

Framing of (corporate involvement in) Amsterdam Pride

A content analysis of Dutch news media reports

Student Name: Ted Hoogkamer

Student Number: 407067

Supervisor: Dr. Vidhi Chaudhri

Master Media Studies - Media & Business

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master's Thesis

June 2020

FRAMING OF (CORPORATE INVOLVEMENT IN) AMSTERDAM PRIDE: A CONTENT ANALYSIS OF DUTCH NEWS MEDIA REPORTS

ABSTRACT

This study depicts the current state of Amsterdam Pride and accompanying corporate involvement in Dutch news media framing, situating Amsterdam Pride in a CSR research context. These days, stakeholders often expect companies to take a social stand, while stakeholder skepticism of CSR is on the rise as well. Discussions about both the societal and commercial value of the Amsterdam Pride specifically have become increasingly present in the Dutch LGBTQ+-community, with some accusing companies of misusing the Pride for their own benefit (pinkwashing). Research on events like Amsterdam Pride and pinkwashing, let alone on LGBTQ+-related CSR, has been limited. This study aims to start filling this gap. Media are known to have an agenda-setting function; what they make more salient, has an effect on what audiences think about and how they think about that, making a media framing study an appropriate starting point for Pride CSR research. Through a content analysis of 162 Dutch newspaper articles from 2018 and 2019, insights were generated about media framing of Amsterdam Pride discourse – and corporate involvement discourse within that. The results showed that Amsterdam Pride has been framed as a newsworthy, debatable and timely topic, with growing popularity. Emancipatory discussions about representation in diversity, acceptance and activism were the most dominant topic in the media. Articles about Pride programming and history were second most dominant, followed by matters of nuisance, corporate involvement, and societal relevance. These findings imply that, although Pride corporate involvement is a discussion-worthy news topic, other emancipatory issues were deemed to have more news value sometimes: the Pride's societal existence in its current form needed to be defended or debated first, before jumping to commercial aspects. Zooming in on corporate involvement showed that Pride CSR is usually equalized with companies being present at the Canal Parade, thereby making other types of involvement less salient. Media framing of those activities in terms of company motive attributions and CSR media frames were highly polarizing. Most articles were either very positive (values-driven motive attributions; optimist media frame) about Pride CSR, or very negative (egoistic-driven motive attributions; cynic media frame), thereby framing corporate involvement as either a boon or a deterrent for Amsterdam Pride. Pinkwashing was a key argument in some of these negative discussions, showing multifaceted manifestations beyond academic conceptualization, while some articles did display more nuance in their value judgment. Either way, moving forward, companies will have to evaluate *how* they take their Pride social stance in attempting to avert media or stakeholder skepticism.

KEYWORDS: Amsterdam Pride, CSR, LGBTQ+-community, media framing, pinkwashing

TABLE OF CONTENTS

| | |
|--|-----------|
| ABSTRACT | 2 |
| 1. Introduction..... | 4 |
| 1.1. <i>Background & research questions</i> | <i>4</i> |
| 1.2. <i>Academic and societal relevance.....</i> | <i>6</i> |
| 1.3. <i>Structure of the study.....</i> | <i>7</i> |
| 2. Theoretical Framework..... | 8 |
| 2.1. <i>Conceptualizing Corporate Social Responsibility (CSR) and its business case</i> | <i>8</i> |
| 2.2. <i>Diversity as a specific CSR issue.....</i> | <i>9</i> |
| 2.3. <i>Stakeholder skepticism toward CSR motives.....</i> | <i>12</i> |
| 2.4. <i>CSR and the role of the media</i> | <i>14</i> |
| 3. Methodology | 18 |
| 3.1. <i>Framing.....</i> | <i>18</i> |
| 3.2. <i>Method and sampling.....</i> | <i>19</i> |
| 3.3. <i>Procedures and operationalization</i> | <i>19</i> |
| 3.4. <i>Analysis.....</i> | <i>21</i> |
| 3.5. <i>Reliability and validity.....</i> | <i>22</i> |
| 4. Results & Discussion | 24 |
| 4.1. <i>Overview of data sample</i> | <i>24</i> |
| 4.2. <i>Emerging topic frames.....</i> | <i>26</i> |
| 4.3. <i>Corporate involvement types and specific company framing.....</i> | <i>29</i> |
| 4.4. <i>Company motive attribution frames</i> | <i>31</i> |
| 4.5. <i>CSR media frames</i> | <i>35</i> |
| 4.6. <i>Pinkwashing discussions.....</i> | <i>37</i> |
| 4.7. <i>Connections between motive attribution frames, CSR media frames & pinkwashing.....</i> | <i>39</i> |
| 5. Conclusion | 41 |
| 5.1. <i>Summary of the findings.....</i> | <i>41</i> |
| 5.2. <i>Theoretical implications</i> | <i>42</i> |
| 5.3. <i>Practical implications.....</i> | <i>44</i> |
| 5.4. <i>Limitations and future directions.....</i> | <i>45</i> |
| References..... | 47 |
| Appendix A Code book media framing Amsterdam Pride discourse | 59 |

1. Introduction

1.1. Background & research questions

In 2016, Dutch department store chain HEMA started a now iconic campaign for the Amsterdam Pride. They launched a clothing line consisting of just two T-shirts: one imprinted with two 'tompoucen' (a Dutch delicacy) and another with two 'rookworsten' (or 'smoked sausages'). These were not only two of HEMA's most famous products; they also symbolized a same-sex female and male couple respectively, in a clever yet humorous manner (HEMA pride 2016, 2016). The T-shirts became a massive success, with people from both within and outside the LGBTQ+-community buying them, creating a true viral marketing moment (HEMA pride 2016, 2016). Still, this campaign is part of a bigger story: Amsterdam Pride has increasingly become a commercial spectacle over the years, with corporate campaigns left and right. This has stirred quite some discussions amongst stakeholders – to what extent does this commercial interest fit with the Pride's societal message?

Amsterdam Pride started out as the 'Internationale homobevrijdings- en solidariteitsdag' (International gay liberation and solidarity day) on June 25th 1977, when a group of 2000 participants staged a protest walk for gay rights (Geschiedenis: Gay Pride, 2018). Soon, it became an annual event. In its current form, Amsterdam Pride came into existence in 1996, organized by the Gay Business Amsterdam (GBA) foundation, with less of a political goal. This parade was supposed to be a celebration of Amsterdam's liberty and diversity, also elevating the city as a destination for gay tourists (Geschiedenis: Gay Pride, 2018). The 'first' Pride, with the Canal Parade and its solely gay-themed boats, attracted 20,000 visitors. Numbers have grown quickly since then, with the Pride attracting 426,000 visitors in 2018, while also having become a nine-day festival (Geschiedenis: Gay Pride, 2018). The Canal Parade has remained a part of this throughout the years and has seen quite a journey itself. In 2001, the first boats started making societal and political statements again, for instance in the form of Arabic and Jewish gay boats (Geschiedenis: Gay Pride, 2018). Once another foundation, ProGay, received the rights to organize the Amsterdam Gay Pride in 2007, their adjustments were two-fold. First, they made the event more commercial, giving the stage to non-gay related companies and multinationals in parade boats for the first time. Simultaneously, they increased the Pride's political character, with every year since then showing new boats of groups breaking taboos, from different religions and ethnicities to soccer organizations (Geschiedenis: Gay Pride, 2018).

Overall, this goes to show the complex history of the Amsterdam Pride and the bridging of commercial and public or political interests. However, in recent years, besides company boats, companies have been implementing bigger Pride campaigns – from rainbow money cards by banks to Pride clothing lines (Appels, 2019). Financial numbers for

campaigns in The Netherlands are lacking, but it is a well-known fact in Dutch marketing land that equality and pride have become 'hot' (Bruinenberg, 2017). Many advocacy groups as well as some Dutch media have been quick to identify certain campaigns as *pinkwashing*. Derived from the well-known greenwashing, pinkwashing can be defined as the (over)usage of the LGBTQ+-community as a marketing tool, without actually contributing to the emancipation of that community – as defined by Appels (2019) in Amsterdam newspaper *Het Parool*. Tony's Chocolonely for instance created controversy with their launch of a limited edition 'gay bar' for Amsterdam Pride 2018 while not donating any proceeds to LGBTQ+-causes (I want to, 2018). Smullers, a Dutch fastfood company, received similar criticism by both the community and media such as *AdFormatie* for their pink mayonnaise, which led to a record of fries being sold at the 2018 Pride (Schepens, 2019). Generally, the Pride has been criticized by voices from the community for including too many commercial boats by companies that are not necessarily supportive throughout the year (Levie, 2019).

Naturally, success stories are also present. HEMA's aforementioned example did include donating the net profit of the T-shirts to Gay-Straight Alliances from Dutch interest group COC (HEMA pride 2016, 2016). With discussions surrounding Pride campaigns reaching new heights, a research by marketing experts Reboot Online in the UK showed that only 64% of 250 companies with Pride campaigns actually donated to LGBTQ+-causes in 2019 (Fenton, 2019). Nonetheless, an accompanying survey amongst the LGBTQ+-community revealed that 84% does feel positive about branded Pride campaigns, while 96% feels that companies need to do more throughout the year rather than just during UK Pride month (Fenton, 2019). These results indicate that the LGBTQ+-community in the UK feels conflicted about corporate involvement with Pride campaigns.

The study at hand intends to explore discussions surrounding the Pride on a macro-level for the case of The Netherlands, specifically for Amsterdam Pride. As identified, some media have gotten involved with Pride discussions here already (Appels, 2019; Schepens, 2019). Academic research on the topic is currently limited, making an analysis of Pride discussions in Dutch media an appropriate starting point in this research field. Specifically, the research asks:

RQ1: How do Dutch media frame discourse around Amsterdam Pride?

RQ2: How do Dutch media frame discourse around corporate involvement with Amsterdam Pride?

Focusing on media and how they frame (corporate involvement in) Amsterdam Pride is particularly appropriate, considering the influential function media have in society. They are known to play an agenda-setting role, setting the tone for many other stakeholders and audiences in both how and what they think about certain topics (Hallahan, 1999). Through framing, media include or exclude certain perspectives or points, while making others more

salient, thereby, albeit unintentionally, constructing phenomena like the Amsterdam Pride (Cornelissen & Werner, 2014). Which discussions and opinions have been presented in the past few years then, one might ask? And how big of a role do corporate involvement and related discussions play within that? This research presents a way of exploring the main frames and discussions in Amsterdam Pride media discourse through RQ1, also seeing how big of a component corporate involvement and its discussions play, while allowing one to focus on these corporate involvement frames with RQ2. Using content analysis, with framing as a main research lens, this study aims to explore the different dynamics in a new research domain: Amsterdam Pride and CSR.

1.2. Academic and societal relevance

The focus on Amsterdam Pride is warranted for several reasons. Although broader discussions of diversity, especially in the context of corporate social responsibility (CSR), are present in existing scholarship, the main focus has usually been on gender and intercultural diversity (Williams, Kilanski & Muller, 2014; Dobbin & Kalev, 2013). LGBTQ+-related diversity, which also encompasses events like the Amsterdam Pride, has hardly been featured in CSR research. The study at hand makes a contribution toward filling this gap.

The research gap is especially striking when considering that, in recent years, stakeholders have increasingly come to expect companies to take a stand on social issues (Rodriguez Vilá & Bharadwaj, 2017). They want brands to move beyond functional benefits and serve a social purpose too, with many corporations taking these social stands through campaigns as a result (Rodriguez Vilá & Bharadwaj, 2017). Airbnb for instance used a Super Bowl ad to show their commitment to diversity, while for the case of The Netherlands, Amsterdam Pride partnerships can be seen as taking such a stand (Rodriguez Vilá & Bharadwaj, 2017; Appels, 2019). In line with this, Edelman coined the 'rise of the belief-driven buyer'; their 2018 Edelman Earned Brand report found that 64% of consumers worldwide are now belief-driven buyers, who pick, change, neglect or boycott brands based on their stands regarding social issues (Edelman, 2018). In other words, taking such social stands has become a new norm that companies need to live up to.

However, challenges are present in getting these social messages across to stakeholders (Weinzimmer & Esken, 2016). While stakeholders expect corporates to engage in these social activities, they have also become more skeptical when companies actually do so, which is often described as the 'CSR paradox' (Skarmeas & Leonidou, 2013). Stakeholder skepticism, or even allegations of CSR-washing are widespread, with the latter entailing a discrepancy between CSR words and actions (Pope & Wæraas, 2015). It is one thing to take a social stand in one's communications, however, this needs to correspond with a company's day-to-day activities as well. If not, stakeholders are likely to call companies

out, which is for instance the case with Dutch pinkwashing discussions for Pride CSR initiatives specifically (Pope & Wæraas, 2015; Appels, 2019). Although research on companies taking a social stand and subsequent tensions and challenges is present, an extensive gap is visible for the case of CSR and the LGBTQ+-community, including Pride CSR.

At the same time, aforementioned societal discussions in The Netherlands make it particularly relevant to research. The Netherlands also represent a noteworthy research context, considering the country is often seen as one of the international leaders regarding diversity, tolerance and acceptance; the Other & Belonging's 2019 Inclusiveness Index Report even ranked The Netherlands as the most inclusive country in the world (Other & Belonging Institute, 2019). For sexuality specifically, they were the first country to legalize same-sex marriage in 2001, while Amsterdam was the undisputed 'gay capital of Europe' for a long time (NOS Nieuws, 2011; Derbali, 2018). Hence, seeing how a novel, debatable research topic like Pride (CSR) is framed in Dutch – and perhaps tolerant – media is both appropriate and compelling.

1.3. Structure of the study

In the following chapter, an overview of the current research field on this topic is provided, specifically situating the research questions in a (diversity as) CSR and media framing context and highlighting research gaps. Next, chapter three details the methodological specifics for the conducted content analysis, elaborating on framing theory, sampling, procedures, analysis, reliability and validity. The fourth chapter presents the results of this analysis, also connecting the dots between theory and findings through discussion. Finally, the last chapter summarizes key findings and implications, while also addressing limitations and directions for future research.

2. Theoretical Framework

This section addresses relevant theory from past research, thereby laying the foundation for this study and its data collection and analysis. This study's focus on Amsterdam Pride, and corporate involvement within that specifically, warrants situating it in a CSR research context. Therefore, this chapter starts by introducing the CSR concept and its business case, followed by detailing diversity (and the LGBTQ+-community) as a CSR topic, CSR motives and the role of the media in CSR.

