosen sports journalism as a research focus for their Master's thesis. As many of the studies mentioned above focus on elite sports journalism (e.g. Laine, 2011; Kaarkoski, 2009; Vesander, 2008), feministic aspects (Turhanen, 2013; Pelkonen, 2009), or sports' media heroes (Virtapohja, 1998; Rantamäki, 2009), there was a remarkable gap in the research of sports journalism regarding children and youth.

2.2.2 Research on child and youth sports

Different aspects of child and youth sports or sports camps are discussed in a few journal articles from the 2000s. Green and Muller (2002) give an example of brand-positioning and brand-mapping a youth sports camp through an exercise directed at sports students. The study presents every step of the brand-positioning process, from reviewing the basic components to summarizing the brand-positioning strategies. (Green & Muller, 2002.) In this particular study, the marketing and brand-positioning procedures of Pitkis-Sport were taken into account since they have a significant effect on the media publicity of the event. Especially in the 2000s, the camp's communication team even wrote articles that were published in the newspaper as such. As I was a member of the team in 2013, I am aware that the work of the "camp reporters" aims at creating and giving a positive image of the camp and its events, above all for the children's parents.

Furthermore, Goodwin, Lieberman, Johnston and Leo (2011) discussed the social meaning of a one-week residential summer sports camp to 9–19 year-old youngsters with visual impairments. The results point out that the participants experienced a feeling

of connectedness to the group as they bonded with others with visual impairments. The study indicates how important and even life-changing experiences these sport camps might be for their participants. (Goodwin et al., 2011.) Pitkis-Sport too has offered a chance for youth with disabilities to participate, which is definitely worth media publicity. Therefore, this particular study examines the coverage of handicapped participants taking into account the context of the significance of the phenomenon in question. In addition, Krotish (K), Krotish (D) and Bowers (2005) studied the process of planning and implementing a strength and conditioning summer camp for young people. The study suggests that strength training, like weight lifting and fitness training, would be beneficial for children, for instance in terms of local muscular endurance and better body composition. (Krotish K. et al., 2005.) These kinds of health promotional issues would be relevant to highlight in newspaper articles on a sports camp. As also Biddle, Gorely and Stensel (2004) state, physical activity levels of young people decline with age, and thereby promoting physical activity in youth would be desirable. Therefore, this particular study identifies and studies the possible health contexts in the data content.

Moreover, Ramsing and Sibthorb (2008) examined the role of autonomy support in summer camp programs. They explored common recreation related mechanisms on youth's perceptions of autonomy support. The study findings point out that non-competitive activity, such as making art, produce more perception of youth's autonomy support than sports, games and athletics. (Ramsing & Sibthorb, 2008.) A few issues on autonomy support of the newspaper articles are discussed also in this particular study. Finally, Jones (2005) gave an insight on what do children most enjoy about a summer soccer camp. The study provides data on 100 children attending a summer soccer camp in Northeast Ohio, United States. It shows that, overall, "soccer games and skills" and "camp related activities" were the two leading major response categories, although the things enjoyed varied by gender. (Jones, 2005.) Questions on the most enjoyable things at the camp are reviewed also in the articles on Pitkis-Sport, since presumably they are crucial issues in covering child and youth sports.

Child and youth sports are even more wide-ranging studied field in the Finnish sport scientific research than sports journalism. Most of the studies published in the 2000s concern educational points of view (e.g. Asunta & Nissinen, 2003; Taavitsainen &

Virolainen, 2006), health issues (e.g. Savander-Niiniketo, 2004; Reeb, 2005) or the phenomenon of drop out (e.g. Karvinen, Rätty & Rautio, 2010; Lämsä & Mäenpää, 2002). However, only one Master's thesis focuses particularly on Pitkis-Sport: Erholahti (2013) examined the history of the camp and youth activities of SVUL Satakunta (see Introduction) between the years 1949 and 1993.

3 DATA COLLECTION AND METHODOLOGY

3.1 From 1963 to 2013

As a data collection premise, it was assumed that Satakunnan Kansa has published articles on Pitkis-Sport annually throughout the camp's history. Consequently, the number of all the articles would have been too high for a detailed qualitative analysis. As I wanted to conduct a systematic and precise analysis without any prejudices, the amount of the data had to be narrowed down. (See Laine, 2011, p. 154.) Therefore, the data for analysis was selected from the whole journalistic content on Pitkis-Sport by using sample years. According to Tuomi and Sarajärvi (2009, p. 87), the term *sample* usually indicates the use of a quantitative method, but in this case it was found suitable for narrowing down the qualitative data. In order to get an inclusive picture of the studied phenomenon, two years were selected from each decade, starting from the year of the first camp, 1963, and finishing with the 50th anniversary celebration in 2013. The analysed years are: 1963, 1968, 1973, 1978, 1983, 1987 (the camp was not organized in 1988), 1993, 1998, 2003, 2008 and 2013.

The data from years 1963–1993 was received in August 2013 from Minna Erholahti, who had just finished her Master's thesis (2013) on Pitkis-Sport at the University of Turku. In order to make sure that all the articles from the sample years were collected, I went through the newspapers in microfilm-formats at the main Pori public library, which also served as the provider for the rest of the data by the end of September 2013. The articles were gleaned from the sample years' newspapers starting two days before the camp, covering the camp period (usually five days), and ending two days after the camp.

3.2 Qualitative content analysis

Qualitative content analysis was used as a research method in analysing the story of Pitkis-Sport in Satakunnan Kansa. Qualitative method was suitable for this particular research because it offered a chance to start the analysis without any specific presumptions or hypothesis. As Schreier (2012, p. 2) notes, qualitative content analysis is a suitable method for describing material that requires some degree of interpretation, which definitely is the case with newspaper articles. As qualitative research tends to produce a lot of data, and the qualitative data here was very rich, it would have been impossible to really capture its full meanings. Qualitative content analysis helped in focusing only on selected aspects and taking the necessary context into account. By using this method, the studied phenomenon – in this case the media publicity of Pitkis-Sport – can be placed in societal context by offering a historically accurate picture of it. Of course, the researcher always has presumptions even when hypotheses are not used, but they should not control or limit the research process. In this particular study, my presumptions were related to the media publicity of Pitkis-Sport in Satakunnan Kansa, and they are reviewed more closely in chapter four. When studying data that consists of newspaper articles, narrative analysis and discourse analysis would also be appropriate research methods, to name a few. I used content analysis as the main method, but multilayered narratives of the articles were analyzed during the research process, too. (See Schreier, 2012; Eskola & Suoranta, 1999, p. 18–24.)

Qualitative content analysis is one of the several methods that are commonly used to analyze text data, and as a research method it gives room for subjective interpretation of the data through the classification process of coding and identifying themes or patterns (Hsieh & Shannon, 2005). The aim of using qualitative content analysis is to achieve a systematic and inclusive description of the data content. The focus is on the meanings of content, instead of the frequency of certain predetermined indicators. (Seitamaa-Hakkarainen, 2000.) According to Tuomi and Sarajärvi (2009) qualitative content analysis indicates the effort to describe the content of documents verbally. The difference to qualitative content differentiation is quantifying the data, which is not necessary in content analysis. On the other hand, both content analysis and discourse analysis examine humane meanings of textual data. However, content analysis

concentrates on the meanings themselves, whereas discourse analysis endeavours to find out how the meanings are produced. As Schreier (2012, p. 47) argues, discourse analysis includes an assumption of language shaping social reality, whereas content analysis does not make any assumptions about the nature of language, social reality, and the relationship between them. Moreover, discourse analysis can be either descriptive or critical, but qualitative content analysis is only a descriptive method. Since in this particular study the main research question is a descriptive *how* question, qualitative content analysis was chosen as the research method over discourse analysis (see Schreier, 2012, p. 48).

Upon closer inspection, the method used in this research is *data driven qualitative content analysis*. Key point of the data driven analysis is that analyzed units are not agreed or considered in advance. Earlier perceptions, knowledge or theories about the studied phenomena should have nothing to do with implementation of the analysis or the results, but only the selected methodology drives the analysis process. Likewise, data collection and reporting of the results are not dependent on background theories and prior knowledge about the phenomenon. In a nutshell, in data driven content analysis, answers to research problems are found by combining concepts. The analysis is based on interpretation and deduction that moves from just interpreting empirical data towards a more conceptual view of the studied phenomenon. (Tuomi & Sarajärvi 2009, p. 95–112.)

As Tuomi and Sarajärvi (2009) argue, data driven research is a very problematic method, since the idea of theory-based observations is a commonly accepted one. Objective, pure observations do not exist, because already used concepts, research problems and methods are set by the researcher, and thereby strongly affect the results. This dilemma was in a way present also in this particular research, as I had certain presumptions on the studied phenomenon. However, they were rather my personal conceptions than based on any specific scientific theories. Furthermore, the possibility of previous academic knowledge affecting the analysis was excluded, since as pointed out, this particular phenomenon was not really examined earlier. In phenomenological–hermeneutic tradition, researchers usually try to solve the problem of objectivity by opening and making visible their own presumptions about the phenomenon, and

maintaining awareness of them during the analysis. (See Tuomi & Sarajärvi, 2009, p. 96.)

On the other hand, presumptions are not necessarily a problem in qualitative analysis, since exceptions of the hypothesis or assumptions that come up from the data can be seen as a positive and interesting resource, rather than as a threat, like they are often seen in quantitative analysis. Analyzing exceptions forces the researcher to develop the estimations and maybe even give up on some presumptions. (Eskola & Suoranta 1998, p. 187.) The chance of finding exceptions in the data is supported by the cyclic characteristics of qualitative research, which does not compartmentalize analysis as the last point of the study process but rather uses it as a starting point that begins already while the data collection is still going on (Seitamaa-Hakkarainen, 2000).

Content analytic enquiries are widely used methods in studying gender differences and inequalities in media coverage. Criticism of the method has mainly come from Western countries with a history of content analysis research, such as Australia, Canada, New Zealand, the United Kingdom, and the United States. These critics suggest, inter alia, that researchers using content analysis should turn attention also to other points of view than just gender. (Bruce, Hovden & Markula, 2010, p. 19.) Moreover, besides the study of general tendencies in media coverage of children and youth, more attention should be paid to research concerning episodic events (Levinsen & Wien, 2011). Child and youth sports and recreation in the media is a noteworthy point of view, which is not widely studied in the field of sport and media research, or through the lens of content analysis. Examining the content of articles covering Pitkis-Sport camp in Satakunnan Kansa is a step to a new field of academic research.

3.3 Applying the qualitative method

As Schreier (2012, p. 24) argues, “in qualitative research, all steps of the research process tie into one another in a cyclic manner. You complete all steps for a few cases only; then you look back, adapt your procedure, and apply this to the next cases”. Similarly, steps backwards were taken also during the research process of this particular study. The basic analytical model that worked as the starting point of the process is presented below.

Answers to the research questions (see chapter 1) were searched by employing a qualitative content analysis of the newspaper articles. The first stage of the data analysis was reading the selected text data through multiple times, in order to achieve an overview of the studied phenomenon. In the second stage, the essential text data was selected from the articles, selection driven by the research questions. Based on the selected material, classification categories were defined. However, since the categories developed and changed during the process, the analysis covered systematically the entire data but not necessarily follow strictly the original classification categories. The classification categories were defined following an extensive, study-wide comparison and confrontation process that was employed in the analysis. Data quantification was not conducted, since using sample years in debarred a lot of significant numerical data. Furthermore, semantic segmentation was used at the third stage of the analysis to identify significant meanings and themes. Especially appearing metaphors, repeating expressions, and other relevant indicators were searched from the data sample. The data was coded by interpreting the text and making memos in the margins. Themes that arose from the data were used as selection criteria for the text units that were analyzed and reported. The coding informed the selection of significant parts of the articles and themes for the final report. (See Tuomi & Sarajärvi, 2009; Seitamaa-Hakkarainen, 2000; Eskola & Suoranta, 1999, p. 165–166.)

