

Organization name: VšĮ "Veiklus žmogus"

1. please, share a little representation of your organization with particular focus on the topic of sport and on the measures adopted to improve gender equality in the field of sport in your organization. *

Representation of our organization VšĮ "Veiklus žmogus" is in attachment.

2. please, provide an analysis of the representation of the female figure in the main media, newspapers and sports newspapers of their country.

- most of the news are dedicated for male sportsmen.
- most of the sport news are only about which place taken or award won
- all news about women results in sports are appreciated, but in general they are not so popular as we don't have many champions, so writers are not interested in writing about it, nor people reading about it
- it's rarely mentioned that it's a woman or male, just a sports type where they compete
- in 2019 there were 3.5 times more news about men sportsmen than women on internet media, and 3.8 times more on TV
- although there are no big difference between women and men sport awards in championships
- LTOK (Lithuanian Olympic Committee) have sent a letter to all biggest media channels to not differentiate women and male sports and news about them – we are on a good path for equality in news spread
- most popular news about women sports in the media are about athletics, swimming and cycling
- to mention, it's all about clickbait – men sports are more frequently read than women's
- women writers wrote around 21% of their total news about women sports, while men writers only wrote 16% about women sports
- so there are basically 3 factors why women sports are not that popular:
 1. Stereotypes – men can do sports, while women can only be beautiful, do arts or stay at home. Therefore more men becoming sportsman than women
 2. Most of the sport sectors managers and directors are men
 3. Most of the journalists are men, approximate ratio are 8:1, therefore they write more about men

3. please, insert a list of the most used words in combination with the figure of the woman in the main media, newspapers and sports newspapers of your country. If you prefer you can share an attached trying to graphically display the frequency of use (for example with graphics or slides, or through the representation "Keywords Cloud")

Golden fish

Voluntary marathonian
Lithuanian sportswoman
Emotional sportswoman
Hardworker
Golden girl
Lithuanian champion
Medal winner
Beuthiful Lithuanian pentathlete
Skinny legged athlete
Beuthiful fitness champion
Skinny champion
Shining women
Highly respected Lithuanian
Strong leaders
Young sportswomen
Lithuanian prospect