2.1. Conceptualizing Corporate Social Responsibility (CSR) and its business case

CSR efforts have become a normalized business practice (Bhattacharya, Korschun & Sen, 2009). Despite a lengthy academic history, CSR still does not have a universal definition and may include varied activities and foci as encompassed in the concept of the triple bottom line – people, profit, and planet (Carroll, 1999; Van Marrewijk, 2003). With many discussions present, the European Commission (2011) defines CSR as “the responsibility of enterprises for their impacts on society”, further explaining that companies performing CSR “integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with stakeholders”. This research situates corporate involvement in the Amsterdam Pride as a specific focal area for CSR. Furthermore, the Amsterdam Pride and its societal or ‘people’-goal is largely dependent on companies for funding the event to begin with, making it inherently intertwined with CSR.

Business motivations for CSR are encapsulated in the ‘business case’ – or the tangible benefits that businesses can accrue from being socially responsible (Carroll & Shabana, 2010). Companies that engage in CSR are assumed to have better financial performance, stronger reputation, more competitive advantage, better employee relationships, and lower risk (Carroll & Shabana, 2010; Weber, 2008). Especially the question whether CSR leads to better financial performance has been widely studied, with mixed results (Weber, 2008). Theoretical research has often argued that the relationship between financial performance and CSR performance (how much a company is doing CSR-wise) represents an inverse U-shaped curve; at first CSR activities help increase performance, but at some point this progressive thread turns into a decreasing one (Schaltegger & Synnestvedt, 2002; Steger, 2006).

Beyond financial accruelements, for which research tells a more general business case story, other benefits can be seen from a more company- or project-specific level (Weber, 2008). What can CSR, such as involvement with a Pride event, mean for a company or corporate project? Reputation benefits are especially dominant here, which also

interconnects with the other named benefits at play. An organization's reputation can be defined as the collective image of an organization, held amongst stakeholders, interest groups and/or audiences, including a value judgment of that organization (Gray & Balmer, 1998). Reputation is built up over time and can be impacted by constant actions and communications (Gray & Balmer, 1998).

Empirical research has shown that CSR activities and communications can have a significant impact on corporate reputation, albeit positively or negatively (Saeidi, Sofian, Saeidi, Saeidi & Saeidi, 2015; Eberle, Berens & Li, 2013; Weber, 2008). Multiple survey studies identified the mediating role of corporate reputation in the relationship between CSR and firm performance; the more positively a company's CSR activities are perceived, the better one's reputation (and one's firm performance), and the other way around (Lai, Chiu, Yang & Pai, 2010; Saeidi et al., 2015). Beyond that, Melo and Garrido-Morgado (2011) conducted a content analysis of 320 Fortune 500 companies, concluding that CSR and its different dimensions are key drivers for corporate reputation. In line with positive or negative results for CSR dimensions – which they defined as e.g. employee relations, diversity issues and environmental points –, corporate reputations were significantly higher or lower. Besides, CSR can help with managing CSR-related risks, avoiding negative press or boycotts through shifting the focus to a new topic, thus possibly buffering or even improving a company's reputation (Kim & Lee, 2015). Nowadays, the public increasingly expects companies to treat employees, communities and stakeholders properly, or to even take social stands, making CSR and its reputation dualities and benefits more relevant than ever (Edelman, 2018; Weinzimmer & Esken, 2016).

2.2. Diversity as a specific CSR issue

With the aforementioned lack of a universal definition for CSR, organizations may variously define it themselves too. As a result, CSR comprises a range of company activities, including but not limited to diversity, sustainability and philanthropy (Garriga & Mele, 2004; Carroll, 1999). Diversity specifically is a multi-faceted construct that spans differences in demographics – such as gender, ethnicity, age, sexuality, physical abilities – and the appropriate representation and/or incorporation of these demographics (Anca & Aragón, 2018; Robinson & Dechant, 1997). One framework that is often referenced in CSR, and which is further proof of the relevance of diversity, is the United Nations (UN) Sustainable Development Goals (SDG) (Schönherr, Findler, Martinuzzi, 2017). These seventeen targets range from fighting poverty to improving education, with goal number five addressing gender equality, or “achiev[ing] gender equality and empower[ing] all women and girls” (Sustainable Development Goals, 2020). Thus, diversity is a key subject when it comes to CSR for companies as well, who try to integrate activities and communications that better represent

these demographic differences in its employees, actions and surroundings (Hou & Reber, 2011; Robinson & Dechant, 1997). Hou and Reber (2011) even concluded that five new CSR dimensions are predominantly present today: environment, community relations, diversity, employee relations and human rights. Hence, diversity is highly appropriate as a CSR research issue.

Although diversity has become an increasingly prevalent topic, both in business and academia, research on the topic has mainly focused on gender and racial diversity (Dobbin & Kalev, 2013; Williams et al., 2014); the LGBTQ+-community in relation to CSR is highly underresearched. Dobbin and Kalev (2013) argued that diversity CSR has been in place since the 1960s through diversity programs, in the form of targeted recruitment, mentoring, curriculums, affinity groups and diversity trainings. These programs – and their dominance in CSR diversity research – have been heavily focused on gender and racial diversity, showing mixed empirical results for their effects on business performance (Williams et al., 2014; Herring, 2009; Robinson & Dechant, 1997; Kochan et al., 2003). This (over)emphasis on gender and racial diversity leaves a massive gap for research on other types of diversity-related CSR, including the LGBTQ+-community and Pride CSR.

Furthermore, the focus on diversity programs presents another pitfall of the current research field: a majority of studies in the past have looked at diversity CSR from more of an HR standpoint – through these programs –, while diversity CSR comprises more than that. Taking a stand on social or diversity issues, e.g. through supporting Amsterdam Pride, can also be seen as a clear way of diversity CSR, although this has only become more visible as of recently (Weinzimmer & Esken, 2016). Before, weighing in on social issues (other examples: poverty, civil rights, immigration) was seen as distracting from the company's main purpose, but a shift has been visible in the needs of employees, consumers and other stakeholders (Weinzimmer & Esken, 2016). Over 70% of stakeholders now deem it appropriate for a corporate to take a social stand and speak up (Global Strategy Group, 2014; Edelman, 2010). As a result, nowadays, it is no longer deviant to see a CEO making a public statement on a controversial social issue (Dodd & Supa, 2014).

Most research done on taking (albeit controversial) social stands focuses on gaining competitive advantages over other companies – the business case again – and/or how it is perceived by stakeholders, with possible stakeholder skepticism (which will be elaborated on in 2.3). Weinzimmer and Esken (2016) proposed the nuanced conclusion that it is not necessarily about the stand that a company takes, but rather how it takes that stand. It should be done in a legal but most importantly also strategic way, balancing economic and social aspects along the way (Weinzimmer & Esken, 2016). The same could hit home for a both economic and social event like the Amsterdam Pride; taking the stand of supporting Pride is not quintessential, but rather depends on how the company shapes it.

Subsequently, taking a social stand can either ameliorate or damage a company's reputation. Dodd and Supa (2014) conceptualized companies taking social-political stands (e.g. on gay marriage and health care reform) as corporate social advocacy (CSA) and used an experimental research design to see its impact on corporate performance. Their results showed that the greater the agreement of a consumer on the issue, the more he/she is inclined to purchase from the company – and the other way around. Likewise, Wettstein and Baur (2015) looked at CSA and wrote an essay on how it should be implemented, taking the example of marriage equality campaigns. They concluded that consistency between the cause and values of the company, plausibility (ensuring long-term promotion for the cause) and authenticity are key in turning CSA into a success. Again, this could apply for Pride CSR too: taking a social stand comes with risks, and if it is not done right, it can backfire. Research on a similar term that has been in place for much longer – cause-related marketing (CRM) – paints a comparable picture. CRM can be defined as publicity efforts where a donation to a nonprofit/social issue is part of a product or service purchase (Varadarajan & Menon, 1988). That way, a nonprofit/social issue, which could be LGBTQ+-related, gains publicity and donations, while the company possibly gains revenue (Ross III, Stutts & Patterson, 2011). Empirical research on this has also shown that the cause is determinant in its (commercial) success, while the consumers' perception of helping the cause themselves is essential (Ross III et al., 2011; Robinson, Irmak & Jayachandran, 2012). Generally, a multitude of elements plays a role in how a corporate campaign surrounding Amsterdam Pride would be perceived, determining its success or failure.

Still, whether it is called CSR, CSA or CRM, studies on taking diversity stands are minimally present, as these are usually filed under the umbrella term of social or sociopolitical stands – which is for instance the case for marriage equality (Dodd & Supa, 2014; Wettstein & Baur, 2015). More than that, taking a stand for the LGBTQ+-community beyond marriage equality, for instance through partnering with a Pride organization, has not been the locus of any empirical research so far. Very few studies have focused on CSR for LGBTQ+-causes to begin with – an exception being King and Cortina's (2010) essay on the economic and social imperative of LGBTQ+-policies. Socially, it is the right thing to do, while economically, these policies will form a more open-minded, motivated working environment where anyone can express their sexual identity (King & Cortina, 2010). Pichler, Blazovich, Cook, Huston and Strawser (2017) were amongst the first to do empirical research on the matter. They looked at 26,243 US firm-year observations from 1996-2009, analyzing both their LGBTQ+-supportive corporate policies and financial performance, and found that LGBTQ+-supportive policies are in fact positively associated with higher profits, productivity and firm value (Pichler et al., 2017). Nevertheless, these studies were still only concerned with policies; not necessarily with companies taking a social stand. The study at hand

attempts to fill the massive research gap on taking LGBTQ+-related stands as a company through analyzing media framing of an LGBTQ+- and CSR-entwined event: Amsterdam Pride.

2.3. Stakeholder skepticism toward CSR motives

CSR, including a focus on diversity, is prone to various stakeholder evaluations (Du, Bhattacharya & Sen, 2010). Here, Skarmeas and Leonidou (2013) coin the CSR paradox: not engaging in CSR activities leads to criticism but doing so and communicating about it usually feeds criticism too. In other words, practicing and communicating CSR in a way that satisfies stakeholders is a key challenge. Motives to engage in CSR have been a focal point in recent studies on stakeholder skepticism, with customers and other stakeholders increasingly trying to deduce those through a company's communications and actions (Skarmeas & Leonidou, 2013).

CSR motives have been commonly categorized as firm-serving (beneficial for the company) and public-serving (beneficial for the public) (Forehand & Grier, 2003; Barone, Miyazaki & Taylor, 2000). While early research shows that public-serving motives are judged more positively – with less skepticism – and firm-serving more negatively (Becker-Olsen, Cudmore & Hill, 2006), newer studies reveal that both are usually attributed simultaneously, without always being negative (Kim & Lee, 2012). This trend also applies for research on intrinsic (sincere/altruistic) and extrinsic (for external reasons) CSR motivations (Maignan & Ralston, 2002; Story & Neves, 2014). Stakeholders tolerate extrinsic motives as long as intrinsic motivations are present too (Ellen, Web & Mohr, 2006). Some argue that stakeholders might be more aware of CSR's 'win-win' opportunity, accommodating to both societal needs and companies' financial necessities (Kim & Lee, 2012; Story & Neves, 2014).

Newer research moved beyond these twofold classifications, giving more depth to the stakeholder skepticism debate. Ellen et al. (2006) categorized CSR motives as egoistic-driven (for company's own benefit), values-driven (for moral/ethical reasons), strategy-driven (combination between business objectives and supporting the cause), and stakeholder-driven (response to stakeholder input) – see Table 2.1 on the following page for definitions. These imply more specific, nuanced drivers that more accurately represent the complexity of stakeholder perceptions (Vlachos, Tsamakos, Vrechopoulos & Ayramidis, 2009). Skarmeas and Leonidou (2013) found that presence of values-driven motives reduce stakeholder skepticism, while egoistic- and stakeholder-driven motives amplify it. Strategy-driven motives neither facilitated or lessened skepticism (Skarmeas & Leonidou, 2013). Generally, these four categories and Skarmeas & Leonidou's (2013) results lay the groundwork for analyzing framing of company Pride CSR motives in the media.

Table 2.1: Four CSR motive attributions (Ellen et al., 2006; Vlachos et al., 2009)

| Motives | Descriptions |
|--------------------|---|
| Egoistic-driven | A company supports a cause for their own advantage, misusing it rather than showing sincere support. |
| Values-driven | A company supports a cause through shared morals with what the cause stands for; for ethical reasons. |
| Strategy-driven | A company both supports a cause while simultaneously being aware of the business advantages it has. |
| Stakeholder-driven | A company supports a cause as a result of concerns or pressure by stakeholders. |

In practice, however, companies sometimes do not live up to their CSR claims, further fostering possible stakeholder skepticism. Greenwashing is widely known and concerns companies deceiving people by providing exceedingly optimistic views about their environmental performance (Lyon & Montgomery, 2015). In addition, other types of CSR-washing include *bluwashing* – having partnerships with UN organizations to indicate SDG pursuance (Berliner & Prakash, 2014) – and *pinkwashing* (Pope & Wæraas, 2015). Pope and Wæraas (2015) identify CSR-washing allegations as expressions of stakeholder skepticism that appear when a company’s CSR actions do not match its CSR communications. Accordingly, they identified five conditions as prerequisites for CSR-washing to be present: 1) stakeholders desiring and supporting CSR activities; 2) corporates advertising CSR practices and consumers seeing these; 3) corporates showing discrepancies between CSR words and actions; 4) stakeholders observing CSR actions; 5) stakeholders attributing corporate reputation based on CSR statements (rather than being skeptical of all CSR statements).

For this research, pinkwashing can be seen as a particular development of interest within CSR-washing. Pinkwashing is a nascent area of research, with shifting definitions. Lubitow and Davis (2011) and Carter (2015) for instance defined pinkwashing as utilizing pink to signify a company is fighting breast cancer, while still exploiting cancer-linked chemicals. In The Netherlands, pinkwashing has seen a different conceptual development through Amsterdam Pride discussions in the LGBTQ+-community: presenting overtly positive views of a company (or a discrepancy between words and actions), related to involvement with the LGBTQ+-community (Appels, 2019). Subsequently, for media coverage and framing of the Amsterdam Pride, the concept of CSR-/pinkwashing might present another line of interpretation when stakeholder/media skepticism is present.