The data was reported in chronological order, one decade at a time. The selected text excerpts and quotes were analyzed in relation to my own interpretations as well as in relation to prior research. Moreover, the quantitative research results, presented in the Chapter 4.1, were used to support the qualitative analysis (see Laine, 2011, p. 207). At the end of each chapter on a specific decade, the change in the media publicity when compared to the previous decade was reviewed. As the main research purpose was to examine the qualitative content of the articles, photos were left out from the qualitative analysis. Few photos are presented in the appendices in order to illustrate the descriptive dimension of the analysis (see Laine 2011, p. 161).

An essential point to note is that the newspaper quotes were translated from Finnish into English language. Therefore, the exact original meaning and connotations may not always be perfectly identical to the original quotes. However, as Pitkänen-Huhta (1999)

states in her *top-down* model, text data consists of two different levels: surface construction that means only the physical form of the text, and deep construction that refers to the meaning or semantic interpretation. In understanding a text in foreign language, the semantic deep construction is crucial, whereas the surface is less important. (p. 265–266.) That is why I tried to maintain the quotes' deep construction as well as possible. Furthermore, my prior knowledge and experience in sports and sports journalism enhance the reliability of the translations.

3.4 Supportive quantitative analysis

In addition to the qualitative research report, a quantitative table of the published articles and photos is presented in the study. The information on how the numbers have developed during the 50-year period is relevant to the aim of this study. Besides this table, I have listed the Pitkis-Sport participant numbers in order to make a comparison between the number of camp participants and the amount of published newspaper articles and photos. A short analysis of the quantitative data was conducted in order to provide relevant background information for the results of the qualitative analysis. The quantitative part of the study analysed the same sample years as the qualitative part. (See Eskola & Suoranta, 1999, p. 120).

According to Seitamaa-Hakkarainen (2000), study results can be analyzed both statistically and conceptually, when systematic classification codes are created through interaction between theory and the data. Even though any specific theories were not used in creating the classification codes, the prior academic research information presented in the chapter 2.2 affected the modification of the codes during the analysis process. Therefore, the quantitative part of the study provides a valid overview of the trend of the pattern changes in the data and the overall framing of the studied phenomenon (Levinsen & Wien, 2011). In this particular study, the quantitative data were needed to describe the volume of the newspaper coverage on the children and youth sports camp in relation to the camp's constant annual growth.

4 PITKIS-SPORT IN AND OUT OF SATAKUNNAN KANSA

Sport journalism, as well as other forms of journalism, has certain criteria in selecting the topics for the news. According to the *agenda setting* theory, the selection criteria are created mostly by journalists' routine sources such as authorities, politicians and researchers. The agenda setting theory suggests that people evaluate and form their views on different issues depending on how they are portrayed in the mass media. (Kunelius, 2003, p. 142–143.) Moreover, it is essential to remember that sports editors and journalists are in the business of selling newspapers. Consequently, they do not take an altruistic perspective on what they choose to cover, but rather run stories that their readership is most interested in. (Chang et al., 2011.) As the readership cannot be interested in something that is not offered to it at all, or is offered only in insufficient and uninteresting manner (see Pirinen, 1998, p. 31), it can be concluded that examining the minority phenomenon of child and youth sports in sports journalism is extremely important. As Chang et al. (2011) state, both sports and the media are hegemonic institutions that reinforce and naturalize the dominant groups' power and privilege over women, the lower class, minority racial groups, and people with physical disabilities through the dominant groups' coverage. As the dominant group in the sports media is male top athletes who participate and gain success in high performance competitions, also children and adolescents can be added to the list of minority groups that are disregarded in sports media publicity.

Referring to the previous paragraph, my central assumption prior to the data analysis was that the children and youth sports camp and its participants are underrepresented and displayed stereotypically in the newspaper articles. Moreover, it was estimated that a content analysis would support the assumption by demonstrating empirically that the camp really is underrepresented and its participants – namely children and young people – are presented stereotypically in the articles. (See e.g. Wilson & Sparks, 2001.) However, some of the latest studies in the field suggest that sports journalism has developed remarkably in terms of versatility and equal coverage of different sports, genders and age groups. For example King (2007), states that although explicit references to female athletes' attractiveness or femininity were made at least in British newspapers already in the 1940's and 1950's, the coverage has become more equal over

the decades. Moreover, Bernstein (2002) suggests that women's sports has gained considerable ground in terms of media visibility, at least during major sporting events. Furthermore, she argues that the current print media reports focus on female athletes' sporting performances, rather than describe their looks as they did before. (Bernstein, 2002.)

Malinen (2011) interviewed Juha Luotola, the Editor of Satakunnan Kansa's sports desk, who admitted that working with just four journalists sets limitations for the coverage of sports and events: "Five to six journalists in the office would be an optimal situation", he said. Furthermore, Luotola explained that recreational and hobby sports are covered in the newspaper's sport pages, while veteran sports and sports for disabled people are not remarkably covered. "Recently, we have paid special attention on taking children and youth into account", he also stated. (As cited in Malinen, 2011, p. 66–67.) The research results on how the children and youth camp Pitkis-Sport has been covered in Satakunnan Kansa during the camp's 50-year history will be presented in the following chapters. In general, the results indicate how child and youth sports are reported in the Finnish regional media more generally.

4.1 The lowering volume of media publicity

The quantitative analysis of the newspaper data was conducted only at the so-called first stage of the analysis, where numbers of articles and photos were considered the analytical units. Associated non-graphic elements such as sidebars and fact boxes, were not examined separately in the quantitative analysis. Moreover, the size of the articles or photos was not a significant factor in the analysis. (See Laine, 2011, p. 141–142.) The only specific genre that was singled out from the quantitative data was the front-page articles and photos. The number of front-page material (FP) are listed in Table 1 in addition to the inner-page numbers. Besides these numbers are listed the amounts of camp participants, retrieved from LiikU ry. (2013).

Table 1. The number of camp participants, articles and photos.

Year & Camp Dates	Participants	Articles (FP=front page)	Photos (FP=front page)
6.–11.7.1963	323	6	5
13.–19.7.1968	150	1	3
14.–20.7.1973	270	2	5
3.–7.7.1978	518	2, FP: 1	5, FP: 1
15.–19.7.1983	871	0	0
29.6.–3.7.1987	1,250	6, FP: 1	12, FP: 1
5.–9.7.1993	1,100	4, FP: 1	7, FP: 1
29.6.–3.7.1998	1,104	3, FP: 1	3, FP: 1
30.6.–4.7.2003	1,477	5, FP: 1	7, FP: 1
30.6.–4.7.2008	1,749	4	5
1.–5.7.2013	1,856	5 (one in the news section), FP: 1	7 (4 in the news section), FP: 1
Total	10,668	38, FP: 6	59, FP: 6

The volume of front-page publicity correlates strongly with an event's appreciation in a newspaper. For instance, according to Laine (2011, p. 168), Swedish and Finnish tabloid newspapers published on average one sports related front-page article per day during Athens 2004 and Turin 2006 Olympic Games. Usually, the articles covered the Olympics. In contrast, the maximum number of front-page articles and photos on Pitkis-Sport was one (see Table 1).

Likewise, the number of articles and photos in a newspaper's sports pages indicate the importance of the event for the media. On average, Swedish tabloids published 15 and Finnish tabloids 20 article compilations per day during the Athens Olympics. During the Turin Olympics, the daily averages were 18 (Swedish tabloids) and 19 (Finnish tabloids). (Laine 2011, p. 172.) Furthermore, the average number of photos published in Swedish tabloids was 58 during the Athens Olympics and 86 during the Turin Olympics, and 34 (Athens) and 38 (Turin) in Finnish tabloids. (Laine 2011, p. 203.) These numbers point out how noteworthy and valuable the Olympic Games are for newspapers. It can be argued that Pitkis-Sport has neither been noteworthy nor valuable for

Satakunnan Kansa, since the average amount of inner-page articles in one sample year was 3.5 and the average number of inner-page photos only 5.4. Of course, mega-events like Olympics are much more widely followed in comparison to a children and youth sports camp in Western Finland, but in the course of its history, Pitkis-Sport has grown as fast comparatively as the Olympic Games during its long history. Therefore, I have compared the number of articles and photos to the number of camp participants.

As seen in Table 1, the number of camp participants increased in almost every sample year. However, the amount of articles and photos in Satakunnan Kansa did not follow this development. On the contrary, the ratio between the number of articles and the amount of camp participants decreased. Comparatively, the number of articles in the very first year was actually remarkably high in comparison to the latter years. The six articles in relation to the number of camp participants (323) makes it 0.019 articles per one participant. In Table 2 are presented the ratios between the articles and camp participants of each sample year.

Table 2. Articles per one camp participant in sample years.

Year	1963	1968	1973	1978	1983	1987	1993	1998	2003	2008	2013
Ratio	0.019	0.007	0.007	0.006	0.000	0.006	0.005	0.004	0.004	0.002	0.003

As seen in Table 2, the ratio declined constantly throughout the years. It could be suggested that the limited amount of articles on Pitkis-Sport is a result of an editorial policy, where editors will concentrate on articles that they believe are the most relevant to their audience (see Levinsen & Wien, 2011). However, a well and commonly known fact is that children and adolescents have widely become an important target group for newspapers, especially during the 2000s. In any case, the finding supports the critics of sports journalists' ignorance towards special groups' recreation.

Likewise, the amount of the published photos in Satakunnan Kansa decreased in relation to the number of camp participants. Even though the downward trend is not as clear as in the case of the articles, there is a noteworthy difference between the early and the later sample years. The ratio between the number of camp participants and photos published are reported in Table 3.

Table 3. Photos per one camp participant in sample years.

Year	1963	1968	1973	1978	1983	1987	1993	1998	2003	2008	2013
Ratio	0.015	0.020	0.019	0.012	0.000	0.010	0.007	0.004	0.005	0.003	0.004

Another interesting point to note concerning the number of photos is its relation to the number of the articles. The ratio varies from under one photo per article (year 1963) to three photos per article (1968). Altogether, on average 1.5 photos were published per article. To make a comparison, the Finnish tabloids published on average 1.9 photos per article during the Athens and Turin Olympics (Laine 2011, p. 204). However, since the rates in this study did not follow any clear trend, I did not draw any conclusions from them. Instead, it was noteworthy that the year 1983 did not feature any articles or photos on Pitkis-Sport (see Tables 1, 2 & 3). The complete lack of articles and photos definitely strengthens the presumption of the underrepresentation of child and youth sports in the data sample. Regardless, however, the reasons for the camp's absence from Satakunnan Kansa in 1983 are unknown.

According to Laine (2011), the central factors affecting the volume and amount of media publicity are success expectations created by the media itself, the actual success, the amount and daily distribution of competitions, and public interest in the sport or athlete in question. Furthermore, the factors affecting the interest in a sport are traditions, numbers of hobbyists, and size of the audience both in events and at home. Laine also reminds that the Olympic Games offer a chance for sports normally shunned by the sports media to increase their visibility. (p. 316–317.) Similarly, Pitkis-Sport camp offers a chance for Satakunnan Kansa to cover child and youth sports. However, as the camp lacks the factor of competitiveness, this opportunity is not reflected in the number of articles and photos. Still, it can be stated that public interest towards Pitkis-Sport exists within the Satakunta region since the camp has long traditions and attracts increasing amount of young hobbyists annually.

4.2 Media publicity of Pitkis-Sport

In the following chapters the data sample is reported and analyzed in relation to prior research and my own interpretations. Six different classification categories were used in selecting the text quotes for the research report. The categories were: 1. *Camp-related information and camp participants*, 2. *Camp program and activities*, 3. *Camp directors, instructors and parents*, 4. *Interviewees and the ones that got their voice visible in the articles*, 5. *Descriptions of the camp*, and 6. *Other issues external to the camp*.

