

Sports News Coverage on Television Media of Nepal

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LETTER OF RECOMMENDATION

This is to certify that Mr. Anuj Thapa has prepared this dissertation entitled "Sports News Coverage on Television Media of Nepal" under my guidance and supervision in the partial fulfillment of the requirements of the course of JMC 538 Thesis writing of Masters in Arts in Journalism. Therefore, this dissertation is recommended for its evaluation.

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LETTER OF APPROVAL

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Acknowledgement

When I first thought of the subject of this dissertation, and started for looking literature review on it, I was simply surprised by the lack of resources and research on sports journalism. It seemed difficult job for me to complete this thesis, but the support from my teachers, friends and seniors made it possible.

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Abstract

Sports Journalism in Nepal, despite its short history has made long strides in the past decades. Television Sports Journalism has even a shortest history and till date it has also made a long stride. But it is yet to be the part of main stream journalism and it has not been studied much. The lack of study, analysis and evaluation of Sports journalism has hindered its improvement. This study evaluates the content of Sports news in the selected television stations of four weeks to find the priority of in terms of sports discipline, to analyze sports news under journalistic principles and compare the coverage of national and international events. The study found that few sports discipline dominate Sports news in the selected television channels , enterprising stories in the sports news are a rarity and journalistic principles are not followed. Since television news is based on time frame sports news is still used as fillers and is given a less air time. It's a visual medium of presenting the sporting activities it has always been dominated by political and social news.

It concludes that though television sports journalism has shown some improvement in the past few years, it lacks the basic journalistic approach and there is room for improvement for fair coverage of sports. Since Television is a broadcasting media where people follow the visuals, we have lack of skilled man power to shoot any sports according to its priority. We don't have cameraperson who has specialized in sports;it's the same cameraperson who shoots a political leader attending a mass and a star striker scoring a goal. This is one of the most serious problems that Television Sports News faces. Slowly and steadily the trend will improve because the popularity of Sports is increasing day by day here in our country and a day might come when we will get a specialized sports crew busy in making sports news.

Table of Content

Chapter I : Introduction	1-8
1.1 Background of the study	1
1.1.1. World History of Sports Broadcasting	2
1.1.2. History of Sports Journalism in Nepal	3
1.1.3. Sports News in Nepali Televisions	5
1.2. Statement of the problem	6
1.3 Research Questions	7
1.4. Objectives	7
Chapter II: Review of Literature	9-13
Chapter III: Research Methodology	14-16
3.1 Methodology	14
3.1.1. Survey	14
3.1. 2. Content Analysis	14
3.1.3. Key Informant Interview	15
3.1.4. Observation Method	16
3.2 Limitation of study	16
Chapter IV:Result and Findings	17-38
4.1. Finding from Content Analysis	17
4.1.1 Constituent of Sports News	17
4.1.2 Coverage by Sports Discipline	17
4.1.3. Local Sports Coverage	19
4.1.4 Time Priority	20
4.1.5. Content of the sports stories	20
4.1.6. Football: The largest headliners	21

4.1.7. International News: Larger Air-time holder	22
4.2. Finding from content analysis and Key Informants Interview	23
4.2.1 Inadequate human resource for sports journalism	23
4.2.1.1 Academic qualification of a journalist: not a priority	23
4.2.2 News Coverage Trend	24
4.2.3. Gathering Sports News in Nepal	25
4.3. Analysis from Survey	26
4.4. Major Issues	35
4.4.1. Advertiser's push affects sports journalism	35
4.4.2. No diversity on coverage	36
4.4.3. Internationals News Shadows the national news	36
4.4.4. International sports news: The headline makers	37
4.4.5. Journalism: No source Journalism	37
4.4.6. Under- reporting of female's issues on sports news	37
4.4.7. On the way to professionalism	38
Chapter V : Summary, Conclusion and Recommendation	39-46
5.1. Summary	39
5.1.1. Few watch television for sports information	39
5.1.2. Audience preference: event based sports stories to investigative stories	39
5.1.3. Presentation of sports news stories just 'fair'.	39
5.1.4. Respondents don't wish to know more on sports dynamics in Media	40
5.1.5. Television alone has no role on development of sports sector in Nepal	40
5.1.6. A few sports discipline dominates the sports news.	40
5.1.7. Globalization of sports news.	41
5.1.8. Enterprising Stories are a rarity.	41
5.1.9. Journalistic Principles are not followed	41

5.1.10. Lack of Technical Manpower	41
5.2. Conclusion	42
5.3. Recommendations	44
5.3.1. Media house need to balance the pressure of advertiser	44
5.3.2. Keep diversity on sports activities on focus	44
5.3.3. Prioritize local news	44
5.3.4. Free sports journalism from ' No source Journalism' label	44
5.3.5. Launch media consumer Awareness Program	45
5.3.6. Other Recommendations	45
References	
Annex	
) Appendix I- Data Fill up Form for News Item	
) Appendix II- Sports Editor Interviewed	
) Appendix III- Survey questionnaire	

List of Abbreviations

AFP	Agency France Press
AP	Associated Press
IFJ	International Federation of Journalists
NBA	National Basketball Association
NSC	National Sports Council
NFL	National Football League
RSS	Rastriya Samachar Samiti

Chapter I

Introduction

1.1 Background of the Study

Sports Journalism is defined as the collecting, editing and disseminating of news about the activities of sports. The dissemination of news can be either through the print media or electronic media. When there is the talk about the involvement of media in the development of sports, it is referred to its vital role in disseminating sports events.

Sports Journalism began in Nepal in the late 1980s but the growth has been tremendous. The investment in private sector in media after the restoration of the democracy in 1990 has been a factor for the growth in Nepal. Emergence of competent private television stations and their attempt to diversify the coverage helped in the promotion of television sports journalism as it has now become customary for the television stations to imply sports news in their prime time news bulletins.

Currently all the television Channels allocate sports news in their prime time bulletins and occasionally put sports related news in their major headlines as well.

However sports news is still considered as "necessary fillers", something that are required but not so important. Sports Journalism is yet to become a part of main stream journalism in Nepal. This not only hinders the development of sports journalism but also contribute to ignorance of sports news by the media scholars and researchers.

Sports journalism is a part of mainstream journalism as it plays an important role in promoting sports in the country. Television sports journalism not only helps in the promotion of sports in the country but it helps the sportspersons to let them look at their performance.

Besides, nationalities are constructed around the performance of the country's sports team, i.e. Indian or Australian nationality is constructed around the performance of their cricket teams while Brazil and Argentina's nationality are intimately linked with the performance of their respective football teams. Sports is going global and so is sports news. So, this has also become a new means of globalization; breaking boundaries and constructing transnational nationalities.

Television is the most effective means in this regard. Especially, its ability to bring the sports event as they are and live telecasts have tremendously helped in the process of globalization and creation of trans-border nationalities. Therefore, there is a need to analyze how sports news has been treated by the national televisions channels.

1.1.1. World History of Sports Broadcasting

Different sports events are conducted all over the world at different times of the year. When a popular sport like cricket or football is conducted in a particular country, the event is broadcasted throughout the world on the television and radio, to help the people watch it from their place in a real- time fashion. That is how you watch the Wimbledon, the NBA games soccer matches on your televisions.

In The US, for the very first time, a commentary of a baseball match was broadcasted on 5 August, 1921, through the Westinghouse station, KDKA radio in Pittsburgh- thanks to communication technology.

On October 8, 1921, first live radio commentary of a football match being held in a college was broadcasted through a radio station.

On May 17, 1939, a college baseball game was telecasted for the first time over the television by NBC creating a history in sports broadcasting.

Similarly, on September 30, 1939, American soccer fans saw the broadcast of a game over the television. Less than a month after that, on October 22, NFL (National Football League) game was broadcasted over the television for the very first time.

Interestingly, sporting events were broadcasted by sending descriptions of the game through telegraphic messages. This was done as early as in 1890s. In 1923, Canada made the first radio broadcast of ice hockey, and in the year 1952, CBC had the honor of broadcasting hockey night for the first time on television in Canada.

Major sports events like football, baseball, cricket, and other games like wrestling, boxing were gradually broadcasted in spite of various technical, economic and mixed conditions that prevailed among the advertisers and the sponsors.

Today, television has many sports channels, which broadcasts sports to their fans, as televised or real-time shows, thus providing the excitement and vigor of sporting events at the doorsteps of the fans.

The trend broadcasting of Sports related news and programmes started in Nepal after the establishment of democracy in the country. Government owned television, Nepal television is the first station to show sports and sports related programme.

Nepal Television in 2042 B.S. and after this it was possible to see sports visually in Nepal. 1986 world cup football was shown by Nepal television and then after, the trend of covering the sports related news, programmes started. Slowly, sports news was given priority in the news as well. Later Nepal television started covering live football matches that was held in Dasarath Stadium.

1.1.2. History of Sports Journalism in Nepal

The history of sports journalism in Nepal began with *Sporting Times*, a sports magazine published in 1956. Edited by Mahendra Raj Shrestha, it was English fortnightly. However the magazine ceased publication after few issues.

In 1960, Shyam KC began *Sportsman* monthly which also ceased publication after few issues. As these publications were the pioneers in sports reporting, they played a crucial role in enhancing sports journalism, despite the fact that they were closed down after a few issues. Since then a number of sports magazine were published but none of them published on regular basis.

In 1967, *Rangasala* was published under the editorship of Rajendra Bahadur Shrestha and National Sports Council published a sports magazine *Khel Ra Kheladi*, a year later. Both of these could not continue. In 1974, National Sports Council began a quarterly publication, *Khelra Janajivan*, which was closed after three issues.

It was debatable as why National Sports Council, a government body with yearly budget, could not continue the publication. National Sports Council also began sports programmes on Radio Nepal and Nepal Television but those two were short lived.

Subodh Giri began *Khel Jagat* in 1979 which irregularly continued till 1987. The sole cause of irregularity in this publication was lack of adequate funding as well as lack of trained sports journalists. Magazines under the flagship of *Sports Nepal*, *Khelkud Manch* and *Khel Sansar* were also seen in market in the early 90's, but all of them have been closed down.

The main reason for the closure of all the publications was financial instability. Lack of financial resources for the publication, lack of advertisement and small market caused shutdown of sports magazine.

In the late 1984, *The Rising Nepal* began giving last page to sports although the page was not name as sports page. The page published carry-overs from the front pages and the remaining space were given to sports news- almost all the Rastriya Samachar Samiti (RSS) or other international news agencies.

Gorkhapatra rarely published sports news and when it did, most of the news was from RSS. In first two weeks of May, 1988, Gorkhapatra published seven news related to sports and only two of them were from staff reporters. All of them but one was published as one-column news.