2.4. CSR and the role of the media

Keeping in mind stakeholder skepticism, one key stakeholder that provides corporates with a possible message channel for their communications and activities – including but not limited to CSR – is the media (Du et al., 2010). Existing research agrees on media playing a significant role in determining or developing a company's reputation: they are a primary platform through which the public learns about corporate activities, with them possibly making value judgments accordingly (Deephouse, 2000; Fombrun & Shanley, 1990). In further nuancing these conclusions, Einwiller, Carroll, & Korn (2010) conducted both a content analysis and survey, finding that news media are especially dominant in the creation of company reputations for elements that are difficult to directly experience or observe oneself. If an oil company is for instance drilling in the ocean, which some might see negatively reputation-wise, it is impossible to experience this drilling oneself. However, through the media reporting on it, a consumer can still make an – albeit unconscious – value judgment about a brand and its actions (Einwiller et al., 2010). The media's influence on corporate reputation, also when considering CSR, lead to media framing being an appropriate starting point in exploring the new topic of Pride CSR.

In other words, media are not merely platforms for advertising and objective information about companies; they have an active role in shaping that information through e.g. editorials and feature articles (Fombrun & Shanley, 1990). Beyond informative and commercial roles, media are independent monitors of an organization's activities, including CSR, and their reporting and framing codetermines other stakeholders' views (Hallahan, 1999). This is also referred to as the media's agenda-setting role: media play a critical role in making specific topics salient for the public (while excluding others) and helping them construct meanings about those topics (Tankard, 2009).

Despite the assumption of the agenda-setting role of the media, similar empirical research on the role of the media and diversity-related CSR have not been present. In a broader sense, Grafström and Windell (2011) did a content analysis of all articles about CSR in the UK *Financial Times* and *The Guardian* between 2000 and 2009. The results showed that these media had a key role in constructing what CSR means. The media in question often highlighted certain CSR themes or actions over others, impacting definitions of CSR; some identified it as corporate philanthropy or work from HR-departments while other articles emphasized CSR trends, such as diversity and environmentalism (Grafström & Windell, 2011). Furthermore, different arguments in favor of or against the business case of CSR were often cited, thereby shedding either a positive, negative or neutral light on what CSR entails, with corresponding spokespersons to back arguments up (Grafström & Windell, 2011). However, going beyond this and looking at media framing for a more specific CSR area – in this case, Pride CSR – has not been done before.

Building on the agenda-setting function, research on CSR and the role of news media has been threefold: studies on how news media portray CSR, the effects of news media on company CSR behavior, and how CSR news is created (Carroll, 2011).

Within the first research area, past studies have analyzed the number of articles dedicated to CSR, sentiment toward CSR, topics discussed, and sources mentioned (Carroll, 2011). Usually, these studies were focused on the US, causing a significant lack of CSR media research in other countries. Previous research has shown a steady rise in news media portrayal of CSR over the years in the US, with CSR solidifying itself as a recurring news topic (Hamilton, 2003; Carroll, 2010 as cited in Carroll, 2011). Furthermore, in terms of news media sentiment, studies have shown a range of results. Some US research points to CSR being seen as a positive social aspect of an otherwise mainly commercial organization (Zhang & Swanson, 2006; Buhr & Grafström, 2007). Interestingly, Lee and Carroll (2011) found that most opinionated items on CSR (e.g. letters, columns) were negative, showing more critical voices toward big corporations from citizens. Topics discussed present another research element, with topics varying in line with the many different types of CSR that are present – environment, community, health, etc. (Buhr & Grafström, 2007; Hamilton, 2003; Lee & Carroll, 2011). Here, Dickson and Eckman (2008) found through content analysis that when discussing CSR, news media include a wider range of topics and sources than with traditional types of news. Oftentimes, activists and critics were included in news articles as well, questioning certain CSR actions. With these results in mind, this study will explore a relatively new topic – Pride CSR – and its media framing elements for the first time, for a new country (The Netherlands).

As part of media portrayal research, Tench, Bowd and Jones (2007) moved beyond sentiment and identified specific CSR media frame categories. They analyzed UK news articles on CSR, observing five different frames of news media corporations toward companies doing CSR: 1) conformist (companies do CSR to fit in); 2) cynic (companies do it for self-serving purposes); 3) realist (although self-serving purposes are inevitable, companies can improve society); 4) optimist (focus on positive benefits of CSR); 5) strategic idealist (amplification of positive benefits over negative effects strategically). Conformist and cynical views were most widespread (Tench et al., 2007), implying that media are critical of CSR, which could apply for The Netherlands and/or Amsterdam Pride too. Again, such a study with accompanying CSR media frames has not been done in The Netherlands, while a focus on diversity has also not been visible yet. This study will fill these research gaps for The Netherlands accordingly.

Before elaborating on the next two research areas, it must be noted that The Netherlands itself presents an inherently interesting research context for the topic at hand. As said, The Netherlands is known worldwide as one of the most inclusive and tolerant

countries, especially when it comes to the LGBTQ+-community, e.g. through same-sex marriage and Amsterdam being a 'gay capital of Europe' (Other & Belonging Institute, 2019; NOS Nieuws, 2011; Derbali, 2018). However, some cracks have been visible in this 'picture-perfect' image of The Netherlands and especially Amsterdam, with several Dutch media and members from the LGBTQ+-community questioning whether Amsterdam still deserves that 'gay capital' title (Derbali, 2018; Duits, 2016). Media publications here usually elaborate on increasing instances of discrimination and violence against the LGBTQ+-community; same-sex couples cannot walk hand in hand in public without being at risk while drag queens are being attacked (Derbali, 2018; Duits, 2016). This critical side of Dutch media and the duality between a renown international reputation and national discussions/criticism make for a pertinent research context on another debatable LGBTQ+-matter: Pride and CSR.

Besides news content, the second research area focuses on news media's impact on companies and their CSR activities, showing another side of the media's influential role. Companies getting more media exposure usually face greater pressures from other stakeholder groups and/or reputational issues, and CSR is one way to answer to these, providing a possible buffer or boost for a company's reputation (Zyglidopoulos, Carroll, Georgiadis & Siegel, 2009, as cited in Carroll, 2011). Zyglidopoulos, Georgiadis, Carroll and Siegel (2012) even raised the possibility that media attention is the key driver for CSR. Through analyzing both CSR policies and news coverage of 367 companies between 2000-2004, they found that more media attention for companies results in more CSR activities and campaigns. However, an increase in media attention does not necessarily change CSR weaknesses – or things companies can improve upon CSR-wise (Zyglidopoulos et al., 2012). Nevertheless, companies that are under bigger media scrutiny have to watch their every move, and CSR has become a normalized way of protecting their reputations (Zyglidopoulos et al., 2009, as cited in Carroll, 2011; Sen, Bhattacharya & Korschun, 2006). This poses questions for partnerships between Pride events and companies – are companies merely doing this to gain media exposure? And if so, how do media respond to that; is stakeholder skepticism on the rise amongst them as well?

The third and final area of research within CSR and the media focuses on the processes and routines behind creating news, and the different (internal and external) influences that are at play there (Carroll, 2011). Nevertheless, for this study, the first two research areas were most relevant, as those focus on the actual news output, inherent frames and subsequent effects for corporations, which fit with the research questions.

Overall, a complex interplay between news media and company CSR is present. On the one hand, businesses may undertake CSR because they are under scrutiny by the media (Zyglidopoulos et al., 2009, as cited in Carroll, 2011). On the other hand, those CSR activities themselves will likely be covered by the media as well, leading to new types of

coverage, albeit negatively or positively (Carroll, 2011). Media play an agenda-setting role for both companies and stakeholders, deeming it relevant to consider media coverage of a CSR-entwined topic (Amsterdam Pride discourse). Through this agenda-setting function, analyzing media framing of Amsterdam Pride presents a key opportunity to get a sense of how other stakeholders discuss it as well. Interestingly, the current research field on CSR and the role of the media is still limited. As identified, the same holds true for research on CSR related to the LGBTQ+-community, or Pride events. This study aims to fill these research gaps by answering the aforementioned research questions:

RQ1: How do Dutch media frame discourse around Amsterdam Pride?

RQ2: How do Dutch media frame discourse around corporate involvement with Amsterdam Pride?

3. Methodology

In answering the research questions on discourse surrounding (corporate involvement with) Amsterdam Pride in Dutch media, a content analysis was conducted, using a lens of framing. This chapter elaborates on the specifics of that research approach.

3.1. Framing

Framing is one of the most widely studied mechanisms or constructs, which entails socially constructing a phenomenon by “select[ing] some aspects of a perceived reality and mak[ing] them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation” (Entman, 1993; p. 52). Thus, choosing or emphasizing certain aspects of information makes a message more perceptible for audiences, who possibly perceive the topic differently (Entman, 1993). Framing has been taken as a lens across a comprehensive range of research disciplines, covering cognitive (micro), linguistic (meso) and cultural (macro) processes in a multitude of organizational and institutional contexts (Cornelissen & Werner, 2014). The study at hand focused on the macro level of analysis for Amsterdam Pride and its discussions in the media, which concerns how “broader cultural templates of understanding, as field-level frames, become institutionalized and provide abstract scripts and rules for appropriate behaviors in particular social settings” (Cornelissen & Werner, 2014, p. 183). In doing so, key dialogues and debates in the media on this topic were represented on a national, and thus cultural level.

Framing is an appropriate lens for this research, as it allows the researcher to analyze how media portray the Amsterdam Pride and recurring topics. Here, Hallahan (1999) explained how media content involves powerful framing of certain issues that can influence other stakeholders too. Media play a dominant role in both reflecting and shaping worldviews of the public, which happens through the agenda-setting function (Tankard, 2009). Agenda-setting here does not just include *what* the public sees and hears, but also *how* they think about it (Tankard, 2009). How media report on matters related to the Amsterdam Pride – e.g. what they make more salient or what they exclude – can thus have a decisive impact on how the public perceives them as well. Cornelissen and Werner (2014) argue for the strength of framing on the macro level; it captures the institutionalization (e.g. through the media) of certain meaning structures while also laying the groundwork for drivers, perceptions and discourse of actors at the cognitive or micro-level. With the research gap on this topic in mind, getting an overview of the media coverage of Amsterdam Pride can also illuminate the different strands of societal discourse on the topic.

3.2. Method and sampling

In line with the media framing approach, content analysis was an appropriate research method. Berelson (1952) defines content analysis as “a research technique for the objective, systematic and quantitative description of the manifest content of communication” (p. 18). Considering the lack of research on the media framing of this topic so far, content analysis provides an unobtrusive way to gain an overview of patterns in discussions in the media, while also enabling one to do so for a large set of data (Bryman, 2012; Grafström & Windell, 2011). Content analysis allows researchers to set categories and count instances that fall into that category (Bryman, 2011). Hence, a macro-level framing analysis was conducted in an objective, structured way, using suitable counting and coding techniques for a new topic.

Units of measurement were Dutch print newspaper articles concerning Amsterdam Pride. Articles from 2018 and 2019 were included in the analysis, yielding a total of 162 articles. They were sourced using LexisNexis, a reliable database of news articles, incorporating four search terms: ‘Amsterdam Pride’, ‘Pride Amsterdam’, ‘Canal Parade’, and ‘Gay Pride’ combined with ‘Amsterdam’. The decision was made to focus on the top five national newspapers (*De Telegraaf*, *Algemeen Dagblad*, *De Volkskrant*, *NRC Handelsblad*, and *Trouw*) and the number one Amsterdam newspaper (*Het Parool*) specifically (Bakker, 2018). That way, feasibility was kept in mind while still attaining the main media frames that reach most of the national and Amsterdam-specific audiences. After filtering out duplicates and articles that only mentioned any of the search terms once – to ensure articles did not merely mention the Pride briefly or in an unrelated context – the sample of 162 articles was available for and included in the analysis. The final sample of 162 includes 57 articles for *Het Parool*, 38 for *De Telegraaf*, 20 for *Trouw*, 19 for *De Volkskrant*, 16 for *Algemeen Dagblad*, and 12 for *NRC Handelsblad*. The significantly higher amount for *Het Parool* can be explained by ‘local’/Amsterdam embeddedness of this publication. The same can be said for *De Telegraaf*, as the newspaper has a weekly section dedicated to the Amsterdam region.

3.3. Procedures and operationalization

To examine Amsterdam Pride discourse framed in Dutch news media, the 162 news articles were coded with a pre-developed coding manual as a foundation. This manual was essential in keeping an overview of the different (sub)categories and codes (Bryman, 2012), and can be found in Appendix A. In line with the two research questions, the coding manual consisted of two parts. Both parts combined theory-driven (deductive) with data-driven (inductive) codes, ensuring a systematic approach, grounded in theory on general CSR, while still leaving room for flexibility, considering these Amsterdam Pride discussions and frames represent a new research topic (Bryman, 2012; Silverman, 2011). Even when a data-

driven category was present, there was usually room for inductive findings, through incorporating *other* or *mixed* subcategories.

The first section of the coding manual was created aimed at the media framing of discourse surrounding Amsterdam Pride, and started with descriptive information categories (date, title, newspaper section and article type). Here, framing was specifically operationalized through categories about sentiment shown toward the Pride and the Pride-related topics that were discussed within articles. Topics were incorporated through categories on the dominant and second dominant topic of the articles in question, with inductive subcategories – they were to follow from the data itself. Including a dominant topic happens regularly in content analyses, while categorizing a second dominant topic is less normalized. Nevertheless, articles, especially longer ones, can discuss several topics simultaneously. In further unpacking framing of Amsterdam Pride, getting a detailed sense of the different topics that were being discussed – albeit concurrently – was appropriate, following the example of large-scale political/electoral media survey studies that already incorporate second (and third, fourth, etc.) dominant topics in their coding manuals (Schuck, Xezonakis, Banducci & De Vreese, 2010).

The second part of the coding manual zoomed in on articles discussing corporate involvement. Corporate involvement framing was operationalized through inductively asking about the corporate involvement type that was discussed, while also including theory-driven categories on motive attributions following from Ellen et al. (2006) and CSR media frames by Tench et al. (2007). Dominant company examples and accompanying sentiment were identified while also having categories on pinkwashing, which were more inductive in nature (e.g. asking about manifestations of pinkwashing, company examples of pinkwashing).

With the novelty of the research topic, the decision was also made to leave room for qualitative excerpts. Thus, some parts of the codebook – topic framing about the Pride, corporate motive attributions, CSR media frames, and pinkwashing – had extract columns. That way, operationalization of inductive subcategories was guaranteed, allowing the results chapter to explain new findings and cases more in-depth (Silverman, 2011; Boeije, 2010). These excerpts also ensured that already existing subcategories based on previous research (Ellen et al., 2006; Tench et al., 2007) could be explored and elaborated on further for the new topic of Pride CSR.