The quotes are presented in italics in the following form:

A five-year old rascal started the parent–child camp yesterday with his father Kimmo. (1.7.1998)

4.2.1 The 1960s

The very first Pitkis-Sport camp was organized in Kankaanpää on 6–11 July 1963. Actually, the camp's name was not yet Pitkis-Sport, but according to the camp organizer *LiikU ry*, the camp of 1963 is considered the launch of the Pitkis-Sport tradition. The only sport at the camp was Finnish baseball, in addition to which, a so-called *youth instructors course* was organized. Altogether 323 participants took part in the camp, and Satakunnan Kansa published six articles and five photos on the camp. In 1968, on its 5th anniversary, the camp gathered only 150 participants to Pitkäjärvi. Likewise, Satakunnan Kansa published only one article with three photos. (See Table 1.)

300 participants to the Finnish baseball camp – The opening ceremony tomorrow at the sports field (6.7.1963, Appendix 1)

Summer of courses started at Pitkäjärvi – Almost 200 young instructor candidates and skills masters at the camp (18.7.1968)

Very often the main fact is presented in the headline. In this case, the article headlines include two kinds of main information on the camp: the amount of participants and the

camp's daily program. Similar pattern was often used in the articles in the 1960s: who was participating was reported first, and then continued by informing what was done. Even long lists of the camp's game results were presented in the articles of 9, 10 and 12 July 1963. This indicates sports journalism's traditional way of reporting events rather than analyzing them. Writing event reports to newspapers' sport pages has served the aim of awakening audience interest and increasing the amount of physically active people (Perko 1991, p. 221). Another regularly repeated manner in the articles was naming the camp directors and instructors:

There are 15 instructors at the camp, stated the camp director, the chairman of the Finnish baseball section Kauko Koivunen to our newspaper. (6.7.1963, Appendix 1)

Today's program included practical gymnastics training that was guided by Reijo Kari and Paavo Niinisalo. (7.7.1963)

Adult camp directors and instructors were considered authorities in the articles. The comment by Kauko Koivunen above was the only direct interview quote in the articles of 1960s, which also supports the adult authority setting. The role of children and adolescents in sports journalism can be compared, for instance, to the world below the equator that does not often have a right to speak in international news broadcasting (see Kunelius, 2003, p. 225). Moreover, an adults' baseball game was considered as highlight of the camp:

The highlight of the camp will be the game between Kankaanpään Maila . . . and Vimpelin Veto. (6.7.1963, Appendix 1)

In addition to the program reporting and participant numbers, Satakunnan Kansa presented a description of weather conditions in the beginning of a few articles:

The clouds that had thrown some gloomy shadows above the camp area on Saturday morning faded away in the noon, and the most ideal weather favored the first day at the camp. (7.7.1963)

Continued drizzle surprised yesterday the . . . camp participants in Kankaanpää. However, the rain did not prevent implementation of the intensive camp schedule, nor affected strongly the mood of the camp participants. (9.7.1963)

Weather conditions have without a doubt been a widely followed topic in journalism all over the world. Likewise, sports journalism describes weather conditions as an affecting factor on sports events and competitions. In this case, the weather description had also a narrative story-telling function. As Laine (2011, p. 265) states, neutral and fact-based news build narratives through descriptions only rarely, whereas narrative characteristics can often be found in reportage-types of articles. According to Zhong and Zhou (2012), weather might even affect sports journalists' reporting and especially its positivity or negativity. In any case, describing the weather creates images in readers' minds and enriches the article's content. Moreover, story-telling was also used when covering the camp's foreign participants:

In the afternoon the foreign participants visited the military base of Niinisalo where they followed inter alia gun practicing of soldier boys and visited the canteen . . . Afterwards they had a chance to explore the local shoe industry, this time represented by Kari's shoe factory. (10.7.1963)

In addition to the story-telling function, the previous quote highlights again the authorities. Things that were not related to the camp were covered by emphasizing the role of the Kari's shoe factory. An interesting detail was that the ending of the camp was reported in the newspaper:

International baseball camp ended yesterday in Kankaanpää (12.7.1963)

At that time, beginnings and endings of events were still considered news and even mentioned in headlines as in the example above. Of course, also the beginning or ending of, for example, the Olympic Games is a news topic for contemporary newspapers, but only in relation to describing the opening and closing ceremonies. As Pena, de Moragas, Lallana and Rezende (2010) argue, the opening ceremony is a window that the organizing country opens to the world, and at the same time a storytelling opportunity

for the organizers. In the 1960s, Satakunnan Kansa did not yet take advantage of the storytelling opportunity, but only reported the ending of the camp.

4.2.2 The 1970s

During the 1970s, the camp clearly started to increase its participant numbers, those being 270 in 1973 and 518 in 1978 (see Table 1). The name Pitkis-Sport was established in 1976, and in 1978, already seven different sports were exercised at the camp. Two articles and five photos were published in both of the sample years. Moreover, the first front-page article and photo (Appendix 2) were published in 1978. (See Table 1.) The articles were still mainly reporting about the participants and the camp program. Likewise, the interviewees were mostly camp directors.

Altogether 36 adolescents, of which seven were girls, took part in orienteering camp . . . At volleyball camp there are 54 participants, of which 30 are girls. (17.7.1973)

Three young talents were found at the tents of biathlon camp after lunch. The strangest thing was that they were all girls! The girls have got excited in traditional Finnish sport that by now has attracted only boys. (6.7.1978)

Separating the amount of girls from the total number indicates the masculine sports culture. Especially in the field of sports journalism, girls and women are still dominated by men. As Pirinen (2006, p. 13) argues, physical activities that enhance healthiness and beauty have been considered more appropriate for girls and women than competitive sports. In this case, the article did not consider biathlon as appropriate for girls. As seen in the second quote, the writer highlighted the exceptional gender in the sport by using the exclamation mark.

The article published on 21 July 1973 can be considered the first descriptive reportage in the data sample. Style of the article remained very descriptive and at some points almost artistic from the beginning to the end:

As evening darkened to night, the participants walked ceremonially to the camp fire without saying a word. Long line squirmed between pine trees of Pitkäjärvi, ending up around the fire. “Light fire, burn fire...” an oil lamp heard the words while twinkling under the trees (21.7.1973)

Flashing lightning in the skyline graced the farewell speech of Reijo Kari. (21.7.1973)

As noticeable in the second quotation, descriptions were sometimes even extravagant. Journalists use this kind of descriptive style and narratives to make their stories more impressive. Despite the fact that there are always multiple interpretations of sports journalistic texts, sports journalists and editors construct their narratives in order to attract the largest and most affluent readership possible (Vincent & Crossman, 2012).

A brave young man stepped in the middle of the circle with a mysterious paper bag in his hand. He chose two competitors and commanded: - Close your eyes and open your mouth. (21.7.1973)

The *brave young man* was the first interviewed camp participant in the data sample. However, he was not named in the article. In some cases, the camp directors could speak on behalf of the participants:

The camp participants are satisfied in the Pitkäjärvi area, says Raimo Salo. (4.7.1978)

As the journalist did not ask the camp participants themselves whether they are satisfied in the area or not, adult authorities were again supported in the article. Moreover, a director’s interview statement was evaluated “very necessary”:

The Camp Officer Teemu Krannila got a very necessary statement in the opening ceremony. – Pitkis-Sport was built ready yesterday, and today, starting in the early morning, the participants of every single sports are implementing their tight camp schedule. (4.7.1978)

The first front-page article (FP) of the data sample was published in 1978. However, the topic was not exactly the children and youth sports camp, but rather the sports academy project of Pitkäjärvi:

The popularity of Pitkis-camp shows the power of sports in the Satakunta region. Broadness of the activity is expected to promote the sport academy case. (6.7.1978, FP, Appendix 2)

The sport academy of Pitkäjärvi has been a wish for sports men in Satakunta already for a decade . . . Surrounded by five hundred camp participants, Salonen, Pohjala and Rantanen planted three birches in the ground. (6.7.1978)

In the previous examples, the young camp participants were subjected as means for achieving something that the adults want, which in this case was the sports academy. The first named young interviewees came up in the article on 6 July 1978. Their quotations considered the camp activities and the most enjoyable and boring things at the camp:

- We have already got to play . . . explained Kirsi and Johanna with shy voice. (6.7.1978)

- The most boring thing at the camp is raising the flag up and taking it down. It's too official, complained Tomi and his club fellow Jyrki Saari. (6.7.1978)

Using expressions like *shy voice* and *complain* describe the expressions of the interviewed adolescents. These kinds of choices of words were not used in any quotations of adults. Moreover, using children's first names instead of their last names has stayed alive as manner in (sports) journalism throughout decades. Similarly, female athletes are often called by their first names or even nicknames or fantasy names instead of their surnames (Messner et al., 1990; Pfister, 1989, as cited in Bernstein, 2002). Moreover, the camp participants' parents came along in the articles in the 1970s:

Getting the parents along in the sports activities is important. Volunteer officials and caretakers are always needed on fields. Their task is also to support the children. (6.7.1978)

Parents were not considered authorities in the same way as the camp directors, since their voice was not visible in the articles. However, *important* roles were given to the parents, as they were *needed* as volunteer officials, caretakers and supporters. As Puro (1999, p. 38–39) states, children’s parents are given two different roles in sports media: they are either good and priceless supporters or demanding tyrants who decide the goals and training schedules on behalf of the child. In the articles on Pitkis-Sport the negative role was not visible.

As a conclusion, the media publicity of Pitkis-Sport in Satakunnan Kansa changed quite a lot over one decade, from 1960s to 1970s. In the 1960s, the articles were rather reporting about the event than analyzing it or connecting it to wider perspectives. Descriptive style was used only in relation to the context of weather, and interviewed persons were only adult authorities. The camp participants’ voice was not present in the articles. In the 1970s, the newspaper replaced the reporting style with the descriptive manner of writing in one particular article. Moreover, multiple perspectives were taken into account in comparison to the previous decade. The adults remained authorities, however, children and adolescents were also quoted in the articles. In general, the style of writing was more editorialized than in the 1960s.

4.2.3 The 1980s

The most interesting finding in the articles of the 1980s was that Satakunnan Kansa did not publish any articles on Pitkis-Sport in 1983 despite the 871 camp participants at Pitkäljärvi (see Table 1). Since there were not any other remarkable sports events organized at the same time with the camp (15–19 July 1983), no particular reason for the lack of articles was found. The Finnish Championships in Athletics were organized in Pori that summer, but the games took place already on 1–3 July. (Joutsu, 2009). Likewise, the World Championships in Athletics were organized in Helsinki in 1983, but only on 7–14 August. (Suomen Urheilumuseo, n.d.). As any reasons for lack of

media publicity in 1983 were not found, I considered it unnecessary to make any interpretations of the issue, either.

In 1987, the number of camp participants ran into 1,250. As seen in Table 1, Satakunnan Kansa published six inner-page articles and twelve photos, and one front-page article with a photo. In the articles, Pitkis-Sport of 1987 was named as the 25th anniversary camp, although the camp was actually the 24th, since in 1988 the camp was not going to be organized. The high number of participants was reviewed multiple times:

The anniversary camp's number of participants is record-breaking. Together with the instructors, directors and organizers, approximately 1,300 people take part in this year's Pitkis-Sport. (30.6.1987, FP)

- The camp could still grow a bit. I would say that about 1,500 children and adolescents would fit in the camp area. Also the number of sports in the camp could be increased. (3.7.1987)

Paradoxically, the newspaper highlighted the size of the event and its growth while reducing the coverage on the event in comparison to the participant numbers (see Tables 2 & 3). Style of the articles was very descriptive, however, the descriptions concerned mostly the weather conditions:

Like magically, the constant rain changed into a wonderful camp weather just before the joyful opening ceremony of the 25th Pitkis-Sport at Pitkäjärvi, Kokemäki. (30.6.1987, FP)

In the morning the sun was shining, in the evening it was raining. On Monday it was the other way around. However, no matter what the weather is like, Pitkis-Sport moves briskly forwards at Pitkäjärvi, Kokemäki. (1.7.1987)

Of course, weather is a crucial issue in an open-air camp. However, the volume of describing the weather was remarkably high in comparison to the other topics' descriptions. For instance, the camp activities and sports were described only rarely:

When the groups arrive in every ten minutes, the entire herd of 1,300 heads is fed in an hour. (1.7.1987)

Laasanen and instructor Anja Tunturi flattered their group of ten cyclists as brisk, although also stated that they act like a reindeer herd on the road. (2.7.1987)

The quotations above are extreme examples of describing the camp activities. Especially calling the children a herd indicates stereotypical manner of covering children and youth in the media. Similar trends can be seen, for example, in sports journalism concerning female athletes. According to Pirinen (2006), women have been for instance marginalized, trivialized and sexualized as well as given roles as beauties and grotesques in newspapers' sports journalism.