Later, the private investment in media brought diversity in newspaper coverage, along with sports news. It appeared only natural that flood of journalistic activities and investments had sought to strengthen this professional exercise with most new ventures featuring columns outside politics.

At present all state owned and private sector TV channels are providing a separate sports news for national and international sports news. Providing sports news is not enough as television channels have failed to understand the importance of sports news.

Still they are not serious about sports news. In the newspaper part there were various problems for leading newspapers on sports reporting, one of them was irregularity and sadly, that continues in present context too. They have regular sports news in daily prime time news and every sort of news is covered, but when it comes to airing the news, there is not enough time for them. So either those news are kept in the slot or they are totally ignored looking at the time frame.

Sports news rarely makes main headline news. This is because politics dominate the coverage as Nepali Media have been obsessed with politics. This is however a global scenario.

1.1.3. Sports News in Nepali Televisions

When it comes to broadcasting of sports in Nepal, Nepal Television comes first. After the Establishment of democracy in the country in 2046 B.S., professional journalism practice came into scene. Besides the government owned media houses like Gorkhapatra, The Rising Nepal and Nepal Television, various other national dailies started giving priority to sports news as well. Every national daily has a different sports page and then the practice of Sports Journalism started developing in the country.

Slowly every small activities of Nepalese sports started becoming big news in these daily newspapers. Their photo started becoming big news in these daily newspapers. Similarly private FM stations got license from the government and these FM stations also gave priority to sports related news. After private television stations got license and these television stations started giving priority to sports news and various sporting activities in their daily news and programme schedules.

According to Ministry of Communication, there are 39 private television stations registered. Among them more than dozen channels are in function. Most of them have given special priority to sports news in their daily broadcasts. Besides the coverage of sports in their news, these private TV channels have a special sports magazine show that comes once a week.

In those sports magazine, they show players profile and weekly review of national and international sports activities. Every sports news from school to college to national level sports is covered in their daily news bulletins. Previously sports activities that used to take place in Kathmandu was given more priority but later when competition started and television was watched every part of the country, sports news from every part of Nepal was covered by the television stations.

Today, there is minimum of three sports reporters working on sports in most of the television stations.

1.2. Statement of the problem

Lately the significance of sports reporting has increased greatly all over the world. Media is one of the integral parts of sports development and has remained primary source of large number of fans. Players have become the national hero and sports have been a part of the national identity for nations. This has contributed in encouraging television channels to give importance to sports coverage while sports reporting have helped sports to develop into an industry.

The profound interest of sports events organized in the international, regional, national and local levels is reflected in increasing importance attached by the mass media in sports coverage.

Despite that, sports reporting have always drawn some criticism. The critics of sports journalism believe that broadcast media have not given equal importance to all sports discipline and the sports reporting has not followed the principle of journalism.

In Nepal too, there has been criticism like this but this is the criticism faced by the developed countries as well. Recent studies of Television Sports in nine developed countries found out that sports editors of daily newspapers allow sports industry to set the agenda and priorities for coverage of sports events.

Sports Journalism is also criticized for its lack of investigative and in-depth reporting, stories that need journalistic tools and knowledge to complete. Reporting is basically event based. Despite the belief that sports journalism is a catalyst for development of sports, on and off the field, the practice is being increasingly routine task and sports news are filled with match reports, previews and profile of star athletes or similar types of predictable coverage.

The electronic and print media flock to same types of sports and events, same few clubs and sports stars. Nepalese televisions channels give specific, regular air time, so it is worthwhile to understand the Nepali Sports. This study seeks to investigate how Nepal's television channels are treating the sports news in terms of coverage and dissemination.

1.3 Research Questions

On the backdrop mentioned above, this research tries to explore the answers of following questions:

-) How do sports news in Nepali Television Channels being prioritized and factors affecting it?
-) What constitutes sports air time and space in Nepalese Television Channels?
-) How much does a local sports event get covered?
-) How professional are television journalists to cover the sports news?

1.4. Objectives

At the time when sports news have been one of the major component of the television news and it is getting the priority to the extent that almost the television channels in Nepal have separate programme on sports, it is very urgent to understand how it has been prioritized and the factors behind them. In addition, knowledge of the trend that Nepalese Sports Television Journalism are getting with will be helpful to predict the trend how the future television sports journalism would be like. Also it is still to be explored the sports journalism from the angle of professionalism. On the background mentioned above, the research aim to explore the followings.

-) To explore the priority of television channels to sports news and programming.
-) To explore the perception of television viewer towards the performance of television news channel on sports journalism.
-) To identify whether television sports journalism follows the standard journalistic ethics and professionalism.

Chapter II

Literature Review

In this chapter, I've reviewed relevant literature on sports news. Global literature has focused on construction of nationality through sports news, the market value of it or commercialization of sports, fan behaviors, players' profile, etc.

During the review process, it was evident that there were not many domestic literatures available, particularly in the studies of television sports news. One major reason can be attributed to the delayed development of commercial media in Nepal. It was only after 1985, sports journalism started getting importance in Nepal. There were only two broadsheet dailies, Gorkhapatra and The Rising Nepal. The Rising Nepal published sports news regularly in inside pages.

Not to talk of a separate page for sports in the newspaper of those days, even the coverage of sports news was very scant (Shakya 1999). This applies not only to sports journalism, but other varieties of news as well. Initially, the sports news focused around the results only.

Many aspects of it as today were not practiced by the journalists. Better reporting of sports news is underlined by Onta who says an obsession with reporting the bare results (which won and by how much) must be superseded by a more sociologically and historically informed writing. (Onta, 1993)

A major work in sports journalism is conducted by Raju Silwal, a sports reporter himself in Nepal Television who analyzed Sports Journalism in Nepal Television for his Master's dissertation.

He concluded that sports and sports related events have not been given much space and time in the news that is broadcasted in Nepal Television. It is not that sports related news in not broadcasted in the news but the time and space given to it is less compared to other news and event (Silwal 2006)

He has looked at the problems of sports journalism in Nepal Television and found out that the anchors who present the sports news are less familiar with sports, sports person and terms that are used, therefore resulting into less effective delivery of the news.

The technologies that are used during the reporting and presentation of sports news are way back compared to the technologies that are used in the international news channels (Silwal, 2006)

He found out that lack of sports news on television is contributing to the decline of public interest in the sports: Nepal television being the government television channel covers most of the sports news looking after the sponsors, which make football the only sports, covered the most. Other sports like volleyball, wushu, martial arts, athletics, swimming, judo, taekwondo and other indoor sports are given less importance. By least prioritizing these sports people's interest in watching the sports news is declining day by day. (Silwal, 2006)

Nepal Television solely cannot create sports culture in the country, people who are involved in sports should come up with plans and sporting events which can be shown in Nepal Television which can help in creating sporting culture in the country. (Silwal, 2006)

Sporting culture is a different aspect and even when the televisions cover the news about sports, it's important to have news anchors trained to read the news properly. The anchors who read sports news should be trained well so that they can pronounce the name of the players and sports related terms clearly and in a right way. (Silwal, 2006)

Lack of training, not only for news anchors but also to those reporting, writing and editing sports news, is a major problem as pointed out in his study: Nepal television should not give more air time to football because there are other sports where Nepal comes up with medals in international arena. The journalists who are working on sports field should be well trained and they should know everything about sports.(Silwal, 2006)

Another study conducted is Sports Press in Nepal: Content Analysis of Sports news in Nepali Daily Newspapers by Krishna Prasad Acharya for his Master's Degree in Tribhuvan University in 2007.

He comes up with the conclusion that, Sports Press of Nepal needs a lot of improvements to be competent enough to fulfilling the public interest and better coverage of

sports related issues. Sports news, which regularly makes front page in developed countries for their better performance in the international events, are still considered necessary fillers. (Acharya, 2007)

While accepting that the dominance of international sports news as a part of the job, the study pointed out that Nepali sports journalism lacks the competitive edge when it comes to covering of the domestic events.

Globalization of sports pages was evident and not surprising. The television coverage of sports events had its effect on Nepali sports coverage. Sports Press of Nepal needs lots of improvements to be competent enough to fulfilling the public interest and better coverage of sports related issues. (Acharya, 2007)

Later in 2009, IndraDhoj Kshetri also did content analysis of sports news in major broadsheet dailies of Nepal and came up with the conclusion that ' while earlier international news concentrated on politics, war, diplomacy and trade, there has been an enormous expansion of the scope for international news with particular reference to sports, the world of showbiz, finance, celebrity gossip, fashion and much more. 'He further says show-biz and sports have been rampantly globalized for various purposes and these continue to constitute major portion of news coverage in all media. (Kshetri, 2009) .This paper shows the change in the ways sports news used to be presented. Until a few years ago, only a small portion and at best a page used to be separated for sports while it has reached to 2 pages in almost all newspapers. He has found: In an ordinary week day, all newspapers carry 2 page sports which go up to 3 or 4 pages in the weekends. Generally, one page is for while the other is for international sports coverage. However, international sports news is sometimes given more importance than the domestic.

Another study done on sports news coverage is by Nirmal Aryal in 2012. It has studied at the trend of sports journalism in both government and private channels. The study did a case study in two televisions which were Nepal Television and ABC television.

The conclusion he derived from his study is that Nepalese televisions are unable to broadcast news according to the interest of audiences. Furthermore, comparatively less time and space is given to sports news. Analytical sports news in television is negligible whereas the size of advertisements has also affect the frequency of sports news.

Bishnu Hari Ghimire has also done a research on the role of sports news on the development of sports in 2011. He has found out that due to the exposure of Nepalese players on Media, they have become celebrities. They have the chance to earn extra money due to their celebrity status created by the media. Media have given space to the private organization's name on the news which has helped in the growth of sports as well. The involvement of private enterprise on sports has huge positive impact on sports sector.

Bishnu Thapa has also conducted a research paper in 2011 for his Master's Degree in Tribhuvan University i.e. Sports Culture in Nepal: Content Analysis of Sports news in Nepali Daily Newspapers. Thapa has done a content analysis on the sports news of Kantipur Daily, Nagarik and Annapurna Post. He found out that volume of advertisements have affected the volume of sports news. Loads of news is thrown into trash can due to space constraints. The hierarchy of sports news is- football, cricket, martial art, athletics, archery and others. The presence of football and cricket is high in the sports page than others.