Initially, the manual was created and tested on a minor sample of ten articles, to validate the instrument, which was in line with previous CSR content analysis studies (e.g. Lunenberg, Gosselt & De Jong, 2016; Grafström & Windell, 2011). After that, the manual was ready for the analysis.

3.4. Analysis

In doing the analysis, all articles were coded in accordance with the codebook through counting the articles that fell into certain (sub)categories. Here, De Vreese (2005) outlined two ways of identifying frames in news articles, conforming to the two research approaches that were combined in this study: an inductive and deductive approach. In the inductive approach, frames “emerge from the material during the course of analysis” (De Vreese, 2005, p. 53), while for deductive, frames were “defined and operationalized prior to the investigation” (De Vreese, 2005, p. 53). Eleven groups of framing mechanisms presenting these albeit inductive or deductive frames in news articles can be identified, with this research focusing on headlines, subheads, key phrases and paragraphs (Tankard, 2009).

As a result, the descriptive information questions came down to counting techniques or adding subcategories based on what the articles said themselves, giving more insight into framing of Pride news regarding timing and structure. Next, both theory-driven and data-driven categories followed, with different analyses. For theory-driven categories (Ellen et al., 2006; Tench et al., 2007), existing subcategories were counted, while codes were reviewed and revised within the context of the data, mostly resulting in the adding of an other or mixed subcategory where deviant cases were to be identified (DeCuir-Gunby, Marshall & McCulloch, 2010). Here, rigorous interpretation by the researcher was key in establishing which news article fell under which theory-driven subcategory through focusing on key phrases in the data (Bryman, 2012; Tankard, 2009). Furthermore, the utilization of qualitative excerpts assisted in backing up decisions that were made, and in showing typical or striking characteristics of certain subcategories (Tankard, 2009)

In contrast, data-driven categories started out with subcategories based on the sample of ten articles, which were counted for the rest of the data set (Bryman, 2012). This was for instance the case for topic framing and pinkwashing categories. Here, constant comparison was applied through the three stages of open, axial and selective coding in ensuring that new subcategories could emerge or be combined based on the data (Silverman, 2011). These three stages were applied simultaneously, thereby continuously clustering examples or subcategories together if possible (Silverman, 2011).

With all articles coded, percentages, tables and graphs were created in giving overviews of Amsterdam Pride (and corporate involvement) in media framing. In taking this framing one step further, connections were also made between different (sub)categories based on these numbers and percentages, thereby further deepening framing dualities, such as the possible connections between a type of CSR media frame and pinkwashing allegations.

3.5. Reliability and validity

Within the coding process, both reliability – or stability of the findings – and validity – or the extent to which findings represent a phenomenon correctly – considerations weighed in significantly (Babbie, 2011). As said, content analysis in itself presents one of the most objective research methods for larger data sets, which was already a decisive element in choosing the method (Bryman, 2012). Content analysis provides an unobtrusive measure of communications, in this case newspaper articles, while other direct research methods, such as surveys, might involve bias (Bryman, 2012; Kolbe & Burnett, 1991). Through taking data that was already out there, findings that followed from it were more likely to represent the phenomenon properly, making it highly valid. Using a partly deductive approach further added to reliability here, as the researcher systematically counted several categories and subcategories that followed from already existing research, which can be reproduced easily (Babbie, 2011). Theoretical transparency, and thus better reliability, was therefore accounted for. At the same time, in possibly adding subcategories for some questions, constant comparison was implemented for validity purposes, ensuring that none of the new subcategories overlapped (Bryman, 2012). Furthermore, coding was done in six rounds to guarantee full focus by the researcher (Bryman, 2012).

The main thread for both reliability and validity with content analysis lies in the role of the researcher (Bryman, 2012). The researcher in this case was quite involved with the topic, being a member of the LGBTQ+-community himself. Subsequently, it was quintessential that this did not have a subjective impact on the results. This was ensured through leaving preconceived knowledge or opinions behind as much as possible when coding the data; the data was merely categorized based on the data itself. The use of qualitative excerpts further challenged the researcher to be able to back up the coding choices that were made. Again, the partially deductive approach also ensured transparency, while for inductive subcategories, constant comparison was a key element (Babbie, 2011) The entire coding process was done by one person, which is conventional when it concerns a Master's thesis.

Still, in encompassing the threads that this poses for reliability, a person in the researcher's network that was unfamiliar with the topic was asked to use the codebook to code a sample of 17 articles (10% of the data set). This was done for four key categories that were more interpretative than mere counting: *dominant topic*, *motive attribution frames*, *CSR media frames* and *pinkwashing*. The dominant topic category was especially key (and relatively interpretative) for answering RQ1, while this was the case for RQ2 with the latter three. For feasibility purposes, these four were tested specifically. Furthermore, only articles that actually included corporate involvement were selected in the sample, to ensure there was enough comparison material to work with for the theory-driven categories by Ellen et al.

(2006) and Tench et al. (2007). These were compared with the codes of the author, who made subsequent final adjustments in the analysis as well.

Several Krippendorff's alpha tests were used, following the guidelines of Hayes and Krippendorff (2007), leading to a Krippendorff's alpha of .777 for dominant topic, .748 for motive attribution frames, .753 for CSR media frames and 1 for pinkwashing. The perfect score for pinkwashing can be explained by the fact that only four articles within that sample data set discussed pinkwashing (and coding there was done in the exact same way by the tester). With these alphas in mind, consensus in research is lacking regarding reliability standards (Lombard, Snyder-Duch & Bracken, 2002). Although some academics (e.g. Neuendorf, 2002) point to coefficients above .90 or .80 having to be present, Riffe, Lacy and Fico (2005) make a case for coefficients above .667 to be appropriate when a research is breaking new ground. In the case of Amsterdam Pride and CSR, the research gaps and novelty of the topic have been clearly identified by this research, making the variables reliable (enough) in exploring this topic for the first time.

4. Results & Discussion

The goal of this research was to dissect framing in the media of Amsterdam Pride (and corporate involvement) discourse. This chapter elaborates on the findings of the media content analysis, giving insight into the descriptive elements first, then jumping to framing patterns, while also making connections when appropriate.

4.1. Overview of data sample

Before delving into emerging frames, an overview of the sample is given. In line with previous CSR media framing research (e.g. Carroll, 2011), it was essential to see how frequently Amsterdam Pride topics were included in the media. Furthermore, newspaper sections and types of articles that Amsterdam Pride appeared in already provided insight into how Amsterdam Pride discourse was possibly framed as well.

For the period under review (2018 and 2019), conversations surrounding Amsterdam Pride showed a significant increase between the two years, pointing to the event's growing news value. In 2018, 41.4% of the 162 articles were published, while this number was 58.6% for 2019. Furthermore, most newspapers saw an increase in articles – e.g. numbers for both *Algemeen Dagblad* and *De Volkskrant* more than doubled between 2018 and 2019. *Trouw* was the only newspaper showing the same number of articles in both years, while *NRC Handelsblad* had the lowest number in both 2018 and 2019 (although still showing some growth). Nevertheless, none of the newspapers had more articles in 2018 (see Table 4.1), showcasing a steady, if not increasing interest in Amsterdam Pride.

Table 4.1: Newspaper articles per year

| | <i>De Telegraaf</i> | <i>Algemeen Dagblad</i> | <i>De Volkskrant</i> | <i>NRC Handelsblad</i> | <i>Trouw</i> | <i>Het Parool</i> | Total |
|--------------|---------------------|-------------------------|----------------------|------------------------|--------------|-------------------|--------------|
| Year | | | | | | | |
| 2018 | 16 | 5 | 5 | 5 | 10 | 26 | 67 (41.4%) |
| 2019 | 22 | 11 | 14 | 7 | 10 | 31 | 95 (58.6%) |
| Total | 38 | 16 | 19 | 12 | 20 | 57 | 162 |

Simultaneously, most of the articles were published in July and August for both years, which represent the month leading up to Amsterdam Pride and the month in which it takes place. In 2018, 49 of the articles (73.1%) were published in that timeframe, while for 2019, the percentage was even higher (82.1%) with 78 articles. However, 80.0% of the 'off-season' articles were published in *De Telegraaf* and *Het Parool*. This can again be explained by their regional involvement, increasing Amsterdam Pride relevance throughout the year for them.

For most national dailies, the news value for Amsterdam Pride is mainly present when the event is about to happen or when it is taking place, making it a timely topic.

Regarding newspaper sections, Amsterdam Pride was mainly framed as an internal or regional affairs topic, while it was also often portrayed as highly debatable. Namely, *regional* and *internal affairs* were the dominant section subcategories (with 29.0% and 26.5% of the articles respectively), with *opinion* following closely (20.4%). Focusing on individual newspapers (see Table 4.2), *De Telegraaf* and *Het Parool* were key in the high number of regional articles; they were the only ones with such a section. Internal affairs was a consistently dominant section for all newspapers, with percentages per newspaper ranging from 15.8% (*De Volkskrant*) to 62.5% (*Algemeen Dagblad*) of the articles. For opinion, *Het Parool*, *De Volkskrant*, and *Trouw* played a leading role, all performing above average. The fourth section that had a reasonable percentage, was *lifestyle* (which often took the form of a weekend edition/magazine) with 11.1% of the articles. The remaining subcategories (*media*, *culture*, and *showbusiness*) had minor percentages. Interestingly, only one of the 162 articles was placed on the frontpage (in *NRC Handelsblad*). Internal affairs, regional and opinion sections – and lifestyle to a lesser extent – were key in Amsterdam Pride framing.

Table 4.2: Newspaper sections featuring Pride articles

| | <i>De Telegraaf</i> | <i>Algemeen Dagblad</i> | <i>De Volkskrant</i> | <i>NRC Handelsblad</i> | <i>Trouw</i> | <i>Het Parool</i> | Total |
|------------------------|---------------------|-------------------------|----------------------|------------------------|--------------|-------------------|--------------|
| Section | | | | | | | |
| Regional | 23 | - | - | - | - | 24 | 47 (29.0%) |
| Internal affairs | 9 | 10 | 3 | 5 | 7 | 9 | 43 (26.5%) |
| Opinion | 3 | - | 6 | 1 | 5 | 18 | 33 (20.4%) |
| Lifestyle/ magazine | 1 | 3 | 4 | 1 | 6 | 3 | 18 (11.1%) |
| Culture | 1 | - | 5 | 1 | 1 | 1 | 9 (5.6%) |
| Media | - | - | - | 3 | - | 2 | 5 (3.1%) |
| Economy | 1 | - | 1 | - | 1 | - | 3 (1.9%) |
| Show- business | - | 3 | - | - | - | - | 3 (1.9%) |
| Frontpage | - | - | - | 1 | - | - | 1 (0.6%) |
| Total | 38 | 16 | 19 | 12 | 20 | 57 | 162 |

Next, several types of articles were also differently represented. Here, the subcategories *columns*, *letters to the editor*, *reviews* and *interviews* were always specifically stated by journalists themselves, while a distinction between *news articles* and *features* was made using BBC guidelines: features can be news-related or human interest, often having a human focus/anecdote, several angles/sources and a more flexible structure, while news

articles summarize recent/breaking news stories, not necessarily having more than one source/angle, and following the inverted pyramid structure (Writing features, reviews, 2020).

Here, Pride was again dominantly framed as newsworthy, with news articles prevailing, although features and opinion pieces – showcasing more in-depth discussions or arguments – were also frequently visible. News articles were the biggest subcategory (42.3%), also for most newspapers, entailing shorter, ‘objective’ updates, informing readers about Pride happenings. This points to the ‘hard news’ value of the event. However, *De Volkskrant* and *NRC Handelsblad* only had one (5.3%) and two (16.7%) news articles respectively, showing a different approach (see Table 4.3). Higher percentages amongst those two were present for features (26.2% and 50.0%), which also represented the second dominant subcategory with columns (17.9%). For columns, both *De Volkskrant* (26.2%) and *Het Parool* (24.6%) were frontrunners. Interviews (e.g. with celebrities/citizens) about Amsterdam Pride were visible in all newspapers, but to a lesser extent, while remaining subcategories were sporadically present (see Table 4.3). Overall, shorter news updates and more detailed or opinionated pieces were the main Amsterdam Pride framing devices.

Table 4.3: Types of Pride articles

| | <i>De Telegraaf</i> | <i>Algemeen Dagblad</i> | <i>De Volkskrant</i> | <i>NRC Handelsblad</i> | <i>Trouw</i> | <i>Het Parool</i> | Total |
|----------------------|---------------------|-------------------------|----------------------|------------------------|--------------|-------------------|--------------|
| Type | | | | | | | |
| News article | 30 | 12 | 2 | 2 | 4 | 20 | 70 (43.2%) |
| Feature | 1 | 2 | 5 | 6 | 4 | 11 | 29 (17.9%) |
| Column | 3 | - | 5 | 2 | 5 | 14 | 29 (17.9%) |
| Interview | 3 | 2 | 4 | 1 | 4 | 6 | 20 (12.4%) |
| Letter to the editor | 1 | - | 2 | - | 1 | 4 | 8 (4.9%) |
| Review | - | - | 1 | - | 2 | - | 3 (1.9%) |
| Other | - | - | - | 1 | - | 2 | 3 (1.9%) |
| Total | 38 | 16 | 19 | 12 | 20 | 57 | 162 |

4.2. Emerging topic frames

With the overview of the data sample in mind, deeper framing patterns were uncovered. Through an inductive framing analysis, five reoccurring dominant Amsterdam Pride topics were identified for all articles, those being 1) *Emancipatory discussions*; 2) *Programming and history*; 3) *Matters of nuisance*; 4) *Corporate involvement*; 5) *Societal relevance*. Initially, through open and axial coding, eleven topic frames were found and counted in the data set, which were clustered together into these five groups in the selective coding stage (Silverman, 2011). The topics were identified based on key framing devices,

including key phrases, and will be unpacked in the next paragraphs, incorporating illustrative excerpts.