Liski and Haapanen emphasized that besides practicing sports, Pitkis-Sport aims on educating the children and adolescents. The children learn to operate individually, take care of themselves and their own stuff as well as hopefully each other. Hopefully the learning's occur positively also in the future. (30.6.1987)

The *hopefully* words in the quotation can be interpreted as the writer's statements to the camp's educational function. According to Laine (2011, p. 221), articles with journalists' personal opinions and contentions have become even more common in the 2000s along the change process of the media. Noteworthy in the example is that the contention was "hidden" in the middle of the interviewees' comments.

In the articles of 1987, most frequently interviewed authority was the Camp Director Sirkka Salonen:

- Stepping to the front of the entire camp for the first time felt a bit creepy. Responsibility is huge in this task, since we must take good care of the wellbeing of every single camp participant. If for example stomach flu would spread here or heavy rain would continue for a long time, gestures would be very serious. However, we have survived perfectly each year. (3.7.1987)

Salonen was allowed to describe her personal experiences and emotions in the articles. Moreover, she emphasized the importance and responsibility of the Camp Director's task and highlighted a couple of serious threats. Obviously, the camp was covered more critically and also negative perspectives were taken into account in the 1980s, when "real" journalists took the place of former athletes in the sports desks, and as Pänkäläinen (1998b, p. 48) states, **sportsjournalism** turned into **sportsjournalism**. Among the potential threats, also health issues were covered in the articles:

So far the camp has gone well also in the light of the health situation. Little wipeouts, scratches or vesicles have occurred. As long as the closing ceremony is held . . . those little troubles will most likely be forgotten. (1.7.1987)

As pointed out in the Introduction, sports journalists have been criticized of ignoring public health issues. As a matter of fact, original aim of Finnish sports journalism was to increase physical activity level among people (Perko, 1991, p. 221). In the new Millennium, sports writers have again aimed on taking public health issues into account, however, only after financial purposes (Rantamäki, 2009, p. 13). The health issues were covered also in the articles on Pitkis-Sport, though relatively superficially. Moreover, the children's possible homesickness came up in the articles:

Of course, among the 1,300 camp participants someone is homesick, but Wednesday's visitor day was a remedy for that. (2.7.1987)

Finally, the ending of the camp was again covered, this time through describing the last camp day's activities and the closing ceremony. Headline of the article on 4 July 1987 was *Nostalgia at Pitkis*, which kind of wording would be improbable in covering elite sports events.

Also the group instructors got gentle hugs, especially from the smaller camp participants who had learned to trust that the instructors take care of them like big brothers or sisters. (4.7.1987)

Descriptive language was again used in reviewing other things than sports activities. However, multiple points of view were taken into account in the article in comparison to the corresponding articles of 1960s.

In general, the articles changed towards more versatile direction from 1970s to 1980s. Furthermore, more critical aspects, such as potential threats, were taken into account. However, the camp itself was not yet criticized or its negative sides emphasized. According to Puro (1999, p. 69), criticism and negativity occurred strongly in Finnish sports magazines only in the 1990s. Since also the dispersion of interviewees was wider, media publicity of Pitkis-Sport enhanced its journalistic level in the 1980s. Nevertheless, several aspects were covered superficially and children's interview citations can be interpreted as stereotypical. According to O'Connor (2014), clear distinctions between children and adults highlight the unequal power relations as well as characterize the definition of how children should spend their time. Stereotypical expressions may thereby undermine the children's performances at the camp.

4.2.4 The 1990s

In the 1990s, both of the data sample years had about the same number of camp participants. Despite the 1,100 children and adolescents at the camp, the article number kept on decreasing from the year 1987. In 1993, four inner-page articles and seven photos were published, and in 1998 the corresponding numbers were only three articles and three photos. One front-page article with a photo was published in both of the years. (See Table 1.) In the summer of 1993, the camp celebrated its 30-years history and Satakunnan Kansa emphasized the age of Pitkis-Sport:

Pitkis-Sport knocking on middle age's door – Youth has gathered at Pitkäjärvi already for 30 years. (3.7.1993)

The headline highlighted the difference between the ages of the camp and its participants. Using the metaphor *knocking on middle age's door* made the expression even stronger: the camp has achieved honorable age. It can be classified as a memory metaphor (see Serazio, 2010), which builds a bridge between the memory of an individual and the memory of a community (Novick, 1999, as cited in Serazio, 2010).

According to Sorvali (2004, p. 88–89), most of the sports journalism’s metaphors are drawn from the language of war. However, the metaphors like *shoot*, *attack* or *fight* were not commonly used in the articles on Pitkis-Sport, as they are not used in sports texts on children and youth generally, either. In the other articles, Pitkis-Sport was also called *active 30 year-old* (6.7.1993, FP), and *not tired, but lively, brisk and even renewing* (8.7.1993). Moreover, the camp’s *remarkable status* was highlighted in an article:

During the years, Pitkis-Sport has achieved a remarkable status, not just in the Satakunta province, but also nationwide. It is one of the biggest summer camps organized annually in our country. (3.7.1993)

This indicates one of the essential tasks of provincial newspapers, which is to promote events and status of their own province. Journalism of provincial newspapers can be compared to nationalistic sports journalism that builds our identity as citizens, persuades us to choose our side, and creates awareness of our roots, common memories and destiny (see Virtapohja, 1998, p. 58–59). As highlighted in the Introduction, also Satakunnan Kansa aims on serving the province and promoting the wellbeing in the region.

Still, the number of participants and the weather were among the most frequently covered topics in the sample articles. The motto of the camp participants was cited in a headline:

The weather does not scare us (6.7.1993, Appendix 3)

Moreover, the importance and responsibility of the camp directors and instructors were reviewed with a great volume:

The experienced camp directors guarantee that the youth enjoy the camp and feel themselves safe. (6.7.1993, FP)

- There is just as fun at the camp as the instructors want it to be. We are in a key position in terms of how the children enjoy it here. (6.7.1993, Appendix 3)

The second quotation was from the Camp Director Harri Aalto, who was cited relatively often in the articles. His statement was also used in connecting the camp to a societal context:

- Maybe families cannot afford traveling abroad like before. If a youngster gets a week of full board with 350 marks³, and with sibling discount even cheaper, I do not consider the price very high. (6.7.1993, Appendix 3)

The societal context in this case was obviously the economical crisis of 1990s in Finland that limited the families' money expenditure. However, the context was not very visible. It was present only in the chosen quotation of an interviewed authority. Heinilä (2000) argues that current and societal phenomena, such as equality, environmentalism and morality, are often left outside the media publicity. However, even sports journalists themselves agree on that their knowledge should widen to consider the backgrounds of sports events and the several societal contexts of sport. In order to develop the sports culture, emphasizing society's general advantages and values in decision-making would be reasonable in sports journalism. (p. 273–280.) As sports journalism is above all market-oriented business, the Camp Director got to market Pitkis-Sport as an adolescents' boarding house that is accessible with reasonable price.

In the 1990s, the number of sports at Pitkis-Sport was already approximately 30. Therefore, it began to be justifiable to review certain sports in the articles. Making single athletes or incidents as the main topics of the articles and personalizing or humanizing sports news was established in Finland by tabloid newspapers in the 1990s (Pänkäläinen, 1998, p. 7; Kivioja, 2008, p. 72). For instance, paddling was reviewed as a popular sport at the camp of 1993:

³ Finnish mark (FIM) was used in Finland as currency from 1860 until 2002 (Valuutat.fi, n.d.)

Kuusisto believes that the Olympic victory of Mikko Kolehmainen⁴ may have at least something to do with the increasing popularity of paddling among youth.
(8.7.1993)

Furthermore, the visit of Brazilian players of Jazz, the football club of Pori, was covered as *one of the most interesting events for the camp participants*, which can be interpreted as a contention from the journalist.

- They were nice. We even talked to them, stated Tuija with gutsy voice.
(8.7.1993)

Tuija was an eight year-old camp participant who was interviewed for the article. Using the word *gutsy* in describing her manner of expression compartmentalizes her as a child. As McBride (2003) states, most of journalists do not take covering children very seriously since in general, adults do not take children seriously. Among reporters, stories about children are considered “puff pieces just like cute animal features”, and interviewing kids is judged impossible, mainly because they are hard to quote. However, according to McBride, telling stories of children is one of the most important things for journalists to do, since kids’ stories “offer us a sympathetic window into foreign worlds we would otherwise have a difficult time seeing”. (McBride, 2003.)

Satakunnan Kansa predicted the camp of 1998 with a short article that followed traditional structure of a news. The article consisted of camp related information, the number of participants, and information on upcoming camp activities. During the camp, only a couple of articles were published. One reason for the low coverage may have been the Football World Cup in France that was organized at the same time with the camp. However, as the camp started, it was covered in the newspaper’s front page as *a well-known concept in Satakunta*:

Glory for traditions, but old guidelines do not rule at Pitkis. New sports come along annually (1.7.1998, FP)

⁴ Mikko Kolehmainen won the Olympic gold medal in 500-metres paddling in Barcelona, 1992 (Siira, 2008).

The article emphasized the long traditions of the camp as well as the renewing, which indicate the increasing usage of news criteria in sports journalism. In this case, the used news criterion was *change*. On the other hand, also *continuity* of the camp was present as a news criterion in the article (see Rasku, 2013).

The adventure aspect of the camp was reviewed in the article on 1 July 1998. *Just being at the camp* was considered as an adventure experience for the children, as they *need to live in tents, sleep in a sleeping bag and wash their own dishes*. Furthermore, some adventurous activities were covered:

The participants of the adventure camp practiced building a raft and tested its carrying capacity. The beginning did not look very promising, since mostly dry twigs were used as building material. However, a miracle happened. When a lean-to and some cord were added, the raft was ready. (1.7.1998)

The article described the raft-building process and included a contention when using the word *miracle*. That gives an impression that the writer did not believe in children's success in building the raft. Furthermore, expressions that can be interpreted as stereotypical were used in the same article:

A five-year old rascal started the parent-child camp yesterday with his father Kimmo. (1.7.1998)

The aspect of education could be identified in the article, as it stated that at the end of the camp, *it is no more necessary to remind of taking cap off while eating*. According to Ramsing and Sibthorp (2008), the use of autonomy supportive contexts can be effective in achieving long term behavioral goals that are perceived generally uninteresting but still beneficial. The camp can be considered as an autonomy supportive context, and taking the cap off while eating as a long-term behavioral goal for the children. Furthermore, an educating point of view was present also in the article covering the disabled participants of the camp:

Living and bustling at the same camp with the handicapped is educating and welcomed for all the youngsters. (3.7.1998, Appendix 4)

Noteworthy is that the perspective of the previous quote was actually able-bodied youngsters' and not the disabled ones'. The disabled participants were the topic of the article, but they were not interviewed, either. Goodwin, Lieberman, Johnston and Leo point out that, for instance, young people with visual impairments gain distinctive advantages through summer camp programs. They can exceed previous levels of sport participation as well as acquire new skills while discarding stereotypes. Furthermore, the sporting experience enables them to map out their hidden potential and to test their individual physical limits and set new standards and capabilities. (Goodwin et al., 2011.) Therefore, covering also the disabled ones' point of view would have been reasonable in terms of journalistic values. Still, in addition to the able-bodied participants, their parents were highlighted instead of themselves:

None of the disabled camp participants have left home in the middle of the camp, although their parents visited Pitkis on Wednesday. (3.7.1998, Appendix 4)

More journalistic characteristics could be identified in the articles of the 1990s than in the 1980s. At the same time, the text became more prejudiced and contentions of journalists were visible. Furthermore, certain types of stereotypical wordings were used in covering the young participants of the camp. Making connections to the societal situation and elite sports indicate the modern news criteria of sport journalism that are, according to Malinen (2011, p. 24), mainly similar to the news criteria of traditional news reporting.