An international study of sports press found that planned events dominated coverage, making up 88 percent of all stories examined (with games making up 70 percent of that total while press conferences, press releases and the like comprised the other 18 percent). Newsroom initiated stories or enterprises pieces, in which reporters conceive a topic, investigate or study trends, made up only 10 percent stories on sports front. (Rosentiel et al, 2005)

The study also found that only a few big games dominated the coverage and that there was the serious gender biasness in the coverage. Female athletes and their games were ignored. Female athletes were the main characters in stories only 5 percent of the time, female teams only 3 percent. (Rosentiel et al, 2005)

It is also found that over the years the style of analysis might look changed but in fact not much has changed. Sports writing, for instance, have become more focused around the statistics over the years, just as sports management has, a move made possible by computers. Yet the larger formula of sports section is steady.

(Rosentiel et al, 2005)

The survey findings also reflected the lack of application of journalists principles in sports journalism. Sports reporting were called journalism without sources as only 56 percent of sports articles referred to the sources.

Around 80 percent among those stories referred to only one source in the text. Overall, 34 percent of sports articles did not refer to any sources at all and only 16 percent of all articles have three or more sources. Even when sources were referred they all come within sports world. (Jorgensen, 2005)

Aidan White, the vice- president of International Federation of Journalists, told the Play the Game seminar participants in 2006 that the growing commercialization of sports had created a difficult situation for sports journalists. He argued that many reporters felt the pressure of a powerful industry that encourages them to serve commercial interests and the public good has been seriously disturbed. (White, 2006)

Thus, it can be understood that the trend of sports journalism began late here and we find not much studies and debates done. People dealing with it has very little to say, and when we look at it as a whole around the world, sports journalism lack in-depth and investigative stories which are non- responsible to public interest.

My topic of research tries to find out by looking at some of the channels' news bulletins on how they treating the sports news.

Chapter III

Research Methodology

3.1 Methodology

The research employs both qualitative and quantitative method in order to find out the priority of sports news, television viewers' perception to it and media's professionalism. The research uses survey, content analysis, and key informant interview and observation method to achieve the ends. Similarly desk study, review of relevant literature and secondary data collection are also used.

3.1.1. Survey

In order to collect television viewers' perception towards performance of television channels on sports journalism, survey method has been used. For the purpose of study, questionnaires are developed which sought answers how people like television programmes, their level of knowledge on sports journalism and how they have viewed sports journalism. The survey questionnaires have been distributed to 186 media consumers. The media consumers are selected randomly applying random sampling method. For this, people who visited Bhrikutimandap on February 1st, 2nd, 3rd and 4th 2013, were approached. Out of 186 people approached, 102 people were ready to fill up the questionnaires. The reason why visitors at Bhrikutimandap were approached is because people from all strata, religion, caste and ethnicity visit Bhrikutimandap.

3.1.2. Content Analysis

Content Analysis method is used to identify the priority imparted by television broadcasters, their attitude to sports journalism. In order to achieve this end, sports content of four television broadcasters namely Kantipur Television, Mountain Television, and News 24 television and ABC television have been analyzed. This analysis entails review of prime time

television news of those four broadcasters starting from Bhadra 15 to Ashoj 15, 2069 B.S. The following variables and sub variables is studied for each item.

-) News placement- the placement of news in the news bulletin.
-) Presentation of the news- the stories will be divided according to their placement in the sports news section.
 - o Start- News placed in the start of bulletin.
 - o Middle- News placed in the middle section of bulletin.
 - o End- News placed in the end of bulletin.
-) Type of story covered - each story is divided according the sports discipline. Story covering multiple sports or events with multiple sports is separated into general one.
-) Primary content in the news - the stories are divided according to the content with sub variable being
 - o results of planned events, preview of matches
 - o coverage related to performance
 - o sports financing
 - o non professional matches or events
 - o health related aspects
 - o sports and social integration or discrimination
 - o sports politics

3.1.3. Key Informant Interview

In order to find television broadcasters' preferences on sports journalism, trend on presenting news stories, reporting of sports news and gate keeping process, four key informants were approached and interviewed. They are Bishnu Hari Ghimire, Sports Editor at Kantipur Television, Sanjeev Shah, Sports Editor at News 24 television, Ananta Wagle, Sports Editor at Mountain Television and Anveshan Adhikari, Sports Editor at ABC Television.

3.1.4. Observation Method

As being a former sports editor at News 24 Television and a journalist who have keen interest on sports, I also have got an opportunity to understand the media culture and

treatment towards sports news. On the basis of my experience, I've developed some checklist and observe the sports journalism against them. The research report entails the reflection of same as well.

3.2 Limitation of study

The study is carried out looking at the prime time news bulletins of four television Channels of Nepal. The period of research is of 4 weeks. The research period is specially chosen not to coincide with any important sporting event that particularly interests Nepalese Sports Journalists. This is done to get an average understanding of sports coverage. Despite that, it is likely that one or more events might have impact in the overall picture of sports coverage and in any particular period, the coverage might be somewhat different.

While commissioning survey, the researcher is limited to employ random sampling method. This limits research report being more specific. Also, Selection of location for the commissioning the survey is another limitation. If brought case studies, the research report would be more comprehensive; however the research has not been able to dig out case studies due to short time span.

Chapter IV

Results and Findings

4.1. Finding from Content Analysis

During the Content Analysis period that was started from Bhadra 15 to Ashoj 15, 2069 B.S., a total of 253 stories are broadcasted by the four television channels under study i.e. Kantipur TV, News 24 TV, Mountain TV and Image TV. The finding of content analysis is summarized as below.

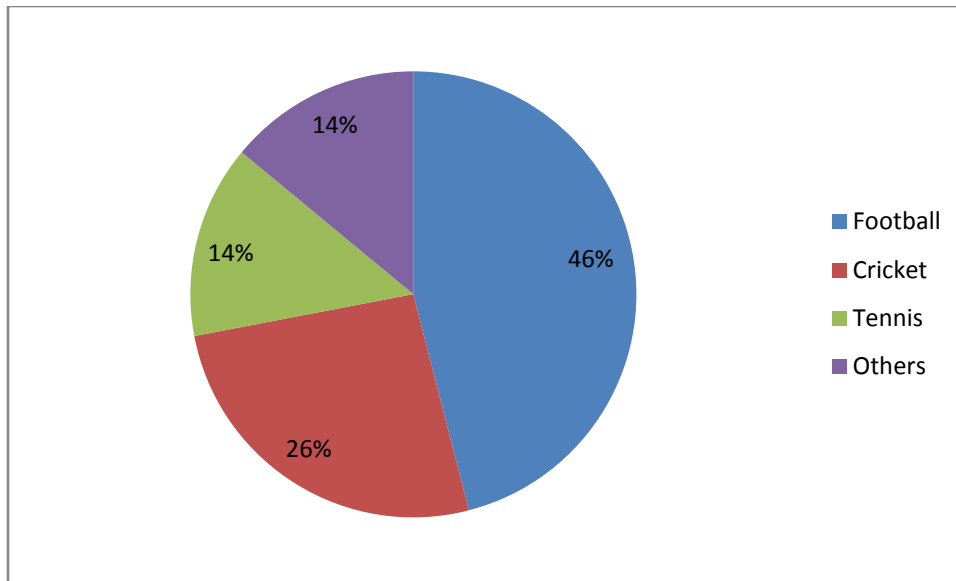
4.1.1 Constituent of Sports News

All television channels have separate sports news in their prime time news. Usually they come at the end of the news bulletins. Besides that, they have a weekly sports magazine where a review of sports activities within a week is kept. Television prime time news broadcasts 11. 67 percent of sports almost every day and sometimes sports news make a main headline story as well.

4.1.2 Coverage by Sports Discipline

Content analysis shows that football is the biggest sports for the television channels. Stories on football amounted 46 percent of the total sports news covered in the prime time news bulletins. Cricket came second with 26 percent and together the two big sports took 72 percent of space leaving other sports only 28 percent. Apart from football and cricket, tennis (14 %) and others (martial arts, Formula one) made up to 14 percent. Tennis made to the rank with only international news. There was no coverage of national tennis during the study time span.

Discipline-wise Coverage of Sports News



Source: Content Analysis 2012

Figure 1 shows that the sports news slots lack diversity. It is true that sports news broadcasted have news on 15 sports that are played in Nepal but the amount of coverage allotted for these sports were too less compared to that of football and cricket, the two dominating sports. There was diversity but unevenness in the coverage as the news related to sports other than football and cricket received very little space.

These results were not surprising as the sports editors when asked to prioritize sports for coverage put football at the top giving them almost 60 percent of votes. For all of them, football was the first priority and cricket was second. The next priority was tennis and then martial arts, formula one and athletics.

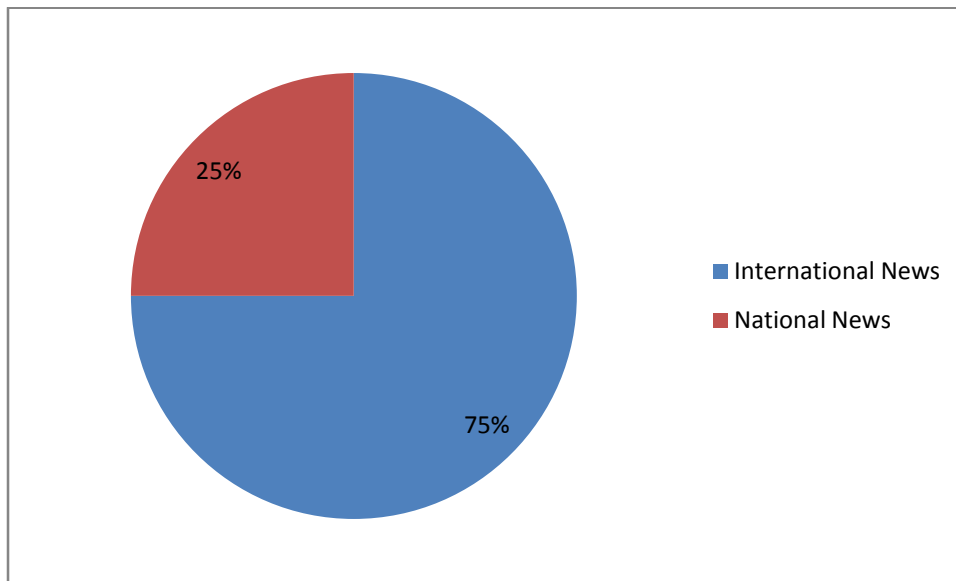
Sports editors see football and cricket as two sports that have the largest mass following in Nepal thus there would be many viewers viewing the stories related to these two sports. They said not much of their viewers were interested in other sports. Denying the fact that they had failed to create an audience for other sports, they claimed, their duty was to cover what the people wanted not to develop fan base of any sports discipline.