Emancipatory discussions represented the biggest subcategory with 54 of the articles (33.3%) showcasing frames related to it. This signified a multidimensional concept, including three elements: 1) *Representation in diversity at Amsterdam Pride*; 2) *Emancipation and acceptance at and through Amsterdam Pride*; 3) *Activism at Amsterdam Pride*. Albeit speaking of specific groups or the entire LGBTQ+-community, all articles discussed how Amsterdam Pride contributed to further emancipation of this/these group(s) and the current level of tolerance in Amsterdam, showing either negative, mixed or positive framing. An illustrative excerpt from *Trouw* showcased mixed framing:

“A party is always better to convey a message than preaching, and in that way, the Canal Parade is a suitable means to call for tolerance. But especially the boats with drag queens and fetish men are getting in the way of emancipation for lesbians and gay men that have nothing to do with this exuberance.” (Feest werkt beter, 2018)

Similarly, discussions for more specific groups were present in this subcategory, including (activism in) representation of LGBTQ+-refugees, same-sex couples that want to have children, and different ages, religions, ethnicities and sexualities, showing varying sentiment framing too (Nijhof et al., 2019; Koelewijn, 2018; Van Mersbergen, 2019; Van der Kaaden, Schraevesande & Juinen, 2018). One specific example that sparked multiple media debates, was a statement made by a Partij van de Arbeid (PvdA) politician, who wore a burqa at the Canal Parade. Van Mersbergen (2019) included several viewpoints in his article, on the one hand seeing the burqa as fitting with Pride through a sense of freedom, while also stating that “a burqa symbolizes inequality between women and men. A man can show his freedom while the woman needs to cover herself up. That has nothing to do with freedom” (Van Mersbergen, 2019). These pivotal discussions go to show the societal complexity that Amsterdam Pride entails. Articles often situated the Pride in this discussion frame, entwining its concept with emancipation, diversity and activism and what is ‘right’ or ‘wrong.’

The second dominant cluster was programming and history, which encompassed 40 articles (24.7%) and presented more neutral, objective framing, elaborating on what was planned to happen during Pride in what context. This included informative news articles about e.g. the Pride’s yearly theme and upcoming events, but also about organizations, celebrities, media, and politicians that would be involved. “The forecourt of the hotel Sofitel Legend The Grand in Amsterdam was filled with ‘pink’ vips last night,” (Roze vips trappen, 2019) said *De Telegraaf*, while *Het Parool* reported that the Canal Parade had “a new boat with politicians from five parties: VVD, CDA, D66, PvdA and SP” (ANP, 2019). A few articles

also described the history that Pride and LGBTQ+-activism bring along, with 2019's Pride theme actually being 'Remember the past, create the future' (Ali, 2019; Bergsma, 2019).

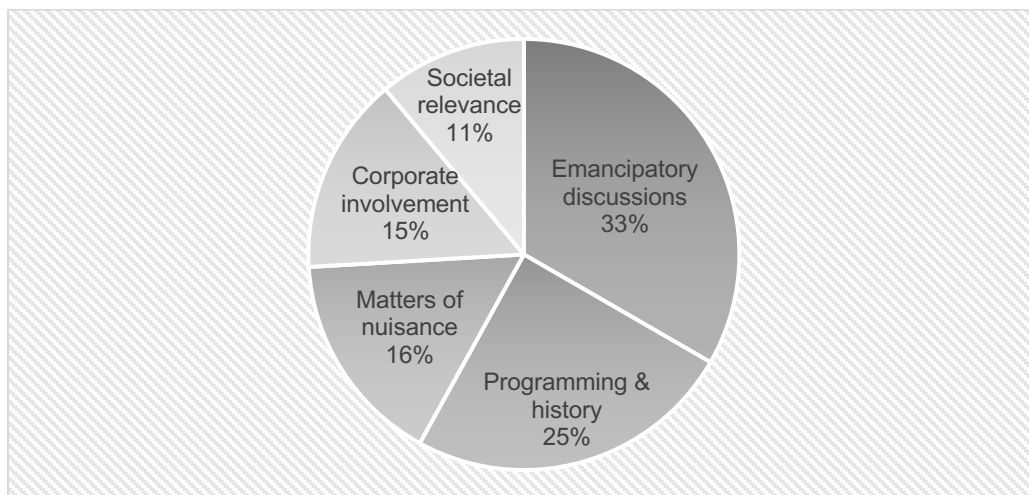
Matters of nuisance included newsworthy side effects of Amsterdam Pride (16.0%, 26 articles), which were often reported on in more negative or sometimes neutral ways. This ranged from nuisance in its most literal sense – 1) *Noise disturbance of Amsterdam Pride* – to 2) *Criminality at Amsterdam Pride* and 3) *Obscenity/nudity at Amsterdam Pride* (Van de Crommert, 2018; Politie pakt 17, 2018; Ezzeroili, 2019). Especially the noise disturbance aspect was highly discussed in the media, with interest groups, such as Amsterdam community centre D'Oude Stadt, complaining about and even filing a lawsuit against the organization (Van de Crommert, 2018; Idzikowska, 2019). An excerpt from *De Telegraaf* illuminates this: "They [D'Oude Stadt] are not against the Pride as an event. Such a party belongs with the city center. However, mostly the noise disturbance has gotten out of proportion and is conflicting with current rules" (Van de Crommert, 2018). Besides, a few articles made negative remarks about the amount of revealing, child-unfriendly leather outfits on parade boats, while others discussed pickpockets at the event (Andriessse, 2019; Ezzeroili, 2019; Politie pakt 17, 2018). Here, Pride was covered in a more negative daylight through its impact outside of its emancipatory foundation.

Next, corporate involvement represented the fourth subcategory, with 24 articles (14.8%). Articles here ranged in framing of sentiment and tone, with more informative, neutral articles about which companies were participating or campaigning and how, while others were more critical or optimistic about corporate activities (Homofeest goed voor, 2018; Andersen, 2018; Khaddari, 2019). The next result sections will dive deeper into how these frames were constructed specifically, keeping in mind RQ2, with more detailed (sub)categories and illustrative excerpts.

Finally, the fifth and smallest subcategory was societal relevance (11.1%, 18 articles) which comprised two components: 1) *Relevance of Pride* and 2) *Necessity of Pride*. Societal relevance constituted articles discussing the meaning of the Pride for Dutch LGBTQ+- and/or heterosexual citizens from a more positively framed perspective. Usually, this entailed talking about why the event is still needed nowadays or discussing its relevance through people's or institutions' experiences, e.g. with Pride becoming cultural heritage in 2019 (Pride Amsterdam wordt, 2019). A *De Volkskrant* excerpt captured this relevance: "The Canal Parade is much more than just a boat parade in the canals. It is a comprehensive event, with cultural, political and societal elements. The boat parade is just a festive closing statement." (Sevriens, 2019). Graph 4.1 on the next page gives an overview of all topic subcategories.

For now, the main inference from this data is that, although corporate involvement has clearly solidified itself as a recurring topic in Amsterdam Pride discourse, there are still other topics or discussions that are just as important or are deemed to have more news

Graph 4.1: Dominant five topics (N = 162)



value sometimes. Especially pivotal discussions about representation in diversity, emancipation and activism were often taken as a lens, making a case for how and why the Amsterdam Pride should exist in the first place. Corporate involvement also played a significant role, with different discussions at play there, but in some cases, the very continuation of the Amsterdam Pride in itself needed to be defended or debated first. Several types of sentiment framings were present within these discussions. At the same time, two subcategories (programming and history, societal relevance) were more neutral/objective or positive in framing, with especially programming articles not being as surprising; the news value of Amsterdam Pride once it is happening also lies in what is scheduled specifically. Still, discussion (or perhaps even conflict) framing makes up a significant part of Amsterdam Pride news coverage. The subcategory of matters of nuisance adds to this point; pitfalls or side effects of the Pride besides its emancipatory nature were also put up for discussion.

4.3. Corporate involvement types and specific company framing

For RQ2, media framing of Pride corporate involvement discourse was key. Before moving on to a more in-depth framing analysis, the types of corporate involvement named were essential in shedding light on which types were made more salient (Cornelissen & Werner, 2014). Hence, five types of corporate involvement followed inductively from the data set: 1) *Member of the Pride Business Club*; 2) *Marketing campaign during Pride*; 3) *Pride product/collection*; 4) *Pride event*; 5) *Pride-related internal communications*.

As said, 24 articles had corporate involvement as their dominant topic. Nevertheless, 51 articles (30.9%) were included in the analysis here: 27 articles (16.7%) had corporate involvement as a second dominant topic, which was identified following guidelines of previous media electoral studies (Schuck et al., 2010). The five corporate involvement types, as well as a sixed *other* subcategory, followed from these 51 articles.

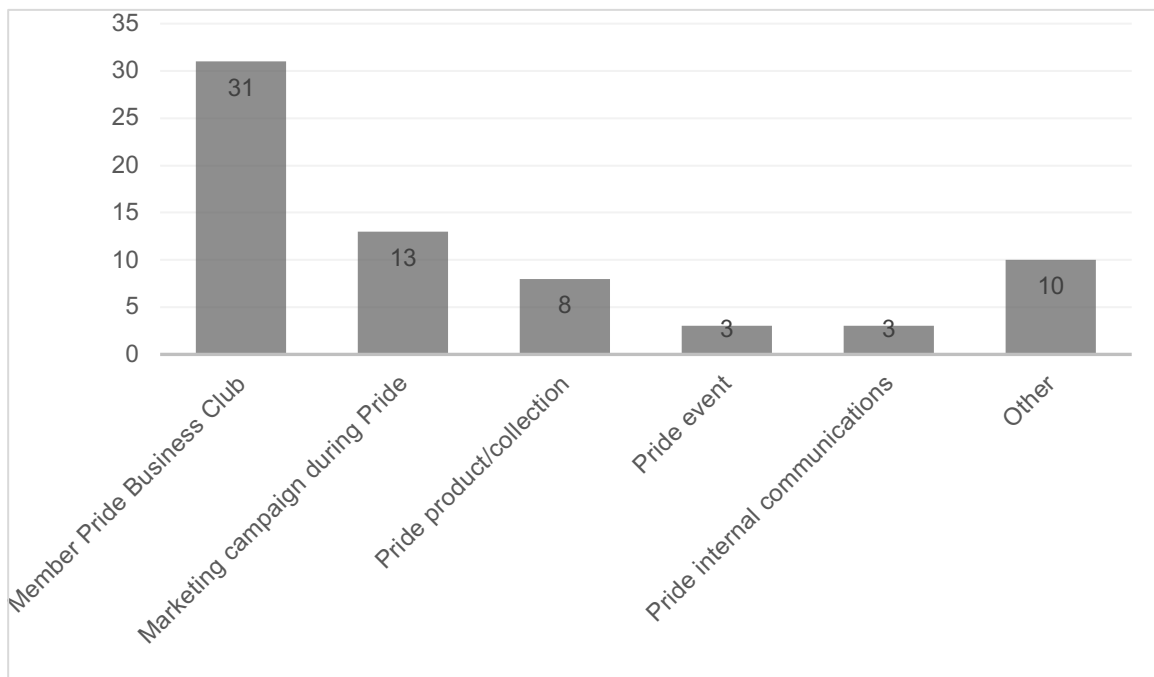
The most salient corporate involvement type by far was member of the Pride Business Club, with 60.8% of the 51 articles discussing it. In further unpacking the subcategory, all articles discussing this partnership looked into companies, e.g. KPN and Uber, that had corporate boats present at the Canal Parade; however, in order to be able to have a boat there, one has to be a sponsor of the event and thereby be member of the Pride Business Club, hence the subcategory name (Stichting Amsterdam Gay Pride, 2020). A neutral exemplary quote here was: “the Canal Parade next Saturday, with which companies and organizations express their solidarity and have a party” (Thijssen, 2019).

The second most dominant subcategory involved marketing campaigns during Pride (25.5%), which included all types of PR or advertising campaigning/stunts throughout the period of Amsterdam Pride. Instances expressed in the data set were Shell painting their gas stations in rainbow colors or supermarket Albert Heijn having AH ToGay supermarkets instead of AH ToGo for a day (Marketingtool voor grote, 2018; Cabenda, 2019). Next, Pride products/collections were discussed in 15.7% of the articles, which often implied fashion companies, such as H&M or Kipling, having Pride-specific clothing or accessory lines, or companies like Tony’s Chocolonely having their ‘gay bar’ (Khaddari, 2019; Appels, 2019). Two smaller subcategories (both 5.9%) were Pride events – indicating locations like hotels or Amsterdam Central Station hosting official Pride events – and Pride-related internal communications – e.g. companies Baker McKenzie and EY having internal diversity policies or painting parts of their office in rainbow colors for employees (Roze vips trappen, 2019; Spaans, 2018). Finally, the other subcategory included commercial parties by citizens during Pride without being related to the Pride and companies that were discussed without having any Pride activities – e.g. Airbnb (Van de Crommert, 2019a; Pridebezoekers massaal in, 2019). Graph 4.2 (next page) presents an overview of all subcategories.

The dominance of Pride Business Club memberships, and specifically presence at Canal Parade, imply that media predominantly equalize Pride CSR with this membership in their framing. The Pride Business Club has been there for years, meaning media framing might often encompass this fact as the only type of corporate involvement/CSR in Pride, thereby downplaying other types of involvement, for themselves and their readers. Or perhaps these past two years have only been the beginning of media filing more under Pride corporate involvement than being present at the Canal Parade; other types of campaigns have been upcoming as of recently (Appels, 2019). Still, current media framing of corporate involvement interweaves with framing of being a Pride Business Club member.

Above-mentioned examples already indicate the diversity in companies being named in different articles (although some also discussed corporate involvement without necessarily naming a company). The dominant company per article was identified and counted too, leading to 22 different companies being the locus of articles, while a total of 51 different

Graph 4.2: Number of articles naming types of corporate involvement (N = 51)



companies were mentioned across all 51 articles. The only ones that were the dominant focus of an article several times were Shell (4 articles) and SuitSupply (2 articles). For Shell, this involved more negative framing related to their Pride campaigns (e.g. Wolthuizen & De Ruiter, 2018), which will be covered more in the pinkwashing section. Meanwhile, SuitSupply was discussed more positively for creating bold advertisements with two gay males in spite of backlash from conservative audiences (e.g. Van der Sanden, 2018). Overall, this points to diversity in framing for company stories being told; besides Shell and SuitSupply, none of the companies were frequently emphasized. This corresponds with findings on CSR by Dickson and Eckman (2008): multiple source perspectives are usually heard. When it comes to discussions of Pride CSR, a diverse amount of company perspectives is made salient in the media. One might expect several – e.g. controversial – Pride Business Club members to be stressed more often, but this was not the case; articles usually disclosed varying company cases, perhaps in increasing uniqueness for readers.