4.2.5 The 2000s

In the 2000s, the camp's participant numbers increased remarkably, being 1,477 in 2003, 1,749 in 2008, and ending up to 1,856 in 2013. At the same time, the ratio between the numbers of articles and participants continued decreasing, being at the lowest only 0.002 articles per participant in 2008 (see Table 2). In total, the inner-page article and photo numbers were five and seven in 2003, four and five in 2008, and five and seven in 2013. One front-page article with a photo was published in 2003 and 2013. (See Table 1.) Noteworthy changes occurred also in the qualitative content of the articles.

The camp was increasingly covered through personalizing its events and happenings. For instance, a front-page article in 2003 went from private to public by interviewing a nine-year old camp participant:

Phew, sighs Jonne Kuusisto, 9, from Ulvila, as he lands back on the ground after the fierce performance. The boy tried wall climbing at the beginning of Pitkis-Sport camp. (1.7.2003, FP)

Inductive manner of reviewing things has become common in the journalism of 2000s. Personalizing texts can be considered a following of tabloidization, which is an umbrella term for the several changes in the production and the content of contemporary media. The term refers to spreading of tabloid newspapers' characteristic features to other formats of media. Very often producing of "soft" human interest, sports and celebrity stories is considered to trivialize the media, but it appears to be pleasurable to many readers. (Johansson, 2008.) Furthermore, several metaphors were used in describing the camp activities. For instance, sports activities were done *smilingly*, meaning that the main idea was to have fun. Likewise, metaphoric language was used in describing the interviewees' expressions:

- We are playing in Noormarkun Koitto, stated the girls sharply and in unison. (1.7.2003)

The expression *in unison* can be used when emphasizing that two or more people agree on a certain topic of discussion. Especially it has been used considering children, as it associates to Huey, Dewey and Louie type of talking in the Donald Duck comics. A noteworthy risk is that the metaphor draws the reader's attention to the form of the text instead of its content, whereas as its best, a metaphor can awake reader's interest and illustrate the text (Helenius, 2003, p. 5).

Issues familiar from the previous years, such as potential threats and numbers of camp participants, were also covered in the articles of 2003.

So far over 26,000 kids have participated in the camp – and they have practiced sports 910,105 hours in total. (1.7.2003)

Adding up all the camp participants and the hours of physical activity is a practical way to emphasize the significance of the camp. The numbers tell quite a lot about the camp's 40-years history. However, it must be taken into account that the same children might have participated in the camp for several years, so the amount of different participants would not be 26,000.

In 2003, Satakunnan Kansa established a series of articles concerning Pitkis-Sport with a logo and a bolded question: *How's it going, Pitkis?* One camp participant was interviewed in each article, and the articles were written in question-answer format. The first one was published on 2 July 2003 under the headline *Daniel misses his little brother*, which can be considered a stereotypical choice for headline, since also the camp activities were reviewed in the article:

What have you done today? – Quite a lot. We have been practicing on judo tatami already twice. In the evening we are still going to the adventure track and climbing. (2.7.2003)

In the series, the interviewed children were asked one particular question that was underlining their young age: *To whom do you want to send greetings?* Moreover, informal speech language was used in the answers of one interviewee.

- We were wall climbing. I would have wanted all the way up but I couldn't make it cause' my hands got tired. Then... Wait, I'm thinking (3.7.2003, Appendix 5)

Using the informal language and writing out the filling words, such as *wait, I'm thinking*, is not very common in print journalism. In a way, the manner emphasizes children's uncertainty in being in the role of an interviewee. As Fullerton (2004) states, it is hard to evaluate how children feel about what they have said in an interview. The power dynamic of interview situations with children is unequal and they may not feel able to decline or draw back their comments. (Fullerton, 2004.)

One of the interviewed participants was “*already*” 15 years old student of the youth-instructors course. Interesting point is that he was asked a question about his authority at the camp, while he was considered an authority in the article, as well.

- The smaller kids will do what I say, when I say it a bit louder. (4.7.2003)

The ending of the camp of 2003 was reported through an interview of the camp director. Again, she could be interpreted as an authority, as she answered on behalf of the children whether they enjoyed the camp or not:

- All the children have enjoyed greatly and been very active. There have not been any bigger miseries, and I am sure we all go home as satisfied. (5.7.2003)

Since one of the main tasks of modern journalism is to offer practical information and advices to people, also Satakunnan Kansa provided instructions concerning Pitkis-Sport prior to the camp of 2008:

The most important equipment are a good tent and a sleeping bag that ensure a good night's sleep . . . Roadwork's that slow down traffic at the Route 2 are also a good thing to remember. (30.6.2008)

These kinds of instructions are rarely seen in sports journalistic articles concerning elite sports competitions or events, although making “coping news” with service and advice for the audience has been a characteristic of the ongoing tabloidization (see Schönbach, 2000, p. 65). However, it is necessary to take into account that the instructive articles were mostly written by the camp’s communication team and published as non-edited by the newspaper. One central aim of the communication team is *brand positioning* of the camp, which is determined by Green and Muller (2002) as establishing or “fixing” a brand in people’s minds. In addition to branded consumer and industrial products, this kind of positioning has been applied also to sports teams and sporting events, for instance. Furthermore, *brand mapping* enables the marketer to check periodically whether the consumers’ perceptions of the positioned brand are appropriate or whether they need to be corrected. (Green & Muller, 2002.) The communication team of the

camp does this checking annually in order to offer up-to-date instructions and a positive image of the camp.

According to the camp directors, informing about the safety issues is conducted mainly to keep the children's parents calm. Contrary to the instructions, safety issues were covered quite similarly to coverage of bigger high performance sports events:

The safety group of Pitkis consists of professionals in the fields of security and rescue. The group moves around the camp area by bikes and by foot 24 hours a day. (2.7.2008)

Elite athletes visited the camp also in 2008. Moreover, some of the instructors were athletes competing in top level. Satakunnan Kansa covered one of the instructors through his own sporting career:

- The most important competitions were already in spring, so the Pitkis-week does not harm the training of the basic condition season. (3.7.2008)

The previous example indicates sport journalism's strong focusing into elite sports. Moreover, the article took up a possibility of the camp harming an athlete's career. It can be considered noteworthy, since the aim of the camp is to increase physical activity levels of children and youth and maybe even advance some participants' sports careers.

In the last article of 2008, the children were described as a *yellow sea of camp participants*, which associates them to a faceless crowd. According to Kunelius (2003, 131), the mass media creates masses out of its own audience, and by treating the audience as a mass expedites the development even more. Therefore, a possible interpretation is that the newspaper reviews children as an unimportant mass audience. Besides the article was published a writer's comment that included societal aspects:

Since physical activity is no longer an essential part of adolescents' life, it is difficult to get the offspring that is used to sit in front of Internet and slot machines up, out and for a run . . . The Communications Manager Juhani Lukka denies that Pitkis-Sport has taken a role of societal physical activity promoter, but admits that several camp participants hardly practice sports at home. In the future, it might be possible that camps like Pitkis-Sport are the only way to get children and adolescents off the coach and to do sports. (4.7.2008)

The above-quoted writer's comment can be considered extremely journalistic in relation to the general content of the articles concerning the camp. According to Laine (2011, p. 221), writers' comments including personal opinions and statements towards current issues have become established in sports journalism. Societal contexts are commonly used in the comments in order to point out journalists' expertise on the issue in question. An interesting detail in the example quotation is that the writer chose to cite an authority in the comment instead of only using her own voice.

Coverage of the 50th anniversary camp in 2013 started with a corresponding article that was published in 2008. As I participated in the camp as a member of the communication team, I am aware that the article was copied from the previous years, completed with actual information, and sent to the newspaper that published it as such. One interpretation could be that regional newspapers' sports journalism has increasingly started to repeat itself in 2000s. As Laine (2011, p. 272) states, utilizing creativity and innovations is not easy for sports journalists who report on the same sports events annually. Moreover, resources and especially time in contemporary sports desks are very limited, which may lead to one-sidedness of the content.

The second article covered the camp activities in a chronologic and descriptive manner. The interviewed authority was the City Manager of Kokemäki, who *emphasized the versatile significance of physical activities for growing adolescents*, which brought again a societal context up in the article. Moreover, promoting function of provincial journalism was visible in another article, where the President of the Province Government *stated that great results occur always when people of Satakunta start working*.

Pitkis-Sport camp is full of team spirit (3.7.2013, FP, Appendix 6)

The expression *team spirit* in the headline can be considered typical in covering child and youth sports. As a metaphor, *team spirit* has become unnoticeable and self-evident part of sports journalistic jargon (see Seppänen, 2001, p. 185). Nevertheless, corresponding headlines related to adults' elite sports are rarely seen, as the main news is usually winning or losing. Stereotypical coverage of children can be found in the following citations:

Smiles of the boys, who just a moment ago danced as self-confident among the girls, faded away. (3.7.2013)

Care-takers of the children checked the tents and changed the laundries. (4.7.2013)

Very descriptive style of writing was used in the article on 3 July 2013 that was published in the news section of the newspaper. For instance, the article was opened and closed with the lyrics of *Pitkis-rap* that was the official song of the camp:

Jump, yell, turn some somersaults, move, enjoy, it's Pitkis-Sport. (3.7.2013)

The last article of 2013 was personalized through a young ice hockey player who participated in the track and field camp of Pitkis-Sport. Concentrating on one particular athlete or incident in the entirety is a trend of new Millennium's sports journalism and tabloidization, as pointed out in the beginning of this chapter. Moreover, children's skills were assessed and compared to each other in the article:

It is very obvious that part of the players have more sporting background than the others. (5.7.2013)

As in the example, sports journalism covers also children's recreational sports often from the aspect of elite sports. Correspondingly, female sports are covered through male sports and the lenses of masculine sporting society (Abalo Caldera & Danielsson, 2006).

In comparison to the 1990s, the content of the articles became more and more versatile and heterogeneous over the 2000s. However, similar types of articles that included exactly same sentences were published in different years. At the same time, stereotypical expressions and metaphors were increasingly used. Still, the content of the articles at their best was more journalistic than, for instance, in traditional match reports of sports journalism. Therefore, it can be stated that the biggest shortage of the media publicity in the 2000s was the low amount of the articles.

5 DISCUSSION AND CONCLUSIONS

In this chapter, the research results presented in Chapter 4 are discussed from the point of view of five specific themes that arose from the data during the analyzing process (see chapter 3.3). The themes are: 1. *Authorities*, 2. *Description and narratives*, 3. *Reporting the participant numbers*, 4. *Stereotypical and superficial coverage*, and 5. *Societal contexts*. The research questions (see chapter 1) were used as a guideline in discussing the themes. The discussion is presented in interaction with previous scientific and academic knowledge in the field (see Tuomi & Sarajärvi, 2009, p. 159). However, since the amount of previous academic research results in this particular study area was very low (see chapter 2.2), some theoretical generalizations were applied in order to maintain the dialogue. As a conclusion, development suggestions for future sports journalism covering children and youth were given.