Tennis, Formula One and martial arts thus were in the top five of the priority list while volleyball, athletics, golf, swimming and boxing also appeared in the priority list of the sports editors.

4.1.3. Local Sports Coverage

More air time were devoted to international news stories than the national news. The coverage of the local events made up to 25 percent of the coverage while remaining 75 percent of the news was international news provided by Reuters, BBC, Cricinfo, Aljazeera, CNN, etc.

National and International Sports Coverage



Source: Content Analysis 2012

International events of Golf and basketball got high amount of coverage but were completely ignored locally. There was no single piece of news for national events of these two sports.

In the others category, martial arts was the sports that is covered locally. However most of this coverage was brief news originating from press conference or press release rather than big ones originating from reporters initiation. This shows that sports reporters do not care about sports other than a few dominating sports and do not want to give much more time space to them.

Sports editors believed this was because of the viewers' interest and the lack of activities from the minor sports. They said whenever there were activities of any sports discipline they did not miss it and covered other aspects of the sports as well. They accepted the fact that the knowledge of the games among the sports reporters does affect the coverage.

For instance, Kantipur Television regularly covered Formula 1 car racing, only few other television channels did cover it and some totally ignored it. This was because the sports reporters of that particular television were found interested in the game itself having followed it for long time.

4.1.4 Time Priority

Football and cricket being two dominating sports made most of the headline stories and got much air time in the sports news. Tennis was only other sport which was found given much air time and sometimes as headline in the news bulletin.

Of the 70 headlines story analyzed, more than 70 percent were football and 23 percent was cricket. Tennis related story took up the remaining percent making occasional appearance in the sports headlines. No other sports got the priority to be the headline of the news bulletins.

In other stories including package, voice over football dominated largely ahead of cricket. Sports stories rarely make the main story of any news bulletins. Only two among the analyzed stories were made a main story in the news bulletin.

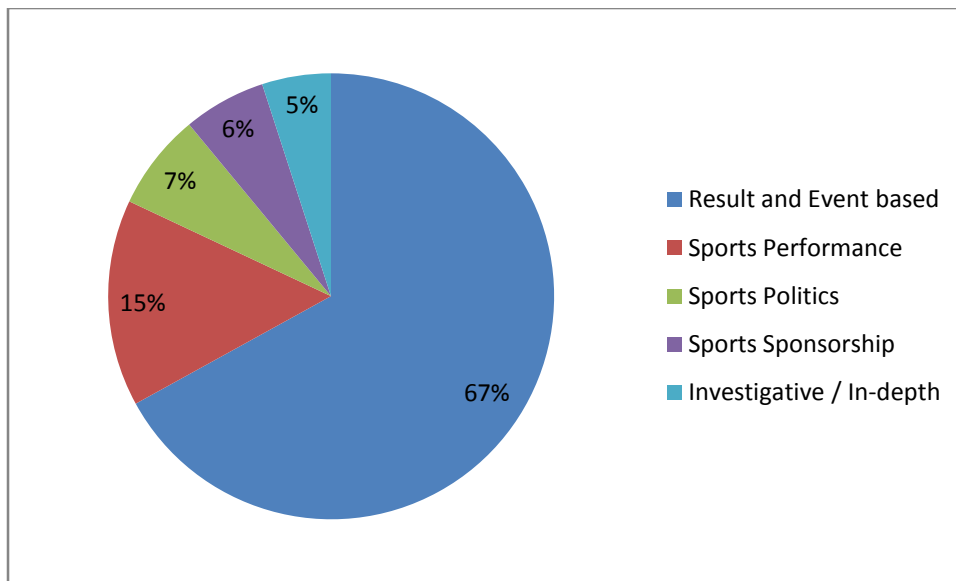
4.1.5. Content of the sports stories

Sports news is mostly likely to be reported on sports events or matches of preview on the upcoming events rather than in-depth and investigative piece.

The survey found that stories related with results and reports or previews of specific matches, competitions or events made up 67 percent. If 15 percent of those stories that dealt with the performance of teams or players and sporting aspects are added to that, it makes 82 percent leaving almost no time space for the investigative or in-depth stories.

Even among the remaining time left, 7 percent went to news related to sports politics such as dispute among the officials and sports officials. The other 6 percent time was given to stories related to sports finance or sponsorship sports events. And only the remaining 5 percent goes to investigative or in-depth stories.

Category of Sports Story



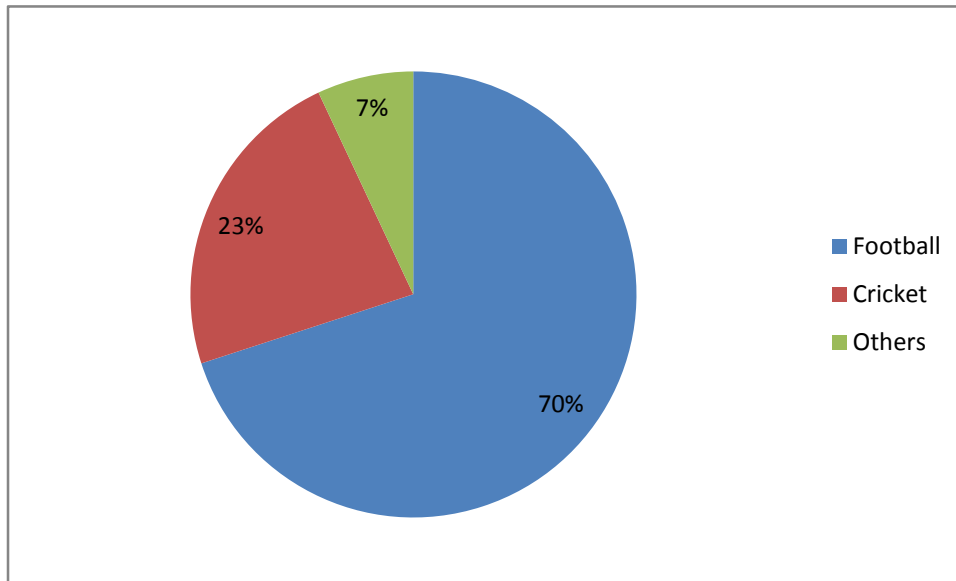
Source: Content Analysis 2012

The figure above shows the dominance of events based sports news in television channels. The condition of investigative and in-depth stories is very poor.

4.1.6. Football: The largest headliners

Of the 70 headlines story analyzed, more than 70 percent was football and 23 percent was cricket related. Tennis related stories took up the remaining percentage making occasional appearance in the sports headlines. No other sports got the priority to be the headline of the news bulletin.

Headline-wise categorization of Sports News

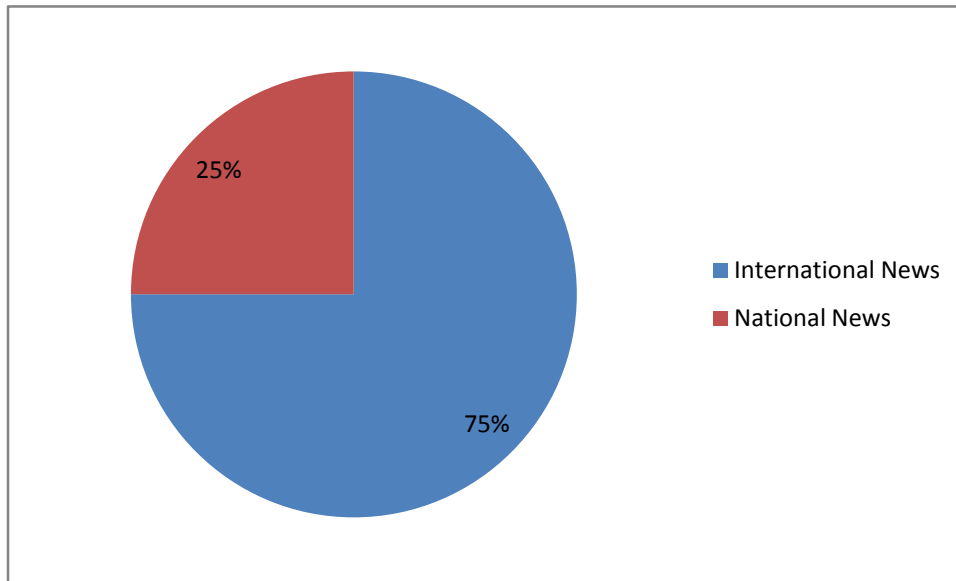


Source: Content Analysis 2012

4.1.7. International News: Larger Air-time holder

There is a tendency of giving more air time to international news stories than the national news. The coverage of the local events made up to 25 percent of the coverage while remaining 75 percent of the news was international news provided by BBC, CNN, Aljazeera, Reuters, etc. Moreover, the local sports that take place within Kathmandu valley are given more priority. Events that take place outside the Kathmandu valley are given less priority. Only if the events carry national level players are given priority in the news.

National and International News Coverage



Source: Content Analysis 2012

4.2. Finding from content analysis and Key Informants Interview

4.2.1 Inadequate human resource for sports journalism

There is an average of three reporters among the television channels to look after sports beat and programming in the selected channels. Sports editors believe that with such a few number of human resource and a large amount of events going on, it is impossible for them to assign reporter on a story for a long time period. A reporter does not even get time and resources required they were capable of covering such stories.

4.2.1.1 Academic qualification of a journalist: not a priority

Among the four sports editors interviewed, only one has acquired degree in journalism. This is also a proof that there is a lack of academically qualified sports journalism in television channels.

4.2.2 News Coverage Trend

Sports are still used as fillers by television station. Even though television station has a different slot for sports news, the airtime is very less. And the sports news that are aired depends upon how famous the sport is and what effect will it make towards the viewers. Television news in Nepal is totally dominated by political news, views and events. A political leader's speech is always taken as a granted by TV channels here. Wherever the big political parties' leader goes, TV channels follow them and show their speech even though they are not so important. After political news, it's the social news and events that is given priority.

There are few and important factors that affects on the priority of sports in television channels. Lack of sports knowledge is one of the most important factors that lead to lesser air time to sports and sports events.

The television channels that are on air in Nepal and the news editors who lead the television channels don't have broader sports knowledge. As said earlier Nepalese televisions are totally dominated dominated by political news and events and other social news, this tendency makes the higher ranked personal working in the television channels to think about these events more than the sports. This can be seen when we watch all the channels that are on air in Nepal.

They try to ignore many sports events that take place which makes the sports news come up with less news. Sports editors believed this was because of the viewer's interest and the lack of activities from the minor sports. They said whenever there were activities of any sports discipline they did not miss it and covered other aspects of the sports as well. They accepted the fact that the knowledge of the games among the sports reporters does affect the coverage.