4.4. Company motive attribution frames

Ellen et al.'s (2006) motive attribution subcategories allowed one to unveil how media frame Pride CSR efforts and motivations behind it. Of the 51 articles talking about company involvement, 41 articles discussed company motives in one way or another, overtly or covertly. These theory-driven framing subcategories were identified based on key framing devices, including key phrases/sentences, and are discussed in the next paragraphs, also incorporating illustrative excerpts.

Values-driven motive attributions were most dominant in the media, with 39.0% of the 41 articles. There, companies were portrayed positively: as engaging in Pride for virtuous reasons. This was visible in the articles through companies being seen as purely wanting to contribute to emancipation of the LGBTQ+-community or as wanting to show that anyone can be themselves at their company. TV show *GTST*, who had a boat at the Canal Parade, was for instance portrayed as “hop[ing] to encourage gay emancipation with the initiative” (*GTST-boot vaart mee*, 2018). Their efforts were seen as ethically sound, which was also highlighted through the several LGBTQ+-storylines the show had had in the past in spite of homophobic responses (*GTST-boot vaart mee*, 2018). Another exemplary quote from *Trouw* argued that organizational/corporate boats are a “strong signal that at the ‘ordinary’ workplace, amongst police officers, in education, and in business, there is no reason to hide your sexuality in fear of bullying or dismissal” (*Feest werkt beter dan*, 2018), again pinpointing corporate involvement’s societal weight. A *Het Parool* article was even more positive, enlisting eight corporate Pride collections that celebrated the event, starting with: “It is Pride again and this can be celebrated with collections that allow you to be you” (Muller, 2018). This shows a sense of empowerment through these commercial initiatives – which included local Amsterdam brands, ASOS and Levi’s –, while the article also detailed the moral approach these companies have taken toward the LGBTQ+-community in the past:

“Levi’s has been launching special Pride collections for five years and has been supporting LGBTQ+-rights for more than three decades. Levi’s was also the first and only company eleven years ago in California that supported marriage equality. [...] This year again, 100% of the proceeds from the Pride collection goes to organizations that are putting up a fight for equal rights for everybody.” (Muller, 2018)

Hence, the biggest group of articles framed corporates as coming from a good, ethical place with their initiatives, seeing corporate involvement in Pride as a boon for the event. Here, earlier findings of Skarmeas and Leonidou (2013) were confirmed; if values-driven motives are being attributed, stakeholder skepticism is less present.

In contrast, *egoistic-driven motive attributions* were the second most dominant subcategory, present in 31.7% of the articles. This corresponded with more negative framing of Pride CSR, shedding light on stakeholder skepticism amongst the media (Skarmeas & Leonidou, 2013). Here, companies were often portrayed as attending the Canal Parade or creating a campaign while they did not contribute to what Amsterdam Pride stands for or were just there for a fun party. Companies were seen as working together with the Pride while “hav[ing] nothing to do with its goals” (Koops, 2018). In *De Telegraaf*, Van de Crommert (2019b) commented on how the Canal Parade has turned into a “floating reception

for participating companies”. A letter to the editor in *Het Parool* even addressed how the Pride itself is playing a role in this (over)commercialization: “big companies can pay for a boat, but less financially strong, small LGBT-groups cannot” (Van Schijndel, 2018). Big companies were seen as overshadowing people with a real story to tell, turning it into an overcommercialized party. In these articles, corporate involvement was mainly seen as a deterrent for Amsterdam Pride. Once egoistic-driven motives were attributed to corporate involvement, the media showed signs of stakeholder skepticism, in line with findings of Skarmeas and Leonidou (2013).

Strategy-driven motive attributions can be seen as more neutral attribution framing (Skarmeas & Leonidou, 2013), also in this study, however, only 17.1% of the articles showed this perspective. The focus here was on how profit does play a role for companies – or, as a column in *Het Parool* said: “for-profit motives cannot be overlooked” (Felten, 2018) – but that it is still possible to improve emancipation simultaneously – “they are trying their best to break through stereotypes” (Vissers, 2018). Similarly, a column in *De Volkskrant* said “the more confusion and company-financed spectacle, the bigger the attention and the richer the discussion, and that is exactly what is helping emancipation move forward” (Buur, 2019), in a response to criticism on commercialization. Although companies do finance the Pride and do not do it for nothing, it can still be socially valuable (Buur, 2019). Here, corporate involvement in Pride was framed as a strategic act, taking both financial and social accruelements (the ‘win-win’ opportunity) into account (Kim & Lee, 2012; Story & Neves, 2014).

Interestingly, *stakeholder-driven motive attributions* were not framed in any of the articles, except for one case that pointed to a new perspective. Namely, some of the articles (12.2%) entangled different motive attribution frames with each other, thereby blurring the boundaries and showing even more nuanced perspectives than Ellen et al.’s (2006) categorizations: the *mixed motive attributions* subcategory. A *De Volkskrant* article identified “contributing to societal acceptance of the LGBT-community, but mostly also showing that everyone is welcome at their company: client and employee” (Andersen, 2018) as key motives. This entails a perspective where values-driven (for societal acceptance), stakeholder-driven (for employees) and egoistic-driven motives (for clients) were attributed to companies simultaneously. Another example lies in a *NRC Handelsblad* feature that highlighted different voices in the commercialization debate (Van der Poel, 2018). Several experts pointed to companies’ vital role in raising awareness while still making money (more strategy-driven), while another viewpoint raised was that companies use it to seem sympathetic (more egoistic-driven): “[diversity is] a universal message, with which anyone feels addressed. The reach is big, and the risk of failure small” (Van der Poel, 2018). These excerpts pose questions for whether all four subcategories (Table 4.4 on the next page gives an overview) are as mutually exclusive in practice, or at least for the case of Pride CSR.

Table 4.4: Illustrative excerpts attributed company motives

| Motives | % | Excerpt |
|--------------------|----------|--|
| Values-driven | 39.0% | “It is the first time that <i>GTST</i> is participating with a boat in the canal parade. The cast and crew hope to encourage gay emancipation with the initiative.” (GTST-boot vaart mee, 2018) |
| Egoistic-driven | 31.7% | “The group Reclaim our Pride is complaining that the [Canal] parade sees an increasingly bigger number of commercial boats by companies, that have nothing to do with its goals.” (Koops, 2018) |
| Strategy-driven | 17.1% | “A company does not do anything if it does not think it can earn something with it. But I know from connections that we have with companies that they are trying their best to break through stereotypes.” (Vissers, 2018) |
| Mixed | 12.2% | ‘Asking a number of companies that participate in the Canal Parade resulted in two self-declared motives: contributing to societal acceptance of the LGBT-community, but mostly also showing that everyone is welcome at their company: client and employee.’ (Andersen, 2018) |
| Stakeholder-driven | - | - |

Overall, 70.7% of the articles gear to either values-driven motives and more positive framing (less skepticism) or egoistic-driven motives and more skeptical framing, in line with findings of Skarmeas and Leonidou (2013). Still, the dominance of these two subcategories relates back to the initial categorization of firm-serving and public-serving motive attributions in CSR (Forehand & Grier, 2002), possibly still playing a key role in media framing for a specific CSR topic. While later research found these two subcategories are usually attributed simultaneously and are not regarded as specifically negative (Kim & Lee, 2012), this study proves otherwise for the case of Amsterdam Pride. Prior research for Pride CSR is not present, making it hard to compare here. However, these results might imply a move back to conclusions of earlier research that firm-driven motives are viewed as negative, while public-serving motives are not (Becker-Olsen et al., 2006). Corporate involvement in Pride was either framed as a benefit or constraint; for many, there was no in between. CSR’s ‘win-win’ opportunity might not be as pervasive for media, with many articles emphasizing the ‘win’ for society only, or the ‘win’ for the company (Kim & Lee, 2012; Story & Neves, 2014).

4.5. CSR media frames

The same number of articles that framed motive attributions (41), also made statements signifying their CSR media frame, with theory-driven subcategories stemming from Tench et al. (2007). A similar deductive analysis was performed accordingly.

The analysis showed that the *optimist frame* was most frequently observed (36.6%). Articles here pointed to how companies help raise awareness and fight for further emancipation, often also for a longer period of time (Khaddari, 2019; Muller, 2018). Furthermore, one point that was repeatedly made, was that companies are necessary to finance the Pride to begin with, e.g.: “Without that (financial) support [from companies] there would be no Pride” (Botenparade is nog, 2018). Companies were put in a positive light.

In contrast, the second most dominant frame used was the *cynic frame* (with 22.0%). Articles with a cynic standpoint often pointed to overcommercialization and companies not being involved enough with the Pride and its goals, or them overshadowing the political roots of the event (Ali, 2019; Koops, 2018). “To actually be committed to gay acceptance is a completely different story” (Marketingtool voor grote, 2018). Within the cynic perspective, stakeholder skepticism proved to be at the heart of Pride CSR discussions once again.

The CSR media frames by Tench et al. (2007) provide room for more balanced framings, with conformist, realist and strategic idealist. The *conformist frame* (4.9%) was the smallest in this data set, specifically stating that companies engage with the Pride because it is deemed normal nowadays; everyone is doing it (Rusman, 2019; Braun, 2019). This can be considered more negative framing. The *strategic idealist frame* was present in 12.2%, where both positive (e.g. companies showing up for all LGBTQ+-employees) and negative elements (e.g. overcommercialism) of corporate involvement were named, but with more weight being given to the positive ones (Andersen, 2018; Buur, 2019). The *realist frame* was present for 9.8% of the articles, which could be considered neutral to positive framing, as the few articles there simply stated how commercial motives in Pride campaigns are common and can be questioned, but could still have positive effects for society (Felten, 2018). One *Het Parool* article here juxtaposed brands using Pride for their advantage with the viewpoint that they are needed nonetheless in “the fight for a better, more equal world” (Van Elsen, 2019).

Still, for CSR media frames the results also showed that Tench et al.’s (2007) subcategories were not always sufficient, having *mixed frames* that were even more nuanced in 14.6% of the articles. Wolthuizen and De Ruiter (2018) for instance questioned the meaning of Pride CSR for people outside the company (cynic), while also arguing that it can be done right if companies have a real story to tell (strategic idealist). Other articles combined cynic and optimist frames, pointing to different voices in the commercialization debate, which the pinkwashing section elaborates on. Table 4.5 on the following page details these subcategories and illustrative excerpts.

Table 4.5: Illustrative excerpts CSR media frames

| Frame | % | Excerpt |
|--------------------|-------|---|
| Optimist | 36.6% | “This year’s Pride theme is ‘Remember the past, create the future’. Fully in style, Kipling launched a Pride collection, in which old models become a new edition. [...] The bag brand [...] has been busy with diversity for a long time.” (Khaddari, 2019) |
| Cynic | 22.0% | ‘An afternoon of gay-friendly sailing on a boat is easy. To actually be committed to gay acceptance is a completely different story.’ (Marketingtool voor grote, 2018) |
| Mixed | 14.6% | ‘The boat parade has been commercializing heavily. I have not made up my mind about that yet. If companies have a real story to tell, I think they should indeed participate, but that does mean that the story needs to be told. I find myself cackling at some of the [boat] themes. It is always something with united, together or out. Great that organizations get inspired for their boat’s message, but the average bystander probably finds little message in this.’ (Wolthuizen & De Ruiter, 2018). |
| Strategic idealist | 12.2% | ‘Companies participate for a mix of reasons. Acceptance of the LGBT-community fits with the worldview of millennials [...]. They are an important customer group for many companies. But companies also want to convey a message to their employees: you are welcome with us. I am giving them the benefit of the doubt: I think most participating companies have good intentions.’ (Andersen, 2018) |
| Realist | 9.8% | ‘For a major change to happen, more is indeed needed than companies showing how LGBT-friendly they are on a boat. However, we need to cherish the Canal Parade. Celebrating diversity together with a cheerful parade should be orchestrated for more groups.’ (Felten, 2018) |
| Conform-ist | 4.9% | ‘Any company that wants to keep up with the times at least a little bit, has embraced diversity as a core value, so participating in the Canal Parade (part of the Gay Pride) is commercially interesting.’ (Rusman, 2019) |

These results are particularly interesting when considering the findings of Tench et al. (2007) at the time. They found that for CSR, conformist and cynic perspectives were most widespread amongst UK media, making them highly critical. For Dutch media, which had not been researched in this sense before, and Amsterdam Pride, these results are inherently

different. Optimist perspectives were most widespread, demonstrating that the majority of CSR framing here is in fact positive in nature. Still, cynic perspectives were the second most dominant group, however, this points to a possibly different story for Pride or Dutch CSR media frame perspectives: media tend to be either optimistic or cynical of these initiatives, thereby framing corporate involvement in Pride as beneficial or deterring.

4.6. Pinkwashing discussions

Pinkwashing played a significant role in media framing of corporate involvement with Amsterdam Pride for the majority of the analyzed newspapers. The concept had a primary mention in 7 of the 41 articles (17.1%). Furthermore, 6 articles (14.6%) discussed the essence of pinkwashing without naming it specifically, producing a total of 13 articles (31.7%) elaborating on (over)commercialization discussions. *NRC Handelsblad* and *De Volkskrant* both had one article, while *De Telegraaf* and *Het Parool* had 3 and 7 each. Definitions of pinkwashing were diverse, ranging from Amsterdam Pride as a “marketing tool for companies” (Marketingtool voor grote, 2018) to questioning what companies “are really doing for gay emancipation” (Van der Poel, 2018). Another one in *De Volkskrant* was: “the raving about gay rights to shed positive light on your own product, or to get attention away from a bad reputation.” (Andersen, 2018)

Through analysis of these articles beyond definitions, pinkwashing manifested in the following ways: 1) *Not being supportive of LGBTQ+-rights in countries outside The Netherlands*; 2) *Insensitive campaigning*; 3) *Only being supportive one day of the year*; 4) *No donations done to the Pride*; 5) *No relationship with Pride*; 6) *Discrepancy between words and actions*. These manifestations paint a different picture of pinkwashing, showing its application in reality beyond its academic conceptualization. The discrepancy between words and actions subcategory followed deductively from Pope and Wæraas’ (2015) key condition for CSR-washing (or pinkwashing) to be present. In practice, however, only one article (7.7% of 13 articles) in *Het Parool* truly framed the essence of that element, showing the disconnect for Uber:

“I do find myself questioning, however, why this company [Uber] still gets to be a part of the boat parade, taking into account their long history of incidents with drivers who refuse drag queens and who abuse and spit on gay couples, as was the case last weekend.” (Van Nierop, 2019)

Other articles put forward more complex indicators, which followed inductively from the data. In fact, the top manifestation for pinkwashing to be present, with 5 articles (38.5% of 13 articles) framing it accordingly, lied in companies involved with Amsterdam Pride who

are not supportive of LGBTQ+-rights in countries where it matters most. An article in *Het Parool* for instance said: “if Shell wants to stand up for human rights, they should start in the deltas of Nigeria” (Wolthuizen & De Ruiter, 2018). Likewise, an article in *Het Parool* one year later described how Primark was accused of pinkwashing as “their clothing is produced in countries where homosexuality is forbidden” (Appels, 2019). Following closely, is the subcategory of insensitive campaigning (23.1%) where Shell again is mentioned several times. A *De Volkskrant* feature discussed how Shell painted their gas stations in rainbow colors, however: “Shell painted those [rainbows] the other way around, so that it looked better with the red-yellow Shell logo that is normally on the walls” (Andersen, 2018). Both subcategories make a case for pinkwashing entailing more than a discrepancy between words and actions, having intricate processes and specific cases. Shell e.g. appears to be a company that is often accused of pinkwashing. The controversial nature of their business (oil-drilling) could play a role in this too, besides their insensitive or Dutch-only campaigns.