In Chapter 5.2, the validity and limitations of this particular study are evaluated. As Tuomi and Sarajärvi (2009, p. 159) write, estimating the reference literature and its relevance as well as pointing out possible mistakes and shortages affecting the research results belong to the discussion. Moreover, further research suggestions related to this particular study are presented in Chapter 5.3. Finally, my personal learning experiences gained during the research process are discussed in Chapter 5.4.

5.1 Themes of media publicity

5.1.1 Authorities

The term *authorities*, as used here, refers to the interviewees in the articles. They were either directly cited or their statements presented indirectly in the articles. In any case, camp directors and instructors – in other word, adults – dominated children and adolescents as interviewed authorities in the articles throughout the decades. As the main topic of the articles was child and youth sports camp, the usage of adult authorities can be considered problematic and distorted. Most likely the reason for not interviewing the camp participants was the difficulty of quoting children. As McBride (2003) state, kids often speak in one-word answers and nonsense sentences like in following example:

Reporter: What's camp like?

Child: Fun.

Reporter: What's fun about it?

Child: I don't know, everything.

...

Reporter: What have you done at camp?

Child: Lots of stuff.

Reporter: Like what?

Child: Play games.

Reporter: What games?

Child: I can't remember the name of them.

Reporter: Have you ever been to camp before?

Child: Can I go?

(McBride, 2003.)

Understandably it would be nearly impossible to write an interesting, journalistic article on basis of this kind of an interview. However, it can be stated that in the example case, as in several other interview cases, the journalist's questions in terms of their content are as empty as the child's answers. For instance, the usage of the interrogative *what* instead of using *how* or prompting to *describe* things does not give the interviewee much space to formulate his/her answer. Still in the 2000s, the sports editors send the youngest, least experienced journalists to report on children, since most of the experienced senior reporters consider it far from hard-hitting, assertive journalism that they want to do. Unfortunately, the younger journalists educate themselves by spending most of their time interviewing and writing about adults, although their topic is actually children. (McBride, 2003.)

Although the camp participants were increasingly covered and interviewed in the later sample years, they did not really achieve a status as authorities. This may be the result of stereotypical and superficial coverage, which is discussed as a separate theme in Chapter 5.1.4. Moreover, according to Fullerton (2004), journalists may in some cases interview or interact with children and cover them unethically and irresponsibly. In this data sample, this seemed to be the case only with articles on the disabled camp participants (see chapter 4.2.4), as they were covered through adult authorities and from the point of view of the able-bodied children.

As a conclusion, my development suggestion in terms of the authority-usage would be to create valid, respectful and specific procedures and guidelines for interviewing and covering children and adolescents in sports news. Schools and academies teaching sports journalism should adopt courses covering the ethical implications of interviewing and covering children into their curricula in order to prepare the journalists better for interview situations with kids. Furthermore, more experienced journalists with specialist training and a keen sensitivity to the possible risks involved in interviewing children and adolescents should be sent to cover the stories. By implementing and following these guidelines, stories about children could be told in a responsible, ethical manner, and not so many adults would be needed as authorities in order to ensure the journalistic quality of the articles. (See Fullerton, 2004.)

5.1.2 Description and narratives

Descriptive style was used in creating *narratives* already in the 1960s, even though the style became more common in the later decades. Usually these descriptions and narratives create the journalistic drama that, according to Virtapohja (1998), attracts the audience to the issue in question and integrates it as part of the media spectacle. Dramatic elements are common and typical especially in sports journalism. The three basic elements of a drama are *persons*, their *activities*, and *juxtapositions*, which all can be found easily within elite sports. (p. 84–85.) However, in the case of Pitkis-Sport, the weather conditions were discussed remarkably often in relation to the event. It can be presumed that the reason for describing only the weather is that the journalists did not find the camp dramatic enough to build the narratives through the camp participants and their activities. More precisely, the camp is missing above-mentioned juxtapositions. According to Kantola (2003, p. 122), dramaturgy refers to storyteller's ability to cover the events in a manner that causes the audience to empathize with the story, identify with its characters, and get interested in their destiny. When describing the weather, it is unlikely that the readers identify themselves with the camp participants or even get interested in their activities, at least if the weather stays relatively normal.

Beginning, middle-point and ending can always be found within a narrative or a drama. Journalistic narratives can thereby present themselves in the long-term or within one

individual article. (See Rantamäki, 2009, p. 30.) In the data sample, several narratives were introduced within individual articles. However, narratives covering the entire camp were presented only in 1963, 1987, 1998 and 2003, when both the beginning and the end of the camp were reported in separate articles. Of course, the increasing amount of narratives and descriptions enriched the content of the articles, especially from the 1990s onwards, and, based on modern journalistic standards, it can be argued that the long-term narratives would have not even been necessary.

At the start, the qualitative data analysis was presumed to find high amounts of metaphoric language that builds the narratives within the articles. However, only a few strong metaphors were extracted from the data, the reasons for which most likely being the same as for the missing drama. Moreover, typical military metaphors of sports journalism cannot be considered very suitable for covering children and youth (see Sorvali, 2004, p. 88–89). As metaphors serve the purpose of creating narratives, condensing texts, and making them more concrete (Hellsten, 1997, p. 95), it would be reasonable to utilize them also in sports journalism concerning children and youth.

As a development suggestion, sports journalists should dare to use their linguistic capabilities more, and to create more narratives and drama in their stories on child and youth sports. Even though the strong *juxtapositions* are often missing, the interesting *persons* and their *activities* are still there. As Virtapohja (1998, p. 90) points out, narratives with drama, nuances and a clear chronology make it a lot easier for the reader to draw interpretations. Also Hardin and Whiteside (2009) make an important point by arguing that feminists cannot underestimate the need to inject gender-ideology challenging counter-narratives into the public discourse on sports. Without a doubt, the same comes to hegemony-challenging narratives about children and youth.

5.1.3 Reporting the participant numbers

Among the most common content in the sample articles was the reporting of the camp's participant numbers. Almost without exception, the number of participants was presented in the very first article of each year, and repeated several times in the later articles. Highlighting the participant numbers can be compared to sports journalism's traditional reporting of results. As Chang et al. (2011) points out, predicting and reporting game results are high-order themes in case of elite sports competitions, such as the Olympic or Paralympic Games. Although the number of camp participants is not particularly predictable, the numbers were compared to previous years, and through authorities, speculated how much growing potential the camp still has in the future (see chapter 4.2.3). A noteworthy point is that the results of the camp's matches were reported in the 1960s (see chapter 4.2.1), whereas in the subsequent decades, they were in a way replaced by the participant numbers.

Within the participant reporting of the 1970s, the number of girls and boys were separated (see chapter 4.2.2). Highlighting the number of girls at the camp reflects the masculine history of sports that classifies boys' and men's athletic performances as "natural" and "self-evident", whereas women's competitive sports is considered suspicious (see Pirinen, 1998, p. 28). However, girls and boys were reviewed as equal camp participants in the later years. On the other hand, reporting the high number of participants presented them as faceless mass, as pointed out in Chapter 4.2.5. In 2003, the number of participants and the total hours of physical activities during the camp's forty years were even added up in an article. As a result, the conspicuous numbers presented worked well for the camp as a marketing tool. The numbers were added up in similar manner to how, for instance, the visitor numbers of rock festivals are counted: as in a festival one person who buys a ticket for three days is counted as three visitors, one child who visited the camp five times was counted five times. Therefore, it can be argued that the co-operation and the sponsorship deal between Satakunnan Kansa and Pitkis-Sport affects the newspaper's reporting at least slightly. For the camp organizer's marketing managers, this kind of brand positioning and brand mapping is an important and strategic action (see Green & Muller, 2002).

As a conclusion, reporting the numbers of camp participants is justifiable, since when it comes to an event this size, the numbers can be considered journalistic and relevant information. However, a development suggestion would be to proportion the coverage better to the size and significance of the event in question. As pointed out in the Chapter 4.1, the ratio between the camp's participant numbers and the amount of articles and photos published kept on decreasing throughout the decades, which can be interpreted as a weakness in regional sports journalism. As Pirinen (1998) argues, in addition to female sports, child and youth sports, as well as disabled and veteran sports, are still dwarfed by male elite sports in the media. In order to diversify the sports offerings in the media, the male-centered news criteria need to be changed. (p. 31.)

5.1.4 Stereotypical and superficial coverage

Although the theme of stereotypical and superficial coverage was already discussed in relation to the previously presented themes, it can be considered worth reviewing separately. In contrast to the other characteristics, the level of journalistic content in terms of using stereotypical and superficial expressions declined towards the later sample years (see chapters 4.2.3, 4.2.4 & 4.2.5), meaning that these kinds of expressions were used increasingly from the 1990s onwards. It can be stated that stereotypical and superficial coverage of children and youth appeared both in the direct citations as well as elsewhere in the texts. Stereotypical and superficial representation can be compared to *trivializing*, which Pirinen defines as textual manners that make women's athletic performances look comical, substandard or low-graded. However, the expressions used in the articles did not diminish the camp participants' sports performances as Pirinen points out is the case with female sports, but rather trivialized them as girls and boys with limited social skills and brainpower. A confluence between women and children is that the word *girl* is commonly used in sports journalism when covering mature women. (See Pirinen, 2006, p. 41.)

Stereotypical and superficial coverage arose above all in negative metaphors and journalists' statements and choice of words. Evidently trivializing expressions were used in article series *How's it going, Pitkis?*, launched in 2003 (see chapter 4.2.5), as well as in the article on disabled camp participants (see chapter 4.2.4). According to Mastro, Atwell Seate, Blecha and Gallegos (2012), both gender- and race-based norms

associated with different sports have an influence on the evaluations of newspaper reporters. This particular study points out that age-based norms also affect sports reporting strongly. Moreover, the exclusion of child and youth sports from the media publicity promotes the trivialization of the age groups in question (see Kian, 2008).

Abalo Caldera and Danielsson (2006) remind that sports associations and clubs also have their responsibility in putting in the effort when it comes to child and youth sports, as otherwise they are even more likely to be left out of the media publicity. Therefore, a development suggestion for regional newspapers' sports desks is to co-operate and interact more with child and youth sports associations and clubs. That could lead to better knowledge in the field, and awareness of the existing stereotypes and age-based norms, and thereby decrease the amount of stereotypical and superficial coverage on children and youth.

5.1.5 Societal contexts

Connecting the camp to topical societal contexts enhanced the articles' journalistic quality from the 1990s onwards. In the 1980s, societal context might have been a factor for not publishing a single article in 1983, which, however, cannot be proven. As elite sports and politics cannot be separated from each other, child and youth sports and recreation also have several newsworthy societal contexts. As Jens Sejer Andersen (1998) notes in the introduction chapter of his and Jørn Møller's seminar compilation *Society's Watchdog – Or Showbiz' Pet?*, outside the sports' "battlefield is a world with many stories of vital interest, maybe with lesser mythological quality, but with deep impact on society and on the individual life". Children and youth sports camp can be considered this kind of a story that has remarkable effects on public health and the participants' wellbeing. This particular aspect was highlighted in the journalist's comment on 4 July 2008 (see chapter 4.2.5).

As Rowe (2007) states, sports journalism should not be exempted from professional scrutiny and journalistic criteria. The criteria include criticism that refers not only to negativity, but also to questioning, estimating and carefully validating stated arguments. Critics may focus on sports organizations through the lenses of economy, politics, or the choice of persons, as well as on the societal status of and predominant beliefs in sports.