For instance Kantipur Television regularly covered Formula 1 car racing, only few other television channels did that and some totally ignored it. This was because the sports reporters of that particular television were found interested in the game itself having followed it for long time.

Football and cricket being two dominant sports made most of the headline stories and got much air time in the sports news. Tennis was only other sport which was found given much air time and sometimes as headlines in the news bulletin.

The analysis showed only few of the news carried the journalistic principles. The sports news aired not only lacked the diversity in terms of the sports covered but also in news

writing. Two- third of the stories dealt with the predictions or results and outcome of the particular matches or events or competitions.

The lack of in-depth coverage and coverage on such aspects that appeals or has direct relation with the general people's lives was a disturbing fact. Sports reporting, it was found an easy job; with the biggest task being the presence of events.

The other disturbing aspect of sports news while evaluated through the journalistic principle is that sports news tends to quote too less sources. While journalists worldwide are taught quote the sources for every piece of information for credibility, sports journalists in Nepal seemed to have totally ignored the fact. About 82 percent of the stories quoted no sources while the principle of proximity in coverage was also not considered as much of the sports stories were of international events.

The devaluation of the journalistic principles in the sports page is happening because of the lack of journalism training to the sports journalists. Majority of sports journalists have never read about journalism- be it training or academic and most of them have no experience of working in any other beat than sports.

4.2.3. Gathering Sports News in Nepal

There is an increment of sports journalists in Nepal day by day. Basically, the daily newspapers that have a different sports page plays a vital role in the increase of sports journalist day by day. For this purpose journalist who understands sports are made involved. Therefore, the coverage of sports news in the form of quantity is increasing. In Nepali, television sector, the practice of involving a sports journalist in the gathering of sports news is increasing comparing to old days.

Previously, there was a practice of an all rounder reporter who looked after various beats. But today, this trend has vanished. Every television channels has a special priority for sports news and it's the sports journalists who gather and write the news.

During the time of Nepal television's sole rule, there was a trend of an all-rounder reporter. When competition increased due to the emergence of various private channels, Nepal television started a different sports section that looks after the sports. Similarly, all the other channels, too, have a different sports bureau that looks after the sports.

Every television channel gives priority to sports and sporting events. Organizing sports event is a kind of fashion today and moreover a good advertisement campaign to various business houses to schools and colleges. Every college is organizing different sports tournaments which are covered by every television channels which is a kind of doing advertisement for free. It's because in every tournament, there is the name of the college involved.

There is a practice of gathering news according to the sporting events. It's an easy way of reporting. Sports journalists working today basically cover news according to the press release sent by National Sports Council.

Basically, it's event based rather than content or investigation based. One or two investigative news is seen aired in month by television station. Football is the event that is covered the most and after that cricket, basketball and then martial arts. Basketball gets covered because there are more than a dozen of inter school or inter college basketball tournaments held in a year.

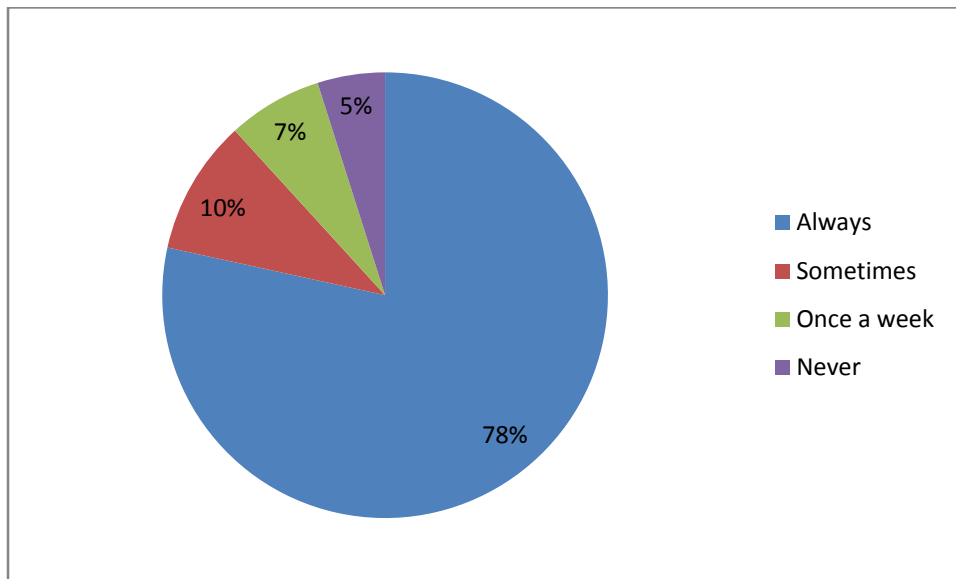
It was found that the sports press of Nepal needs a lot of improvement to be competent for fulfilling the public interest and better coverage of sport related issues. The following recommendations have been made for the improvement in the overall picture of the sports journalism.

4.3. Analysis from Survey

Out of 186 persons approached for the survey, the researcher received 102 filled- up forms. This presentation and analysis is based on respondents' answers over our survey questionnaires.

1. Television viewing frequency

In order to understand people's media behavior: particularly television, respondents were asked how often they watched television.



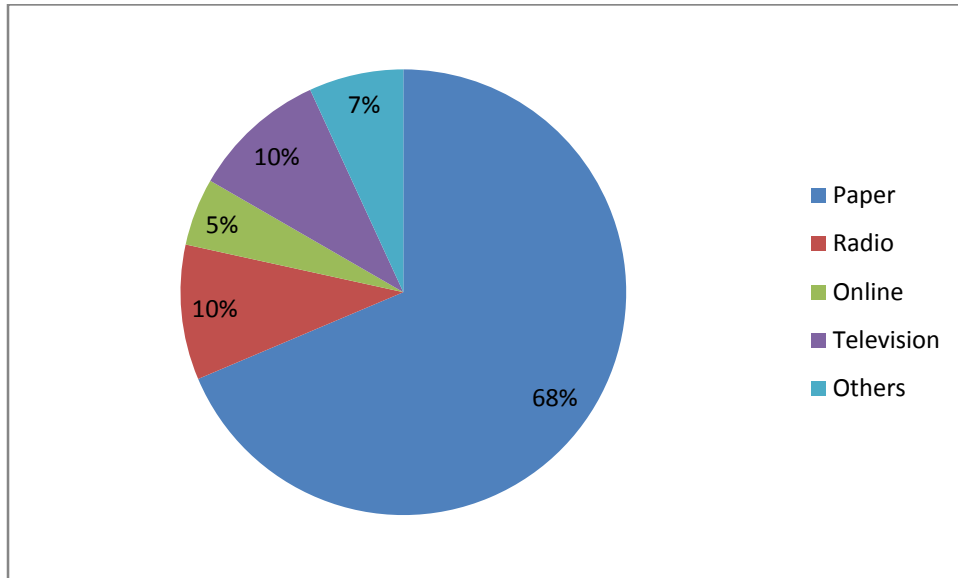
Source: Survey 2013

Survey brings the account that 78% respondents who filled-up the questionnaires watched TV 'always' .10% answered that they do watch TV 'sometimes' whereas 7% respondent said 'once a week '. It is interesting to note that 5% respondents who visited the heart of Kathmandu City, i.e. Bhrikutimandap had not watched television.

Respondents who had visited Bhrikutimandap at a particular day had developed television viewing behavior. As TV sets are available in reasonable price and TV channels are offering diverse taste to audience, people love to watch this idiot box.

Q. 2. Source of Sports News

At the time when news media are booming in terms of number and their coverage, respondents were asked which media they use to obtain information regarding sports activities. The question has sought answer how television was instrumental on obtaining sports information compared to other media outlets.



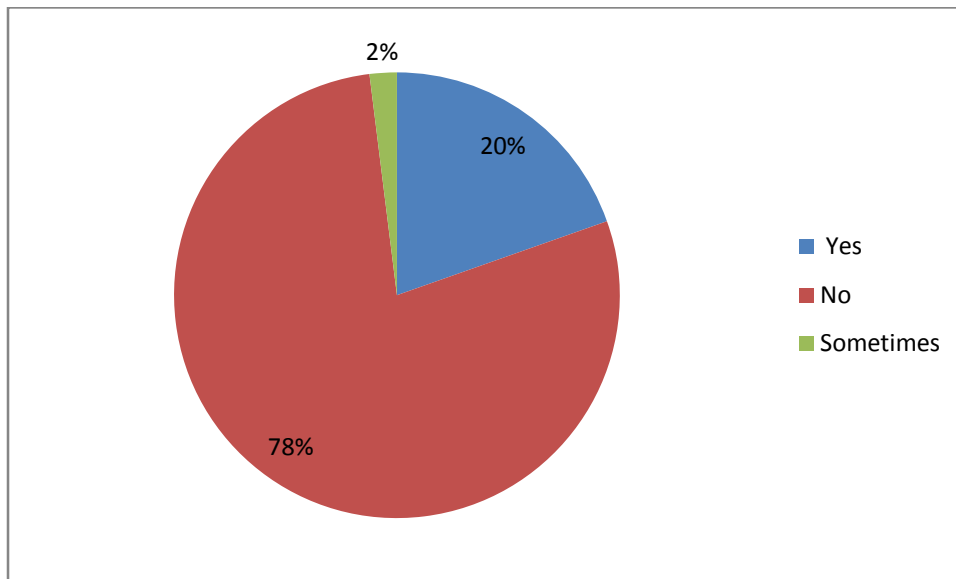
Source: Survey 2013

Survey brings an interesting finding that despite introduction of electronic and new media, media consumer preferred to go through prints to get knowledge on sports activity. 68% respondents said that print media is their medium to know the sports news. Radio and Television has an equal share on respondents' eye. Both the medium were used by 10% respondents each to obtain sports news.

The major reason why only 10% respondent watched television to get sports update may be because they are not in situation to watch television due to load shedding. When they can't view television, there possibility of relying on it for sport update can't be expected.

3. Sport News viewing Behavior

Among the respondents who said they have developed television viewing behavior, survey question had asked how often they watched the sports news.