In contrast, only being supportive one day of the year (23.1%), no donations done to Pride (15.4%), and no relationship with Pride (15.4%) were subcategories that do gear more toward the discrepancy that Pope and Wæraas (2015) defined. Still, they present more specific ways of how this discrepancy plays out, making them subcategories of their own. Mere one-day-of-the-year support criticism was visible in *Het Parool*: “it becomes problematic if it is only fun [for companies] when there is a party to celebrate” (Braun, 2019). For the donations, The Tony’s Chocolonely gay bar case was mentioned: “the company claimed to support the LGBT-community by ‘creating consciousness and awareness’, but the proceeds did not go to support of LGBT-organizations” (Appels, 2019). In contrast, more positive companies (e.g. HEMA) were also brought up, who did donate parts of campaign proceeds (Andersen, 2018). Lastly, no relationship with Pride goes back to the egoistic-driven motive excerpt about companies involved with Pride that “have nothing to do with its goals” (Koops, 2018). These subcategories specify and extend what a certain discrepancy between words and actions can look like for Pride CSR.

Manifestations of pinkwashing often tied in with presented solutions too – if it was regarded as a problem to begin with. Inductive conclusion frames were 1) *Year-round support*; 2) *Support in other countries*; 3) *Letting go of one’s Canal Parade spot*; 4) *No branded company names during Pride*; and 5) *No solution – is it a problem?* Articles pointing to problematic one-day or Dutch-only support emphasized necessity of year-round activities (e.g. Appels, 2019) or activities in other countries (e.g. Wolthuizen & De Ruiter, 2018). A specific feature in *NRC Handelsblad* underlined Pride in Iceland, where supporting companies cannot display branding (Van der Poel, 2018). Other articles combined several subcategories in pointing to possible solutions, also questioning the extent to which pinkwashing is an issue (e.g. Marketingtool voor grote, 2018). One article incorporating

several options also included letting go of one's Canal Parade spot: "Maybe all of the big companies should, like Rabobank, make their boat available for [organizations of] gays and lesbians that do not have royal marketing budgets available" (Marketingtool voor grote, 2018). These solution frames illuminate the complexity of pinkwashing and the way in which it is or should (not) be addressed.

Overall, pinkwashing played a significant part in discourse surrounding Pride corporate involvement, although it has only become a more debated topic in the past two years. Four out of six newspapers have dedicated at least one article to it, showing the solidification of pinkwashing as a key discussion, while the ways in which it was debated present new dimensions for academic definitions of the concept. A discrepancy between actions and words is not all-encompassing: matters such as sensitive campaigning, international support and donations also come into play, highlighting several solutions.

4.7. Connections between motive attribution frames, CSR media frames & pinkwashing

In further unpacking the framing analyses, several patterns amongst motive attributions, CSR media frames and pinkwashing were laid out. This section outlines these.

First, it was found that motive attributions and CSR media frames showed parallel patterns, pointing to polarization in media framing being at the heart of Pride CSR. All articles that displayed an optimist frame, emphasized values-driven motive attributions, which were the biggest subcategories for both. Similarly, media that had a cynic frame made egoistic-driven motive attributions most salient. This has significant implications for how taking a (Pride) social stand is received by the media, confirming Weinzimmer and Esken's (2016) claim that it is not about what social stand is being taken, but *how* this is done. In a society where companies are increasingly expected to take a social stand, being seen as coming from a moral place is met with appreciation from the media. Conversely, initiatives that are deemed egocentric, without much societal thought to it, generate media criticism. Although a lesser number of articles also displayed more nuanced or mixed motive and media frame subcategories, polarizing statements by the media were most dominant. This is telling of a mostly binary framing mechanism where a company is either doing 'the right thing' through their Pride CSR in the media's eyes, or not. How the company itself frames its CSR activities, messages and motives plays a key role in the value judgment of the media.

At the same time, further analyses on CSR media frames and motive attributions of individual newspapers beyond loose articles did not show any significant results. All newspapers – except for *Algemeen Dagblad* which only had one article showing its media frame/motive attribution – fluctuated in framing that they showed per article/author. Thus, although journalists tend to frame articles from a certain perspective, this does not intertwine with one newspaper sticking to one view only. This relates back to Dickson and Eckman's

(2008) conclusion: multiple source perspectives are usually heard when it comes to CSR, also regarding Pride CSR. Still, the weight that is given to either positive or negative viewpoints throughout the data set dissects the framing mechanisms at play within that.

When articles discussed pinkwashing or overcommercialization, corporate involvement was always framed in a negative or mixed way. Namely, 6 of those 13 articles (46.2%) showed cynic as well as egoistic-driven framing of corporate involvement through the pinkwashing concept, thereby portraying Pride CSR in its current form as problematic: as an act of conscious pinkwashing. Here, stakeholder skepticism and the CSR paradox proved to be highly applicable. This provides deeper insight into the egoistic-driven/cynic framing mechanisms: taking a social stand, such as partnering with a Pride, comes with risks and can backfire if the 'right' motives or circumstances are not there (Wettstein & Baur, 2015), which hit home for companies like Shell and Uber.

In contrast, the other 7 articles (53.8%) had mixed framings, combining either positive (values-driven, optimist) and negative framing (egoistic-driven, cynic) or neutral (strategy-/stakeholder-driven, strategic idealist/realist) and negative framing. This approach displays the complex nature that both pinkwashing and stakeholder skepticism entail. Is corporate involvement always a bad thing for Amsterdam Pride? These articles agreed on companies that get involved for the wrong reasons or in the wrong way (e.g. Shell, Primark), however, they also highlighted success stories (e.g. HEMA, Rabobank, Iceland). This select group of articles point to a more nuanced view of corporate involvement and taking a social stand that differed per case; there are cases where commercial and societal messages can in fact go together. Pride CSR was framed as a work-in-progress, with its highs and lows. Still, the inference remains the same: how a company maneuvers its Pride social stand is crucial in being perceived as successful (Weinzimmer & Esken, 2016)

5. Conclusion

With the analysis of media framing on Amsterdam Pride discourse and associated corporate involvement, the study's research questions can be answered. This final chapter will do so, summarizing the findings and complementing these with theoretical and practical implications as well as limitations and directions for future research.

5.1 Summary of the findings

In the period under review, agenda-setting Dutch media framed Amsterdam Pride as a newsworthy, debatable and timely topic. The event saw an increase in news value and coverage between 2018 and 2019 – also for most of the newspapers. Furthermore, the majority of the articles were framed from an objective perspective in news sections, while discussions proved to be ongoing too, with many features and columns present. Still, most national articles were published during Amsterdam Pride season, putting into question whether Pride is as relevant throughout the year – or perhaps LGBTQ+-discussions take on different forms based on other yearly happenings (e.g. Coming Out Day).

In unpacking Amsterdam Pride discourse, dominant topics provided insight into specific framing patterns, with corresponding sentiment. As a result, emancipatory discussions about representation in diversity, acceptance and activism were most dominant, thereby emphasizing how the event is set up and whether this should be done better or is already being done well. Distinctions between different groups in the LGBTQ+-community were made, while some emphasized (or downplayed) the 'greater good' for these groups. These findings imply that, although corporate involvement within Pride is a discussion-worthy topic with news value, there still seem to be bigger fish to fry for Dutch media covering Amsterdam Pride: the mere existence of Amsterdam Pride in its current form, with its community value, needs to be defended or debated first, before jumping to commercial aspects. Still, commercial involvement made up a significant part of media framing too, with ranging sentiment, alongside programming and history articles (neutral to positive framing), matters of nuisance (negative to neutral framing) and societal relevance (positive framing), giving a full overview of the Amsterdam Pride macro-level media frames.

For discourse around corporate involvement with Amsterdam Pride, it became clear that Pride CSR or taking a corporate Pride social stand in The Netherlands is usually framed as being a Pride Business Member. By emphasizing the Canal Parade specifically, media are not always shedding enough light on the other forms that Pride CSR can take on. Framing of those activities was highly polarizing for the most part, discussing a variety of company cases. Motive attribution frames and CSR media frames painted a parallel picture: that of news articles picking juxtaposing sides in the debate on commercial aspects of

Amsterdam Pride. The majority showed optimism in company efforts, pointing to a moral approach, framing corporate involvement as a boon. The second dominant perspective showed media being critical/skeptical of these efforts and egocentric motives that were at play: Pride CSR as dwindling the value of both the event and the company itself. A smaller part did show more balanced framings of Pride CSR, pointing to deeper layers and nuances that taking a social stand as a company presents: Pride was framed as a strategic act or as a more nuanced combination of the above. Interestingly, most newspapers showed several of these perspectives through individual articles, without sticking to one perspective throughout. Whether a Pride social stand is evaluated positively, negatively, or somewhere in between, has to do with the perspective that the journalist or reader in question has. Thus, stakeholder skepticism fluctuated per individual article and per case discussed, although polarization in media framing remains a strong common thread throughout.

Within both the polarizing discussions (on the cynic side) and these more nuanced perspectives, the concept of pinkwashing played a significant role. From a cynic perspective, pinkwashing was seen as a conscious act done by companies, being key to articles' skepticism toward Pride CSR. For the nuanced articles, pinkwashing was a more debated element in the mix of considering what corporate involvement entails for Pride, also e.g. pointing out positive examples of Pride CSR. Above all, these articles, their arguments and their company cases presented the multidimensionality of the pinkwashing concept (and stakeholder skepticism), entailing more than mere discrepancies between words and actions.

5.2. Theoretical implications

Studying media discussions of Amsterdam Pride for the first time sheds new light on media framing processes for such an event, with novel findings (timeliness of the event, increase in news value, dominant topics, etc.) accordingly. For CSR media framing research, an LGBTQ+-focused diversity study, let alone a Pride-focused study, had not been conducted before. Hence, findings of this study related to motive attribution frames, CSR media frames, pinkwashing and taking a company social stand break new grounds, allowing one to make substantial claims.

First, the polarization in the Dutch media on corporate involvement matters point to the initial two subcategories that were in place for motive attributions in academia: firm-serving and public-serving (Forehand & Grier, 2003; Barone et al., 2000). While newer CSR research often takes Ellen et al.'s (2006) categorizations as a lens, calling for more nuanced drivers, the present research shows that in many cases, at least for Dutch media, the first two subcategories are sufficient. Furthermore, claims made by Becker-Olsen et al. (2006) that firm-serving and public-serving motives are usually attributed concurrently – in a positive or at least neutral manner – can be questioned for the case of Amsterdam Pride as well.

Media articles tend to pick either very positive (values-driven/public-serving) or very negative (egoistic-driven/firm-serving) standpoints. Perhaps firm-serving vs. public-serving motive distinctions are not as outdated as they are often made out to be.

Still, strategy-driven motives and more neutral framing was also present in this research, confirming that not all media perspectives are as dichotomous, in line with findings from Skarmeas and Leonidou (2013). Some articles also combined the different motives, calling into question whether Ellen et al.'s (2006) categories are as mutually exclusive. Especially for news media, when longer features are written, several viewpoints tend to be combined. Incorporating a mixed subcategory in Ellen et al.'s (2006) classification would hence be recommended.

Regarding CSR media frames, similar patterns were visible. For the case of the UK, Tench et al. (2007) concluded that media were highly critical of CSR initiatives, with conformist and cynical media frames being dominant. The results of this study highlight a different perspective, for both a new country (The Netherlands) and a new CSR subject (Pride/diversity CSR). Polarizing framing is key here too, with a slight advantage for optimist perspectives, followed by cynic perspectives. Perhaps media views of CSR have changed since 2007, or the case of The Netherlands is simply different than the UK; either way, the predominantly dichotomous differences displayed in this research are relevant in considering Tench et al.'s (2007) categories moving forward. Besides, based on this research, adding a mixed subcategory to Tench et al.'s (2007) categorization would be beneficial too. Media framing cannot always be downplayed to one of these categories exclusively.

Within both cynic/egoistic-driven and mixed perspectives, pinkwashing played a significant role, showing new patterns of CSR-washing and when these types of discussions come into play. Pope and Wæraas' (2015) definition of CSR-washing – and thus pinkwashing – emphasized the discrepancy between CSR words and actions for companies, while this research proposes a more in-depth, complex conceptualization through practice. Pinkwashing allegations can also apply when doing the right thing in one country, but not doing so in another – or when a company does not donate any of the proceeds of its Pride campaign to the actual cause. Even insensitive campaigning can come in as a factor; turning around a rainbow flag for a company's benefit is not acceptable. Pinkwashing and subsequent allegations comprise much more than a mere discrepancy; more nuanced paradoxes or inappropriate elements can be crucial as well.

Overall, Weinzimmer and Esken (2016) concluded that the key in taking a social stand and how it is perceived lies in how a company takes it. Stakeholder skepticism plays a significant role in companies being called out for not doing so rightfully (Skarmeas & Leonidou, 2013). This research further adds to this conclusion, with many articles criticizing companies for being inconsistent in how they take their stand. At the same time, this study

also implies that not all media are as critical all the time; it also depends on the individual author and company case. Optimist frames were most widespread in the media, pointing to positivity outweighing stakeholder skepticism for Pride CSR. Still, skepticism does play a key role through for instance pinkwashing debates. Besides, some stakeholders might be inherently critical as they simply do not condone company involvement in a societal event like the Pride to begin with. In trying to avoid most stakeholder skepticism though, companies have to strategize the bridging of social and commercial aspects in their communications (Weinzimmer & Esken, 2016), while also seeing whether these communications on one day fit with their activities year-round. The manifestation of the social stand is more decisive than the social stand itself.