(Laine, 2011, p. 235–237.) Referring to the articles on Pitkis-Sport, critical news criteria began to appear in Satakunnan Kansan's sports journalism in the 1980s and 1990s. Societal context could be identified within the articles, although they were not clearly covered, as in the case of economic crisis limiting the families' financial resources for traveling (see chapter 4.2.4). Instead, elite sports context and connections with the camp were very visible in the articles, which indicates the specific, elite-sport centered news criteria of sports journalism. For instance, the camp activities and participation were linked to the success of Finnish elite athletes. It is widely believed that media sports and especially national success have positive effects on peoples' physical activity. However, Vuolle (1977) studied sports participation of adult and adolescent groups three months before and after the Montreal Olympics in 1976, and the study pointed out that the groups' sporting activities decreased rather than increased after the Finnish Olympic success and Lasse Viren's gold medal runs (as cited in Heinilä, 2000, p. 274–275). Likewise, Lines (2007) points out that links between media sport events and physical activity levels of children and adolescents are relatively weak.

As a conclusion, the increasing linkages to societal aspects and criticism can be considered strength in the regional newspapers' sports journalism on children and youth. Moreover, service journalism and advisory articles of the 2000s can be interpreted as following the changing news criteria in sports reporting. However, according to Biddle, Gorely and Stensel (2004), a greater understanding of physical activity among the younger age groups is necessary. In that sense, newspapers should return to their original task as physical activity promoters. As a development suggestion, societal contexts could be utilized more in highlighting the importance of health enhancing recreation for children and youth.

5.2 Validity and limitations of the study

According to Schreier (2012), validity is typically emphasized instead of objectivity and reliability in assessing the quality of qualitative research. However, both objectivity and reliability play a bigger role in qualitative content analysis than in qualitative research in general. A consistency check is built already into the research process, like it was built also in this particular study: I recoded the data within the close reading of the articles, after a couple of weeks of the first coding time. Double-coding firstly enhanced the

validity of the interpretations drawn from the data, and secondly helped in estimating the quality of the data-driven coding frame by yielding approximately the same results at the second coding time. Using another researcher in double-coding would have ensured that the interpretations are not just based on my individual understanding, but most likely shared by people with a similar cultural background. However, another coder was not used due to study-ergonomic reasons. Nevertheless, as my individual understanding both in the field of journalism and sports are at relatively high level, it can be argued that the interpretations can be generalized – at least to moderate extent – within the research area. As Schreier states, validity of qualitative research in a comprehensive sense concern the entire study, its results and conclusions. (See Schreier, 2012, p. 27, 34–35.) Furthermore, as also Eskola and Suoranta (1999, p. 211) argue, the starting point for qualitative research is admitting the subjectivity of the researcher. Therefore, I have aimed on making the research process and its justifications as transparent as possible.

Moreover, the quantitative data was used in supporting the qualitative analysis in the study. Referring to Schreier (2012, p. 26), in quantitative research, objectivity, reliability and validity are all as important quality criteria, and data, results and interpretations should always be the same, no matter who conducts the research. In case of this particular study, it can be argued that the quantitative data and the results would have been the same regardless of the researcher, if they were collected on basis of the same sample years. However, the interpretations were made in interaction with the qualitative data and prior research, which make them more study-specific. As qualitative content analysis often combines features from both qualitative and quantitative research traditions (Schreier, 2012, p. 36), I see the interactive interpretations rather as strength than a weakness. Furthermore, the interpretations were verified by prior studies that have focused on corresponding phenomena, such as feministic approaches (see Eskola & Suoranta, 1999, p. 213).

Translating the article quotations from Finnish to English can be considered a limitation in the research process. Mihaes (2011) reminds that translation involves not only transferring the “meaning” contained in a set of language signs into another set of language signs by usage of dictionary and grammar, but also several extra-linguistic criteria. Within these extra-linguistic criteria, cultural awareness is a key element that

the translator must always keep in mind. When translating culturally-bound words or expressions, the strategies may include for instance “addition, componential analysis, cultural equivalence, descriptive equivalent, literal translation, recognized translation, reduction, synonymy, transference, deletion or combination”. (Mihaes, 2011.) As my cultural awareness of English language was limited, for instance metaphor translations turned out to be relatively difficult. Therefore, a translation check by another researcher would have been useful. However, as my cultural awareness of Finnish language and the field of sports can be considered good, maintaining the purposes of the source texts was conducted at the best possible level (see Mihaes, 2011).

Finally, general validity of the used reference literature is evaluated. As the amount of earlier research concerning the particular area of media publicity on child and youth sports was very low (see chapter 2.2), several generalizations and even awkward transitions had to be conducted. However, by utilizing and connecting academic research information in the fields of sports journalism, media sports, and child and youth sports, relevant supportive, challenging as well as dialogic material was found. Especially feministic aspects (e.g. Berstein, 2002; Bruce, Hovden & Markula, 2010; Pirinen, 2006; 1998), turned out to be applicable in analyzing the media publicity of child and youth sports. Furthermore, qualitative and quantitative comparisons on the media coverage of the Olympic and Paralympic Games (Chang et al., 2011; Chang & Crossman, 2009) could be mirrored to the coverage of a children and youth sports camp in comparison to the coverage of elite sports events. Moreover, the comparable dissertation by Laine (2011) on Finnish and Swedish tabloid newspapers’ reporting on the Olympic Games worked as a guideline and source of additional literature throughout the research process.

5.3 Suggestions for further research

This particular study examined the media publicity of child and youth sports through the case of Pitkis-Sport camp in Satakunnan Kansa, the regional newspaper. By using the method of qualitative content analysis, I have pointed out that the journalistic coverage on the camp has on the one hand enhanced its quality and on the other hand degenerated during the camp’s 50-year history. As one significant finding of the study was the decreasing number of the articles and photos in comparison to the number of camp

participants, approaching the data more from a quantitative point of view would be interesting in the future. In addition to the listing of the numbers of articles and photos published, the newspaper data could be quantified into several different observation units, such as persons or authorities in photos and articles, as well as sizes of photos and articles (see Laine, 2011). Moreover, quantifying the textual data content, such as appearing metaphors and descriptive expressions, would be relevant.

Within the framework of this study, I have focused on the data sample as such, although also taken liberties in making interpretations on some external contexts. Since the method of qualitative content analysis sets relatively strict boundaries to interpretations external to the data, I contented myself with mentioning the contexts only superficially in the results. However, as pointed out in the discussion chapter, child and youth sports and their media publicity may have several remarkable effects on the society. Therefore, interesting further research topics would be, for instance, impact of regional newspaper's coverage on the camp participation of children and youth (see e.g. Lines, 2007) and editorial policies of regional newspapers' sports desks concerning child and youth sports (see Levinsen & Wien, 2011).

Finally, as child and youth sports in the media are not a widely studied topic, it would be interesting to read more about the phenomenon through different cases. Media directs its production increasingly to the younger generations that consume the products in electronic environments, Internet and social media. Consequently, child and youth sports' coverage in the electronic formats of media would be relevant to research. Answers to the question on how does consuming of the media products affect the physical activity levels of children and youth are also needed in the future.

5.4 What did I learn?

During the research process that started in September 2012 and was finalized in June 2014, I learned several details of conducting an academic research. As I wrote already my second Master's thesis (1st: Rantamäki, 2009), I was relatively familiar with using reference literature and structuring the research report. However, if I would conduct this particular research again, I would start by exploring the data instead of writing the theory background and the literature review. After all, the data was the most important

focus of the research, and thereby also the background literature should have been better based on that. By getting to know the data in the very beginning, I would have achieved a better overview on the studied phenomenon already before the writing process.

Although writing a research report was familiar to me from my prior studies, the use of English language set a challenge on the writing process. While exploring the source articles and proceeding in the work, I think my academic English skills enhanced remarkably. Nevertheless, taking a course on academic writing skills would have helped in writing the thesis.

As I have now conducted two Master's theses in the field of sport journalism, I consider my expertise within the area quite strong. After altogether seven and a half years of studying at the University of Jyväskylä, I feel myself well prepared for the challenges of working life, either in the field of journalism, sports, or the two combined. Finally, I would like to pay my compliments to my thesis supervisor Antti Laine who's supportive guidance spurred me throughout the entire research process, my studying colleagues who provided constructive feedback in the research seminars, my friend Johannes Munter who helped me in spell-checking of the thesis, and last but not least, my dear wife Terhi who supported me throughout the entire two years of studying, also at the challenging and difficult moments.

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Kansainvälisyyttä Kankaanpäässä:

300 osanottajaa pesäpalloleirille - Avajaiset huomenna urheilukentällä

Kankaanpäässä viikkovälittömässä alkuun IVU:n Satokunnan piirin pesäpalloleiristä järjestämä nuorten pesäpalloleiri avautuu ensi illalla kello kahdeksan puolella, sillä pesäpalloleirit saavat Kankaanpäässä vierailu-kohtia ja harjoitusta. Leiri avautuu, jolle odotetaan noin 300 osanottajaa, joka on jaettu leiriin, nimittäin poikaleiriin, tyttöleiriin, kaksosleiriin ja seurainvajaikaralle. Nuorten johtajajoukko on kahdeksan osanottajan kokoinen. Koulutusta leirillä on 15,

leiriin lähdetään kello kahdeksan puolella. Puheenjohtajana toimii Satokunnan piirin puheenjohtaja Kalle Kallio, joka yhdessä IVU:n puheenjohtajan Eelija Kerin kanssa johtavat leiriä. Leiriin osanottajien lisäksi on mukana myös leiriin johtajajoukko. Leiriin osanottajien lisäksi on mukana myös leiriin johtajajoukko.

Tämä leiri väkivahvasta on osanottajien lisäksi, sillä leiriin ja seurainvajaikaralle osanottajien lisäksi on mukana myös leiriin johtajajoukko. Leiriin osanottajien lisäksi on mukana myös leiriin johtajajoukko.

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Tuomari ja seurainvajaikaralle osanottajien lisäksi on mukana myös leiriin johtajajoukko. Leiriin osanottajien lisäksi on mukana myös leiriin johtajajoukko.

RU-38 tasapeliin Tampereella MesTo lähempänä kahta pistettä

Tampereen porjantaa. Tampereella pelataan Seurainvajaikaralle osanottajien lisäksi on mukana myös leiriin johtajajoukko. Leiriin osanottajien lisäksi on mukana myös leiriin johtajajoukko.

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Suomelle kaksi kultaa poliisien EM-ammunnoissa

Euroopan poliisien 3. EM-ammunnon päätyttyä on viikkinä ampumaradalla yksi kultainen mitalia, kun se oli alit erittäin lähien, jolloin kilpailut alkivat. Viimeisen päivän kisa lopputuloksella 30 + 30 laukusta voitti norjalainen ystävänsä 30-vuotias kuukausittainen osastojohtaja Arvid Mikkelsen ampumalla koulunsa 182 ja koulunsa 190 oli yhteensä 372 pistettä. Toisen tällaisesta ystävänsä koulunsa 180 ja koulunsa 190 oli yhteensä 370 pistettä. Koulunsa 180 ja koulunsa 190 oli yhteensä 370 pistettä.

Pitkisleirillä vauhditettiin opistohanketta

Seitsemäskymmentä vuotta täyttäneen SVUL:n Su-
tokunnan piirin järjestämä vuodesta Pitkisleiri
Kokemäen Pitkisleirillä keräsi tänä vuonna yli 500
osallistujaa. Leirillä on edustettuna useita ur-
heiluseuroja.

Pitkisleirin suomen maasto-osaatusta Suokunnan ur-
heilun osasto. Tärkeinä lajinaiden tavoitteen edis-
tyksen puolesta jatkuvasti urheilupuolesta.

Tämäkertaisella leirillä oli erityinen tempaan ur-
heilupuolesta edistämiseksi: opiston puolesta
mikäli taitoisia koulun. Tavoitettiin lisäksi edis-
tyksiä lajien koulun korkeiksi osien urheilupuolesta
rajoittamista.

Sivu 10

Paras tulos voi olla laajassa. Pitkisleirin suomen
maasto-osaatusta jatkuvasti opetetaan, miten liikun-
nan osasto kirjallista laajassa.