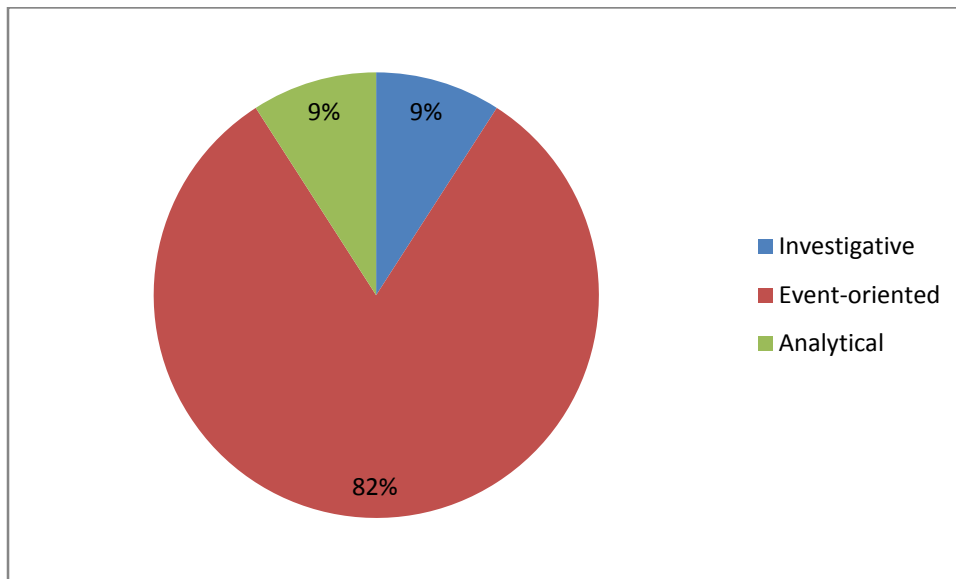
Source: Survey 2013

Among the respondents who have been viewing television, the number of population viewing sports news is rather low. Survey reveals that 78% respondents don't watch television for sports news while 20% respondents said they watched sports news on television. Similarly, among the respondents who watched television, 2% of them watch sports news sometimes.

The scenario gives the impression that sports news is not the priority of the television viewers. Compared to mainstream political news, less numbers of viewers watch sports update on silver screen. Key Informant Interview brings us to conclude that audiences don't switch on to television to view sports update. They happen to see it while going with news bulletin with political content. Many of Nepali television insert sports update at the end of their bulletin.

4. Audience preference of sports item

In order to understand what types of news audience preferred, survey question inserted a question seeking answer of the same question.



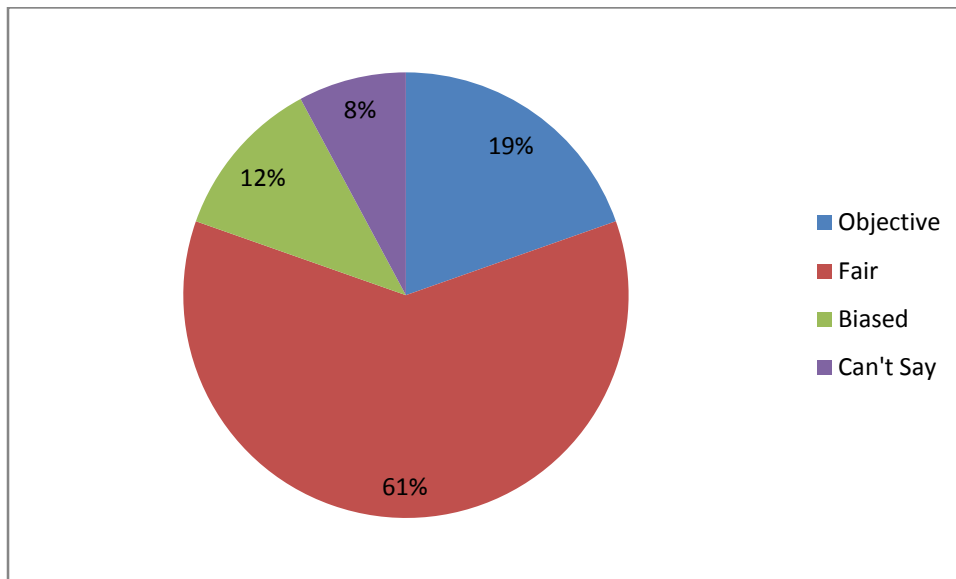
Source: Survey 2013

Survey reveals that large number of people wishes to see event based news on television screen. This percent is 82. Respondent who wished to see investigative and event oriented stories on silver screen are 9% each.

Larger number of people wishing to see event based stories means that people don't have much expectation to media in regard to sports news.

5. Level of Objectivity of Sports News

Belief level of the television channels and frequency of television viewing is directly linked with the level of the objectivity of the news. Higher the objective the news content, there are chances more people watch the show. In order to obtain people's perception whether sports news were objective or not, research managed to insert the question seeking answer of the same.



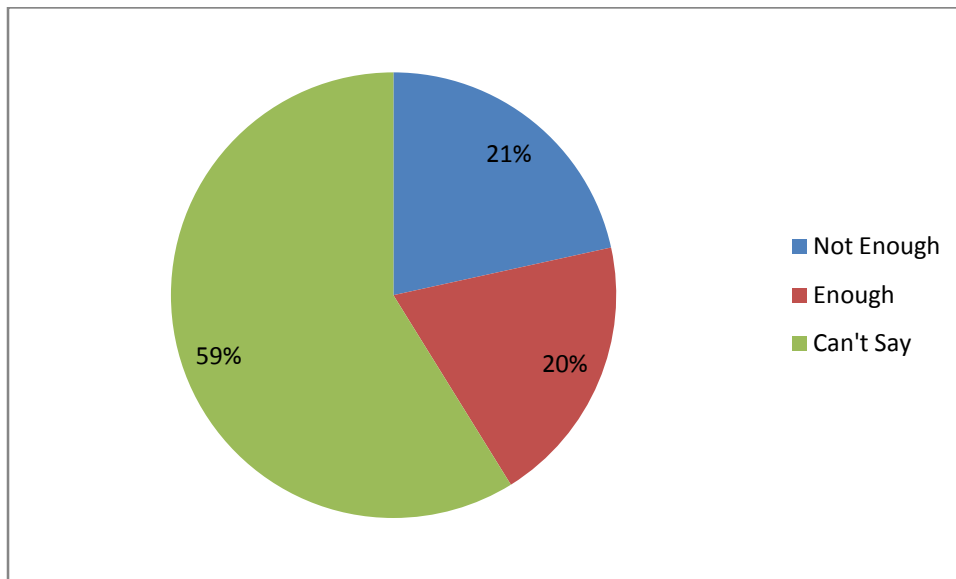
Source: Survey 2013

When asked to put forth their opinion on presentation of sports news, 68% respondent termed it 'Fair ' whereas number of respondent who said 'objective' is 19%. 12% respondent however said that presentation of television news stories is biased.

Respondents just terming the sports news content to be fair mean that they have thought that media are not giving objective facts as they suppose to do. This is the clear demarcation to seek the mechanism or strengthen of the mechanism to achieve it.

6. Priority of sports news on television from viewerseyes

As audience are the central to the media output, their perception on quantity of sports news is vital for making decision when planning a program for the station. In order to seek whether audience consider present way of imparting time and space for sports news enough or not, survey question sought the answer.



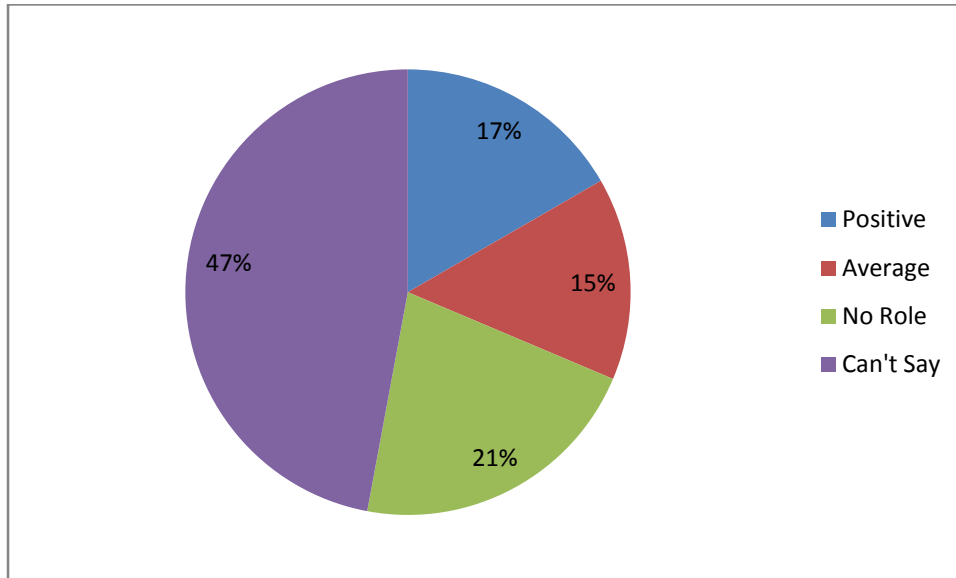
Source: Survey 2013

Respondents surveyed had no opinion on the priority on sports journalism imparted by television station. 59% respondent said that they can't say exactly what the priority of television station on sports news is. 20% respondent said the priority is enough whereas slightly more respondents opined that the priority is not enough. 21 percent of respondent had opinion that present priority of television station on sports news is not enough.

Large number of respondents saying they can't say whether present priority offered by television station to sports news content enough or not means that people either don't informed of situation or just like to maintain silence. It is uncommon to maintain silence for those respondents who were giving answers to many survey questions. Therefore, we can conclude that people who said 'I can't say' are those who apparently don't know how much time television channels have allocated for sports update.

7. Role of Sports Journalism for development of Journalism in Nepal

It is assumed that media have a role to play for development of any field, be it sports, politics, economy, peace, security and so on. On the backdrop, the survey sought people's perception how sports journalism helped the development of sports in Nepal.

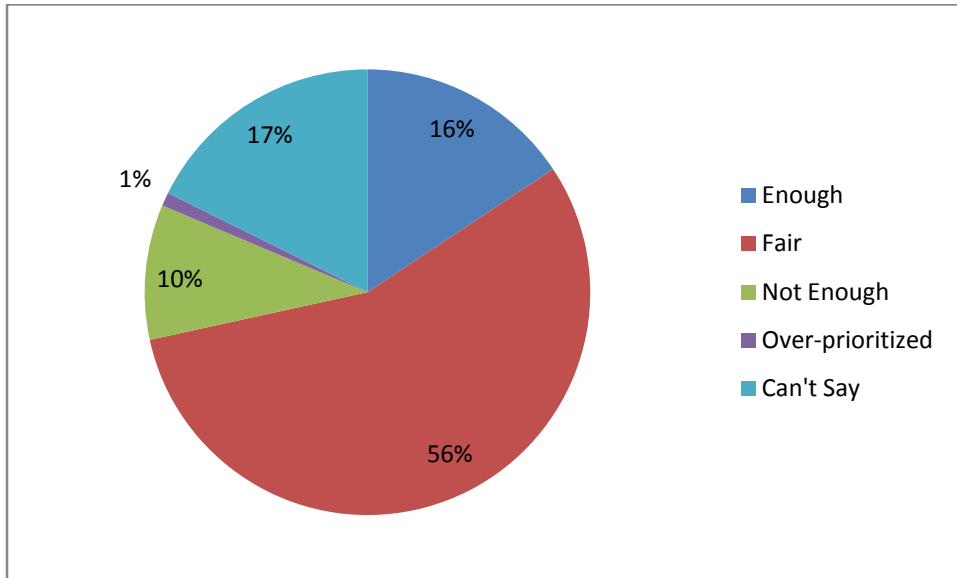


Source: Survey 2013

Role of television journalism to promote development of sport in Nepal is denied by most of the respondent. Interestingly, only 17 percent of respondents informed that television sports journalism has a positive role to play on development of sports journalism in Nepal. 15 % respondent termed the role of media for promotion of sports development an 'average'. Striking factor, 21 % respondents admitted that Nepali media has no role on promotion of development of sports sector in Nepal.

8. Prioritization of local news on sports bulletin or program

As audience are the central to the media output, their perception on prioritization of local news on sports bulletin or program means something for making decision on media planning. In order to seek whether audience consider present way of imparting time and space for local sports news enough or not, survey question sought the answer.

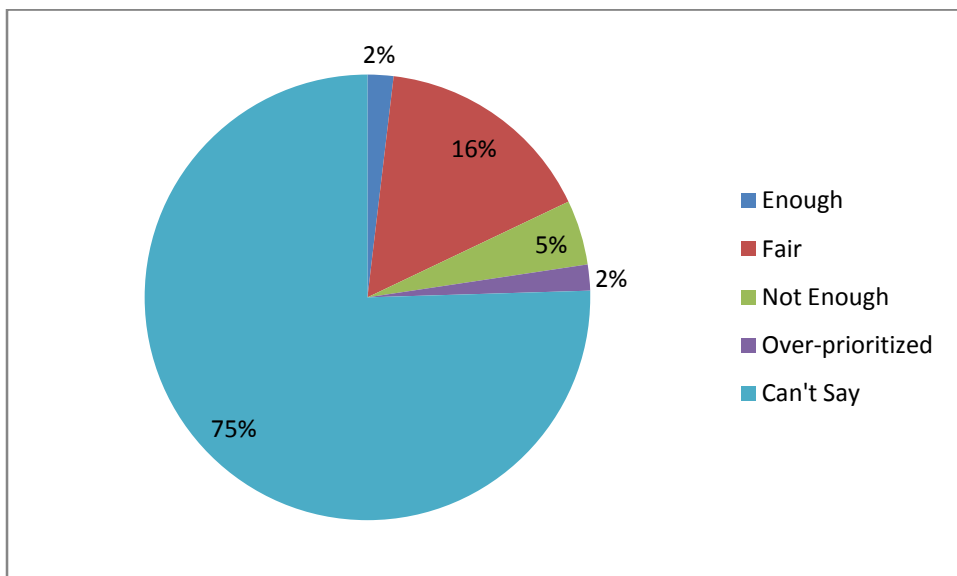


Source: Survey 2013

Priority of local news has just fair in respondent's eyes. 56% of the respondents have labeled the priority of sports news as fair. Only 16% informants said that local news has been prioritized as a content of national sports news. Similarly, 10% respondent said that local issues have not been prioritized as a content of sports journalism in television.

9. Prioritization of International news on sports bulletin or program

As audience are the central to the media output, their perception on prioritization of international news on sports bulletin or program means something for making decision on media planning. In order to seek whether audience consider present way of imparting time and space for International sports news enough or not, survey question sought the answer.



Source: Survey 2013

Most of the respondents surveyed said they had no opinion whether the national television had prioritized the international sports issue. 75% respondent shared they are not in position to say exactly whether portion of international sports news on television is enough or not. It is because large number of respondent surveyed was from all walks of life, not those who have keen interest in media and sports journalism. 16% respondents had the opinion that media's priority on international sports news as not enough while 5 % termed it as fair.

4.4. Major Issues

4.4.1. Advertiser's push affects sports journalism

As per sports editor put up during the interview, sports journalism is no exception since it is the field where the editors and publishers believe the advertiser-push stories could be accommodated. This is the pressure on the sports journalists. Television sports journalism is the field where the journalistic values are often put forth for debate. As expected a very few sporting disciplines dominated the sports news. Football and cricket is not only the sports that have the biggest fan base but are also one of the biggest revenue on sponsorship. It's always difficult to choose between the 'fan derived coverage' of the 'money derived coverage' and the truth is that because of the huge money involved, the commercial interest also plays a role.

The sports editors have experienced the pressure of commercialization with the public relations of sponsoring agents being the key players. The sports editors interviewed for the survey were unhappy with the way the sponsors of sporting events put a special force to the news to be covered and also put pressure to put their brand name along with the news.

4.4.2. No diversity on coverage

The volume of time space the television stations are providing to the sports news are fairly enough, the coverage of sports lacked the diversity. Only football and cricket took up more than three fourth of coverage while many other sports were just left out. Even coverage of sports like martial arts, the biggest sports for national identity with the success in

international level, was found unsatisfactory. The news stories on such sports were plain and mostly based on 'press release or press conference'.

4.4.3. Internationals News Shadows the national news

Globalization of sports news in television was evident and not surprising. The television coverage of sports events had its effect on Nepalese sports coverage as well. It was seen on the coverage of tennis, the third biggest sports in terms of coverage of Nepali television news, but it is the sports that have very little value in the country. It was also true to the coverage of Formula 1 events. The coverage of that one event alone made formula on the fifth largest covered sports in the daily news bulletin.

More problematic aspect of the globalizing of sports news is the lack of time space for the national sports events. Though events organized in the capital got satisfactory coverage, the coverage of events outside the valley left to be desired.

4.4.4. International sports news: The headline makers

The one aspect of local sports coverage found positive was that whenever the news of dominant sports were available, they were broadcasted as the headlines story. Only with no 'big story' of national level was available, the international news were published as main story.

4.4.5. Journalism: No source Journalism

The other disturbing aspect of sports news while evaluated through the journalistic principles is that sports news tends to quote too less sources. While journalists worldwide are taught to quote the sources for every piece of information for credibility, sports journalists in Nepal seemed to have totally ignored the fact. About 82 percent of the stories quoted no sources while the principle of proximity in coverage was also not considered as much of the sports stories were of international events. The devaluation of the journalistic principles in the sports page is happening because of the lack of journalism training to the sports journalists.

Majority of sports journalists have never read about journalism- be it training or academics and most of them have no experience of working in any other beat than sports.

4.4.6. Under- reporting of female's issues on sports news

Women and sports is probably one of the most researched topics and always the results looked similar with the findings confirming that sports journalism is heavily gender biased. It was true in the context of Nepal too with the female barely making their presence in the sports pages- be it as the focus of the story. They were invisibly with only occasional coverage on women's sports.

The reason behind it, as the sports editors put on, is the lack of sporting activities for women and the low participation of women in sporting activities. And one interesting aspect found during the study is that among sports stories written by the female writers, 50% were about female athletes. So, it showed that the reason behind the lack of coverage for women's sports journalism.

4.4.7. On the way to professionalism

Although the sports journalism has shown some improvement in the past few years, it still lacks the basic journalistic approach and there are a lot to improve in the fair coverage of sports. The sports journalists are untrained- none of them have taken any training on sports journalism and most of them have no training of journalism itself.

Chapter V

Summary, Conclusion and Recommendation

5.1. Summary

5.1.1. Few watch television for sports information

Large number of population in Kathmandu watch television .Survey brings the account that 78% respondents who filled-up the questionnaires watched TV ' always'. However, few of them watch it for sports news. Survey reveals that only 10 percent of respondent watch television for sports news. In contrast, respondent relies on print media for the knowledge on sports news. It may be because television has been viewed mainly as entertainment media.

The information is further justified by another data. Survey results showcased that 78% respondents don't watch television for just sports news.

5.1.2. Audience preference: event based sports stories to investigative stories

The choice of audience regarding sports news shows that large number of media consumer wishes to watch event based sports news. Although investigative stories are good in terms of making impact on overall development of the sports sector, people's preference to it is low. This suggests the level of level of sports awareness in Nepal. Survey brings that only 9% respondent prefers to watch investigative sports stories on silver screen. Similarly, people have less preference to analytical news stories.

5.1.3. Presentation of sports news stories just' fair'.

Large number of respondents said the presentation of sports news stories just fair. It is surprising to observe that only 19% of respondent termed the sports stories objective. This suggests that people have the impression that sports news stories are either biased or ignored by the respondents.

5.1.4. Respondents don't wish to know more on sports dynamics in Media

Through Key Informants Interview and survey results, it is derived that respondents don't have keen interest on sports dynamics in media and they are no more interested to further search of it. Survey response over how they evaluate the priority of sports news on television, 59% respondent said that they can't say exactly what the priority of television station on sports news is. Similarly, 75% respondent shared they are not in position to say exactly whether portion of international sports news on television is enough or not. This indicates low level of awareness and curiosity among the media consumers regarding the sports dynamics in Media.

5.1.5. Television alone has no role on development of sports sector in Nepal

Role of television journalism to promote development of sport in Nepal is denied. Only 17 percent of respondents informed that television sports journalism has a positive role to play on development of sports journalism in Nepal. 21 % respondents admitted that Nepali media has no role on promotion of development of sports sector in Nepal.

5.1.6. A few sports discipline dominates the sports news.

Football is the most prioritized sports discipline as it takes more than 50 percent of time space in the sports news that are broadcasted. Cricket is the second and almost 30 percent of the sports news that are broadcasted is dominated by this genre of sports and which leaves least 20 percent time space to all other sports discipline. Football, Cricket, Tennis are only sports that make headlines story most of the time on television news.

Sports discipline other than football and cricket got 20 percent of time space in the daily television news. Considering the fact that there are more than 50 sports associations registered in National Sports Council, it was very little time space for them.

5.1.7. Globalization of sports news.

More than three fourth of all stories are international stories reported by wire or through various news agencies. Priority of international media and news agencies also affect the priority of sports news as sports that have little national identity value in Nepal like tennis and basketball got good coverage, while martial arts the discipline that has brought international success thus of greater national values was ignored with only 2 percent of total time space devoted for it.