Kuvat: Heikki Tuomi/ST
Ponlaiset Tuula Vuprenhela ja Suvi Säläkivi varautuivat myös satekeleihin.

Pitkis-Sporttilaisten osuva motto:

Sää ei meitä säikyttä

Noin 100 osallistujan telttakylä kohosi Satakunnan Liikuntaopiston maastoon kosteissa oloissa.

HARRI PULLINEN

Kokemäki/SK

30-vuotissuhlamerkeissä eilen alkaneet Pitkis-Sport pääsi vauhtiin kosteissa oloissa. Tummat pilvet pysyttelivät sitkeästi Pitkijärven yllä, eikä hiljalleen iltapäiväunelma pystynyt nousseen telttakylä päästynyt vesipisaroitakaan.

Mutta sateessakin oli hyvä

Pitkis-vala

Parkanolainen Satu Järvenpää vannoi eilen Pitkis-Sportin perinteisen valan kaikkien osallistujien puolesta:

Pitkis-Sportin perinteisiin kuuluu leirioloihin totuttuinen sekä urheilulajien ja -taitojen oppiminen. Näiden perinteiden velvoittamana minä lupaan kaikkien leiriläisten puolesta, että toimmme urheilullisesti ja käytäydymme Pitkis-oppilaitosten mukana. Toivomme kouluttajien ja huoltajien opettavan meitä tunnollisesti ja esimerkillisesti.

Tämä vala velvoittakoon meitä kaikkia leiriläisiä toimimaan Pitkis-hengen mukaisesti.

puolensa. Telttapaikan sai valittua kerralla ja oikein, kun leirintäalueen notkopaikat täyttyivät vesilammikoihin. Myös kangasmaastosta helposti nousevasta pölystä ei tällä kertaa ollut haittaa.

Sääennusteet eivät ilmeisesti kovin paljon parempaa lupaa ainakaan alkuvuodesta, mutta se ei leirin johtajaa Harri Aaltoa hetkauta puoleen tai toiseen.

- Sää ei meitä säikyttä. Se on mottomme. Kukaan meistä ei voi mitään suomalaiselle suvelle, joten heitämme turhat säähuolet heti pois, naurahtaa ensimmäistä Pitkis-Sporttiaan johtava nakkilalainen.

- Tulimme nuorisajohtajien kanssa tänne jo sunnuntaina. Heti ensimmäisessä palaverissa teroitin heille, että leirillä on juuri niin hauskaa kuin johtajat haluavat sen olevan. Me olemme avainasemassa, miten lapset täällä viihtyvät.

Juhlavuotensa leiri veti komeat osanottoluvut. Lähes tuhat nuorta ja 120 ohjaajaa.

- Ehkä perheillä ei ole varaa ulkomaanmatkailuun kuten joskus aiemmin: jos nuori saa viikon täysihoidon 350 markalla ja sisäraennuksineen vieläkin halvemmalla, en jätä hintaa kovinkaan suurena. Vaikka kaikenlaisia leirejä onkin paljon, Pitkis-Sport näyttää pitävän asemansa yhtenä maan suuremmista, Aalto mietiskelee tyytyväisenä.



Koripalloittajien ja -poikien banderoli kertoo kaiken oleellisen.

Leiri elää tarpeiden ja kysynnän mukaan

Siviilissä Matomäen ala-asteella opettajana toimiva Aalto on itse Pitkiksellä jo 13. kertaa. Mielittäji on yleisurheilu ja siinä kolmiolikka.

- Vedin kolme talvea Pitkistä Raumalla. Kun minulle tarjottiin kesäleirin johtajuutta, en epäröinyt. Haasteita kannattaa aina ottaa vastaan. Sitä paitsi

nyt olen kolunnut Pitkiksen "uraputkessani" kaiken mahdollisen, Aalto naurahtaa.

Pitkiksellä löytyy perinteitä jo yhden sukupolven verran. Mutta silti leiri osaa uudistua, ja sen täytyykin tarpeen ja kysynnän mukaan. Tällä kertaa uutuuksina ovat jalkapallo, karate, painonnosto, kilpatanssi ja uimakoulu. Lisäksi Jussi Hakulinen ohjaa musiikkia.

Avauspäivänä ohjelmassa oli tutustumista palokuntatoimintaan. Risten VPK esitteli nuorille kalustoaan ja kertoi toiminnastaan.

- Jos nuorta kiinnostaa musiikki tai palokunta, en minä voi olla liikuntaihmisenä kateellinen. Jokainen löytää varmasti oman harrastuksensa. Monipuolisuutta korostan myös ohjaajille, lupaa Aalto.

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Sirkka-Liisa Pihtinen/SK Shetlanninponi Kimi taluttajanaan Mariel Laxström veti rattailiaan Niina Nummista (vasemmalla) ja Jaana Lagermoosia.

TPS ja riitelevä pelipäivä

Intertoto ja siuri TPS:lle armotta

TPS:n selviytyminen joulun Intertoto-kisassa, kierrokselle Sign-wortkeen on tyystin soitetun kukaan peliohjelman jalkapalloa.

Intertotossa TPS:n vastustaja on Venäjältä Jaroslavl, joka tulee ensi sunnuntaina. Toime pelataan Jaroslavissa lauantai 11.7. Tätä ennen TPS:n jalkapalloilijan määrä pelata 4.7. väliin jäävä liiga - FinnPaa vastaan 7.7.

Otteleohjelma on mukaan matkoineen e millinen. Lisäksi ottelu vastaan on äärimmäisen koska molemmat TPS ovat juutuneet saraan ja Jaroslavin matkan tal dutaan myös sunnuntai ottelu liikaa vastaan mään 23:nneksi p TPS:llä on kaksi päivää semmin ottelu MyPaa vieraisissa. Heti Jaroslavi kan jälkeen TPS:llä 15 erittäin tärkeä kotiote Jazzia vastaan. TPS pelaa roa vastaan kakkosmieh lä ja tämä on yksi vai myös jatkossa, mikäli ei ei saada muutettua.

Intertoton otteluka mahdollinen kolmas v jarme on Espanjan t joukkue Valencia. Mikä

Koripallon eurocupien arvonn sunnuntaina

München/STT Koripallon eurocupien nati suoritetaan Münd sunnuntaina. Arvontat dessa paikalla ovat suot seurojen edustajista J Jukka Suomela, Tapiolar gan Gordon Herbert ja Liila sekä Lahden Niv Jouni Mäkelä. Kouvolan vojen edustajaa ei ole vi metty.

Vammaiset mukana Pitkiksellä

Kokemäki/SK

Vakavana, mutta onnellisena istuivat nuoret SIU-Futuri-leiriläiset torstaina pienten ja vähän isompien ratsujen selässä Kokemäen Pitkijärvellä. Suomen Invalidiliiton vammaisia nuoria on Pitkis-Sportissa mukana tänä vuonna toista kertaa, ja 25 eri tavalla vammaista lasta toudhuua muun tuhtapäisen leirijoukon parissa.

Vammaisten leirin "äidit" Aila Lautamäki ja Irma Helme-joki loitsivat yhteisleirin mahdollisuudesta.

— On tärkeätä päästä mukaan juuri tämän tapaiselle leirille. Näitä ei vammaislapsille useinkaan järjestetä, sanoi Lautamäki.

Myös vammaisten lasten vanhemmat ovat ottaneet leirimahdollisuuden ilolla vastaan. Osanottajamäärä tuplaantui viime vuodesta. SIU-leiriläisistä yksikään ei ole lähtenyt kesken kotiin, vaikka vanhemmatkin vierailivat keskiviikkona Pitkiksellä.

Torstaina SIU-leiriläisillä oli muun muassa mahdollisuus ratsastamiseen tai ponijeluun. Ponien ja ratsujen selässä istuttiin turvallisesti taluttajan kävellessä vieressä. Vammaisten lasten kanssa leirillä on oltava tavanomaista suurempi joukko huoltajia ja ohjaajia, Pitkiksellä heitä on tusinan verran.

Yhdessäolo kasvattavaa

Vammaisten kanssa samalla leirillä eläminen ja touhuaminen on kasvattavaa ja tervetullutta kaikille nuorille.

Pitkis-Sport leirin johtaja Kari Tuominen oli myös tyytyväinen yhdessä leireilemiseen.

Pitkis-Sport juhli tänä kesänä 35. leirivuottaan. Juhlavuoden, ja viime kesän upean leiri-ilman, ansiosta tänä vuonna Pitkikselle ilmoitettiin 950 nuorta. Tuplasti niin paljon kuin viime vuonna.

Torstaisamuun mernessä

joukosta oli poistunut kolmi-keskimmästä. Suurin osa lähti keskiviikkoisen vanhempien vierailun yhteydessä.

— Näin suuressa määrässä keskeyttäneiden luku ei kuitenkaan ole paljon mitään, vakuutti Tuominen.

Pitkis on jaettu 31 eri alaleiriin, ja leiripäivien aikana nuoret ovat päässeet tutustumaan tai harjoittelemaan noin 150 erilaista liikunta- ja urheilumuotoa.

Paikalla on käynyt niin sirkuslaisia, huippu-urheilijoita kuin jousiampujakin. Erityisen suosittua on ollut tanssilikunta, SVoL:n MixTreeni-alaleirille ilmoitettiin yli kuusikymmentä jo etukäteen. Vaikka tanssilikunta on yleensä tyttöjen laji, muutama rohkea poikakin kävi

Pitkiksen aikana tutustumassa aeroboin tapaiseen liikku-

Rullaluistelu on jo leiriläisten keskuudessa käymässä vanhan- aikaiseksi, uusia uutta ovat kangoo-jump-kengät, joilla Pitkijärven kangasmaastossa pomppiminen sujui oikein hyvin.

Vaikka joka päivä leiri on saanut tuta todellisen ukkoskuoron, keskikesän lämpimät ilmat ovat nopeasti kuivanneet sen, minkä rajut sateet ovat kastelleet.

Pitkis päättyy tänään perjantaina juhlavasti kello 13 alkavaan päätösjuhlaan ja lipun laskuun. Vasta sen jälkeen alkaa leirin purku, ja vanhemmat saavat monia kokemuksia rikkaammasta nuorensa kotiin.

oon

orse Kemii n keskivük m kinnityi uliten ta- /ylylänsä hy- naan Jarmo n. leimin asti. BSFin jäse- evyet tuliet apin jälkeen aupin ja Eä-

s keskivük- yä. Naisten urmon Min-

järjestetään irimpaan ja umaan osal- taasta. on totutusti tautunut 19 5s Argenti- ista ja Gua- Filippiineil- rettä edus-

aina 5. hei- poikien A- rasiallisen adionilla ja len suoma-

n kaukana palloliijoita. aturnee on pesisjouk- 00. alliset Suo- finaaleissa. stä parem- i-5, 19-2), i 2-0 (2-0,

Sotkanon ngianista, i suomalais-

staina kon- eri vuoden lollaria (n.

Porin V4-vihjeet

Porin ravivihjeet on laatinut tuttuun tapaan ohjastaja Harri Koivunen.

V4-I: 10 Elroy Corner on

haastaa synnyinsseudullaan suosikin. 3 Ansarin Lento kehityy alati ja avaa pian voittotilinsä. 1 Romeo Lax ei varmasti

Suurenee
Maakunnan Mojovin
SUMIA

Tiistaina Pitkiksellä nähtiin paljon alle kouluikäisiä leiriselkäläisiä leiriselkäläisiä. Leirilämään tutustuneet sisarukset, 8-vuotias Jessica ja 4-vuotias Niko Kovanen mitaliväk nassikkapainissa.

Pitkis Sport -leiri puhkuu yhteishenkeä

Juhlat: Maanantaina vauhdikkaasti alkanut Pitkis-Sport on nuorekas 50-vuotias.

Tarjontaa riittää: Tänä kesänä on mahdollisuus valita 44:stä eri liikuntalajista.

>> Uutiset 4 - 5



3.7.2013
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