5.1.8. Enterprising Stories are a rarity.

Newsroom initiated stories including in-depth and investigative reporting are rare in television sports news. Predictable news such as previews, results and performance in certain event or match dominate the reporting. A total of 67 percent of the sports stories are newsroom initiated stories.

5.1.9. Journalistic Principles are not followed.

Sports stories use a very little source. The principles of credibility, balance by interviewing or quoting all the sides involved in the stories is thus ignored. Similarly, the principles of proximity in coverage are not reflected in sports news where only 25 percent of news is national.

5.1.10. Lack of Technical Manpower

Television is a different form of broadcasting media where visuals come into play. Coverage of Sports news is different from coverage of news of other issues like political or social. You need to have a special cameraman, visual editor for the coverage of sports news. A regular cameraman may not have the capability to shoot sports related events. We lack such skilled manpower that can cover sports in a sporty way and editors who can edit sports news.

5.2. Conclusion

The study has found that the amount of time space the television stations are providing to the sports news was fairly enough; the coverage of sports lacked the diversity. Only football and cricket took up more than three fourth of coverage while many other sports were just left out.

Football and cricket is not only the sports that have the biggest fan base but are also one of the biggest revenue on sponsorship. Even coverage of sports like martial arts, the biggest sports for national identity with the success in international level, was found unsatisfactory. The news stories on such sports were plain and mostly based on "press release or press conference".

Importance about the sports going global, it was found that the sports editors have experienced the pressure of commercialization with the public relations of sponsoring agents being the key players.

The growing impact of sports in the society and its conversion into a big industry, for its revenue values including advertisements and sponsorship have been instrumental in changing perception about sports journalism. The reporting that used to be not so important stories in television news now has become unavoidable. The findings of this survey more or less proved the globally established facts about sports journalism which were the results of various surveys and studies. It showed in terms of sports journalism's performance, there is not much difference in USA or Europe.

Globalization of sports news in television was evident and not surprising. The television coverage of sports events had its effect on Nepalese sports coverage as well. It was seen on the coverage of tennis, the third biggest sports in terms of coverage of Nepali television news, but it is the sports that have very little value in the country. It was also true to the coverage of Formula One -F1game.

The coverage of that one event alone made formula one the fifth largest covered sport in the daily news bulletin. More problematic aspect of the globalization of sports news is the lack of time space for the national sports events. Though events organized in the capital got satisfactory coverage, the coverage of events outside valley left to be desired.

The one aspect of local sports coverage found positive was that whenever the news of dominant sports were available, they were broadcasted as the headlines story. Only with no '

big story ' of national level was unavailable, the international news were broadcasted as main story.

This study has underlined many shortcomings of domestic news coverage. The sports news aired not only lacked the diversity in terms of the sports covered but also in news writing. Two-third of the stories dealt with the predictions or results and outcome of the particular matches or events or competitions.

The lack of in-depth coverage and coverage on such aspects that appeals or has direct relation with the general people' lives was a disturbing fact. Sports reporting, it was found an easy job; with the biggest task being the presence in the events. The other disturbing aspect of sports news while evaluated through the journalistic principles is that sports news tends to quote too less sources. It is a worrying fact that about 82 percent of the stories quoted no sources while the principle of proximity in coverage was also not considered as much of the sports stories were or international events.

The devaluation of the journalistic principles in the sports page is happening because of the lack of journalism training to the sports journalists. It was also found that women players barely making their presence in the sports pages- be it as the focus of the story. The women were invisible with only occasional coverage on women's sports.

The survey concluded that though the sports journalism has shown some improvement in the past few years, it still lacks the basic journalistic approach and there are a lot to improve in the fair coverage of sports. The sports journalists are untrained- none of them have taken any training on sports journalism and most of them have no training journalism itself.

5.3. Recommendations

5.3.1. Media house need to balance the pressure of advertiser

The sports editors have experienced the pressure of commercialization with the public relations of sponsoring agents being the key players. The sports editors interviewed for the survey were unhappy with the way the sponsors of sporting events put a special force to the news to be covered and also put pressure to put their brand name along with the news. So, it is recommended that media house need to balance the pressure of advertiser and work towards achieving objectivity on sports news and presentation

5.3.2. Keep diversity on sports activities on focus

Only football and cricket took up more than three fourth of coverage while many other sports were just left out. Even coverage of sports like martial arts, the biggest sports for national identity with the success in international level, was found unsatisfactory. So, it is recommended that diversity should be kept on topmost priority while selecting news stories for broadcast.

5.3.3. Prioritize local news

More priority to international sports news has created a situation that time space for the national sports events is low. This should be discouraged.

5.3.4. Free sports journalism from ' No source Journalism' label

While journalists worldwide are taught to quote the sources for every piece of information for credibility, sports journalists in Nepal seemed to have totally ignored the fact. So, it is urgent to avoid sports journalism from being 'no source journalism'.

5.3.5. Launch media consumer Awareness Program

Large number of media consumer wishes to watch event based sports news. Although investigative stories are good in terms of making impact on overall development of the sports sector, people's preference to it is low. This suggests the level of level of sports awareness in Nepal. So, it is recommended to bring media consumer awareness program on sports journalism issues and dynamics.

5.3.6. Other Recommendations

-) Television station should give importance to events that take place outside Kathmandu Valley according to its importance.
-) Television station should hire anchors, reporters that have knowledge about sports and sporting terms.
-) Television station should give priority to news rather than the speech of chief guests that come to give away prizes to winners and other players.
-) Television station should send their reporters, cameraperson and editors in trainings to big television stations so that they can improve on their working skills.
-) Balance should be made while giving priority to national and international sports news and events.

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Appendix A

Sports Editor Interviewed

S. N.	Name	Designation	TV channel
1.	BishnuhariGhimire	Sports Editor	Kantipur
2.	Sanjeev Shah	Sports Editor	News 24

- | | | | |
|----|------------------|---------------|----------|
| 3. | AnantaWagle | Sports Editor | Mountain |
| 4. | AnveshanAdhikari | Sports Editor | ABC |

Sports News Broadcasting in Nepal

(A form to fill up during the interview with the sports editor)

1. Your Name -.....

2. Name of television Station-.....

3. Language -..... Nepali..... English

4. Duration of Sports News Aired Daily in minutes- 10, 20, 30 (Please Specify.....

5. Number of Sports Journalists in your organization

Personal Information

6. For how many years, have you been a journalist?

7. For how many years, have you been a sports journalist?

8. Do you have formal degree in Journalism? Yes..... No.....

If yes, please specify the name and duration.....

9. Do you have any training on Sports Journalism? Yes..... No.....

If yes, please specify the name and duration.....

10. Your Education Qualification

.....
.....

Main Module

11. Please specify the top 5 sports according the priority (both nationaland international)

a.

b.

c.

d.

e.

12. Please specify the top 5 sports for National News.

- a.
- b.
- c.
- d.
- e.

13. In average, what percentage of total news broadcasted in your prime time news bulletin is national news? Please Circle.

10 20 30 40 50 60 70 80 90 100

14. In average, what percentage of national news broadcasted is contributed by writers outside Kathmandu Valley? Please Circle.

10 20 30 40 50 60 70 80 90 100

15. Why Sports news is less investigative and less in depth news and more of just previews?

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सर्वेक्षणप्रश्नावली - फाराम

यस सर्वेक्षणफारामात्रिभुवनविश्वविधायल , मानविकीतथा समाजशास्त्रशांकायपत्रकारितातथाआमसञ्चार विभागअर्न्तगत नेपाली सञ्चार माध्यममा खेल समाचारको अध्ययनगर्नेक्रममातयार गरिएको हो । सर्वेक्षणकाक्रममाप्राप्तभएका सूचना, जानकारी, विचार र धारणालाई नितान्तप्राज्ञिकप्रयोजनकालागिप्रयोग गरिनेछ । त्यसैले, प्रश्नावलीमा सोधिबमोजिमप्रश्नहरूको उत्तर दिएर अनुसन्धानलाई सफलबनाउनहुन् अनुरोध गरिन्छ ।

प्रश्नावली

१. तपाईं टेलिभिजनकक्तिको हेर्नुहुन्छ?

- (क) सधैं (ख) कहिलेकाँहि (ग) साताको एकपटक (घ) हेर्दिन

२. तपाईं खेलसम्बन्धीजानकारी लिनकुनश्रोतको प्रयोग गर्नुहुन्छ?

- (क) पत्रिका (ख) रेडियो (ग) अनलाइन (घ) टेलिभिजन (ङ) अन्य

३. टेलिभिजनमा खेलसमाचार कक्तिको हेर्नुहुन्छ?

- (क) हेर्छु (ख) हेर्दिन (ग) कहिलेकाँहि

४. खेल समाचारमामुलत:कस्ताखाले खेल समाचार हेर्न रुचाउनुहुन्छ?

- (क) खोजमुलक (ख)घटनापरक (ग) विश्लेषणात्मक

५. खेल समाचारको प्रस्तुतिकस्तो लाग्छ?

- (क) वस्तुपरक (ख) ठिकठिकै (ग)आग्रहपूर्ण (घ) भन्न सकिदैन

६.खेलकुदपत्रकारिताले टेलिभिजनमाकक्तिको स्थानपाएको छ, होला?

- (क) पाउनुपर्ने जतिपाएको छैन (ख) पर्याप्त स्थानपाएको छ (ग) भन्न सकिदैन

७. टेलिभिजन खेलकुदपत्रकारिताले खेलकुदको विकासमाकक्तिको योगदान गरेको छ, जस्तो लाग्छ?

- (क) सकारात्मक योगदान गरेको छ (ख) ठिकै योगदान गरेको छ
(ग) कुनै भूमिका छैन (घ) भन्न सकिदैन

८.खेलकुदपत्रकारितामा स्थानिय समाचारमाकक्तिको स्थानदिइएको छ ?

- (क) पर्याप्त स्थानदिइएको छ (ख) ठिकै (ग) पर्याप्त स्थानदिइएको छैन
(घ) चाहिने भन्दाबढी स्थानदिइएको छ (ङ) भन्न सकिदैन

९.खेलकुदपत्रकारितामाअन्तराष्ट्रिय समाचारलाई कस्तो स्थानदिइएको छ ?

- (क) पर्याप्त स्थानदिइएको छ (ख) ठिकै (ग) पर्याप्त स्थानदिइएको छैन
(घ) चाहिने भन्दाबढी स्थानदिइएको छ (ङ) भन्न सकिदैन

१०. खेलकुदपत्रकारितालाई थप सबल बनाउन के गर्नपर्छ जस्तो लाग्छ?

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