5.3. Practical implications

Irrespective of the academic contributions, the practical implications of this study could not have come at an oddly more relevant time. With discussions about the Amsterdam Pride reaching new heights – not just related to corporate involvement but also to emancipatory discussions that were identified in this research – the entire board of Amsterdam Pride actually resigned in March 2020 (Binnenlandredactie, 2020). This happened after an incident with chairman Frits Huffnagel speaking out on his opinion about refugees in the media; he believes there is no place for them in Dutch society. Many were outraged by his claims, which were in line with other right-wing political thoughts of the Pride board, including being pro corporate involvement (Koops, 2020; Binnenlandredactie, 2020). The incident was the straw that broke the camel's back for critics, with both Huffnagel and the rest of the board leaving eventually (Binnenlandredactie, 2020). A new Amsterdam Pride era is about to start, with the new board reconsidering both emancipatory and corporate involvement discussions to turn Pride into an even better event (Koops, 2020). As a result, it will be interesting to see how corporate involvement is going to be represented in future Pride editions. Furthermore, due to COVID-19, 2020's Amsterdam Pride has been cancelled, with a probable digital Pride being scheduled (Meershoek, 2020). What role will corporate involvement play there?

For the companies that will be involved again though, one lesson remains key: they need to consider *how* they take the stand of getting involved with Amsterdam Pride. Taking the stand in itself is not enough; it needs to correspond with other actions in the company and has to be done in a considerate way. Although many optimist voices have been present in Dutch media, one needs to listen to critical ones too. Is it right to claim an own Canal Parade boat when one can also give it to a smaller LGBTQ+-organization, like Rabobank has done? And what about a collection or product; how can one still contribute to the greater good of the LGBTQ+-community beyond making money for oneself? Also, is one's company

in the right place globally to step into a conversation on LGBTQ+-rights in The Netherlands? Companies need to reconsider their values and communicate those sincerely, while truly making a difference as well. Those factors need to be in place for ultimate bridging of commercial and societal interests through Pride CSR – and even then, one has to be prepared for criticism. Having funny ‘tompoucen’ or ‘rookworsten T-shirts symbolizing same-sex couples is one thing, but one has to back it up with one’s entire company image and e.g. donate to causes as well. Something that a company like HEMA has been doing so well.

5.4. Limitations and future directions

With these implications in mind, it should be noted that a few limitations of this study were present. As said, a content analysis presents an unobtrusive way of measuring a phenomenon. However, levels of interpretation in the coding process can be detrimental to reliability and/or validity of the research instrument. For this study, key categories did in fact require interpretation in the analysis, including dominant topics, motive attributions, CSR media frames and pinkwashing. Inter-coder reliability analyses were conducted in ensuring that definitions beforehand and subsequent coding were similar for someone outside of the research. However, the Krippendorff alphas – except for the pinkwashing one – were below .80. Although some academics do argue that a lower alpha is legitimized for new topics (of which Pride CSR is a prime example), ideally, these alphas would have been higher. In view of this, both theory and method could have been improved by making an even clearer assessment of the theory-driven categories (motive attributions and CSR media frames), further eliminating bias. For dominant topics, which saw an inductive approach, a theoretical basis was not possible, with a lack of previous research. Being more interpretative there inherently presented risks for a method that lends itself best for straightforward counting techniques. However, this was necessary to fill the research gap. Future studies could take a fully qualitative approach – pinpointing nuances even better – or they could have several coders on one project, allowing for more dialogue on coding choices.

Another possible limitation lied in the researcher being a member of the LGBTQ+-community himself. One could see this affinity with the topic as an advantage, as one can grasp the different elements in debates better; however, researcher bias could have played a bigger role in some of the (interpretative) coding processes as a result. New studies could improve on this through having more diversity in coders’ backgrounds.

Articles that only mentioned any of the LexisNexis search terms once, were filtered out of the sample for feasibility reasons, presenting another limitation. These articles could also play a role in how Amsterdam Pride is framed. Do articles that mention it fleetingly e.g. always do so in a positive way? And in what context is Amsterdam Pride named there? Taking a bigger sample of all Dutch articles mentioning Pride could help in shedding light on

more framing mechanisms, both dominant and subtle ones. Besides, this study translated the illustrative excerpts from the Dutch articles into English, potentially losing certain meanings in translation. A fully Dutch research would therefore be preferred in the future.

This study's focus on news media also leaves room for other avenues of research. Naturally, the agenda-setting function of news media is still present nowadays; however, new and social media have become key in many people's daily lives too. How are discussions related to the Pride (and corporate involvement) represented there? This study has made an appropriate start on the novel research topic of Pride CSR with news media framing, but future studies could do the same for new media.

Going further on this note, new research could also focus on the company, consumer or other stakeholders' perspectives. With the macro-level analysis for media and Pride CSR done, it will be relevant to see how consumers interpret certain Pride CSR campaigns as well. When do they see this as positive or negative (i.e. pinkwashing) for instance? And what are consequences for company reputations? Furthermore, how powerful is the media's agenda-setting function; do they in fact form institutionalized and societal meanings overtime that are in the minds of consumers when considering Pride events? Also, what are company's considerations in starting Pride CSR campaigns and how do they incorporate stakeholder skepticism concerns? Within the highly underresearched topic of Pride CSR, many more studies can be done exploring this research domain, with varying methods including but not limited to (framing) content analyses.

Finally, this study has confirmed the significance of pinkwashing in Pride debates for The Netherlands, differentiating the term from breast cancer awareness debates in other countries (Lubitow & Davis, 2011; Carter, 2015). However, more research on this concept from different perspectives would be appropriate. The case of Shell already pointed to some companies often being entangled with pinkwashing allegations – why is this the case? Does this in fact have to do with the controversial industry that a company like Shell is in? Which other companies or industries deal with these pinkwashing allegations – and how do they and their stakeholders approach it? Pinkwashing presents a new Dutch CSR phenomenon, and this research has made a start at encircling its complexities that future research can elaborate on.

References

- Ali, H. (2019, July 31). 'Hoe zichtbaarder transgenderpersonen worden, hoe meer we door sommigen worden gehaat': De Amerikaanse lhbt-activist Victoria Cruz is te gast bij de roze filmavonden in Amsterdam. *De Volkskrant*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WP9-G431-JC8X-63TY-00000-00&context=1516831>
- Anca, C., & Aragón, S. (2018, May 24). The 3 types of diversity that shape our identities. *Harvard Business Review*. Retrieved from <https://hbr.org/2018/05/the-3-types-of-diversity-that-shape-our-identities>
- Andersen, R. (2018, August 4). Te veel groot geld, te weinig gay. *De Volkskrant*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5SYB-0VJ1-JC8X-655S-00000-00&context=1516831>
- Andriess, E. (2019, August 3). 'Gek doen op de Gay Pride? Niks voor mij'. *Algemeen Dagblad*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WR1-P7D1-JC8X-63V3-00000-00&context=1516831>
- ANP (2019, February 11). VVD, CDA, D66, PvdA en SP samen op Pride. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5VD6-BHK1-DYRY-X01P-00000-00&context=1516831>
- Appels, L. (2019, August 2). Oprecht roze, of voor de Bühne? *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WPW-5JB1-DYRY-X00W-00000-00&context=1516831>
- Babbie, E. (2011). *Introduction to Social Research* (5th edition). Belmont, CA: Thomson Wadsworth.
- Bakker, P. (2018, April 11). Oplage landelijke kranten: Telegraaf en AD krijgen opnieuw klappen. *Stimuleringsfonds voor de Journalistiek*. Retrieved from <https://www.svdj.nl/de-stand-van-de-nieuwsmedia/papier/oplage-telegraaf-ad-klappen/>
- Barone, M., Miyazaki, A., & Taylor, K. (2000). The influence of cause-related marketing on consumer choice: does one good turn deserve another? *Journal of the Academy of Marketing Science*, 28(2), 248-263. doi:10.1177/0092070300282006
- Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59(1), 46-53. doi:10.1016/j.jbusres.2005.01.001
- Berelson, B. R. (1952). *Content analysis in communication research*. Glencoe, IL: Free

- Press.
- Bergsma, M. (2019, July 27). 1969 was ook hier een roze keerpunt. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WNH-PGW1-DYRY-X0VK-00000-00&context=1516831>
- Berliner, D., & Prakash, A. (2014). "Bluewashing" the firm? Voluntary regulations, program design, and member compliance with the United Nations Global Compact. *Policy Studies Journal*, 43(1), 115-138. doi:10.1111/psj.12085
- Bhattacharya, C. B., Korschun, D., & Sen, S. (2009). Strengthening stakeholder-company relationship through mutually beneficial corporate social responsibility initiatives. *Journal of Business Ethics*, 85, 257-272. doi:10.1007/s10551-008-9730-3
- Binnenlandredactie (2020, March 9). Bestuur Pride Amsterdam stapt op om 'aanhoudende onrust' over vluchtelingenuitspraak voorzitter. *Algemeen Dagblad*. Retrieved from <https://www.ad.nl/binnenland/bestuur-pride-amsterdam-stapt-op-om-aanhoudende-onrust-over-vluchtelingen-uitspraak-voorzitter~a41f1697/>
- Boeije, H. (2010). *Analysis in qualitative research*. London: Sage.
- Botenparade is nog hard nodig (2018, August 4). *De Telegraaf*. Retrieved from <https://advance.lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SYD-HDP1-F086-H3WF-00000-00&context=1516831>
- Braun, D. (2019, August 2). Graag solidariteit, niet alleen bij Canal Parade. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WPW-5JB1-DYRY-X006-00000-00&context=1516831>.
- Bruinenberg, B. (2017, August 3). Pride en pinkwashing in marketingland. *Marketingfacts*. Retrieved from <https://www.marketingfacts.nl/berichten/pride-en-pinkwashing-in-marketingland>
- Bryman, A. (2012). *Social Research Methods* (4th edition). Oxford, UK: Oxford University Press.
- Buhr, H., & Grafström, M. (2007). The making of meaning in the media: The case of corporate social responsibility in the Financial Times, 1988-2003. In F. De Hond, F. G. A. De Bakker & P. Neergaard (Eds.), *Managing corporate social responsibility in action* (pp. 15-31). Aldershot, UK: Ashgate.
- Buur, C. (2019, August 3). Pride. *De Volkskrant*. Retrieved from <https://advance.lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5WPY-CPF1-JC8X-62WM-00000-00&context=1516831>
- Cabenda, P. (2019, July 29). Really, queen? *De Volkskrant*. Retrieved from

<https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WNW-HP31-DYRY-X4P3-00000-00&context=1516831>

- Carroll, A. B. (1999). Corporate social responsibility evolution of a definitional construct. *Business & Society*, 38(3), 268-295. doi:10.1177/000765039903800303
- Carroll, A. B., & Shabana, K. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *International Journal of Management Reviews*, 12(1), 85-105. doi:10.1111/j.1468-2370.2009.00275.x
- Carroll, C. E. (2011). Media relations and corporate social responsibility. In Ø. Ihlen, J. L. Bartlett & S. May (Eds.), *The Handbook of Communication and Corporate Social Responsibility* (pp. 423-444). Malden, MA: John Wiley & Sons, Inc.
- Carter, M. (2015, October 12). Backlash against “pinkwashing” of breast cancer awareness campaigns. *The BMJ*. Retrieved from <https://www-bmj-com.eur.idm.oclc.org/content/351/bmj.h5399>
- Cornelissen, J. P., & Werner, M. D. (2014). Putting framing in perspective: A review of framing and frame analysis across the management and organizational literature. *Academy of Management Annals*, 8(1), 181-235. doi:10.5465/19416520.2014.875669
- De Vreese, C. H. (2005). News Framing: Theory and Typology. *Information Design Journal*, 13(1), 51-62. doi:10.1075/idjdd.13.1.06vre
- Decuir-Gunby, J. T., Marshall, P. L., & McCulloch, A. W. (2010). Developing and using a codebook for the analysis of interview data: An example from a professional development research project. *Field Methods*, 23(2), 136-155. doi:10.1177/1525822x10388468
- Deephouse, D. L. (2000). Media reputation as a strategic resource: An integration of mass communication and resource-based theories. *Journal of Management*, 26(6), 1091-1112. doi:10.1177/014920630002600602
- Derbali, N. (2018, July 29). Kan Amsterdam zich nog met goed fatsoen ‘Gay Capital’ noemen? *Trouw*. Retrieved from <https://www.trouw.nl/nieuws/kan-amsterdam-zich-nog-met-goed-fatsoen-gay-capital-noemen~b7ba158f/>
- Dickson, M. A., & Eckman, M. (2008). Media portrayal of voluntary public reporting about Corporate Social Responsibility performance: Does coverage encourage or discourage ethical management? *Journal of Business Ethics*, 83(4), 725-743. doi:10.1007/s10551-008-9661-z
- Dobbin, F., & Kalev, A. (2013). The origins and effects of corporate diversity programs. In Q. M. Roberson (Ed.), *The Oxford Handbook of Diversity and Work* (pp. 253-281). New York, NY: Oxford University Press.
- Dodd, M. D., & Supa, D. W. (2014). Conceptualizing and measuring ‘Corporate Social

- Advocacy' communication: Examining the impact on corporate financial performance. *Public Relations Journal*, 8(3), 1-23. Retrieved from https://www.researchgate.net/profile/Melissa_Dodd2/publication/281005635_Conceptualizing_and_Measuring_Corporate_Social_Advocacy_Communication_Examining_the_Impact_on_Corporate_Financial_Performance/links/55d0dedb08aee19936fda2a8.pdf
- Du, S., Bhattacharya, C., & Sen, S. (2010). Maximizing business returns to Corporate Social Responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12(1), 8-19. doi:10.1111/j.1468-2370.2009.00276.x
- Duits, L. (2016, December 28). 'Als Amsterdam weer gay capital wil zijn, moet ze homoseks omarmen'. *Het Parool*. Retrieved from <https://www.parool.nl/columns-opinie/als-amsterdam-weer-gay-capital-wil-zijn-moet-ze-homoseks-omarmen~b236e653/>
- Eberle, D., Berens, G., & Li, T. (2013). The impact of interactive Corporate Social Responsibility communication on corporate reputation. *Journal of Business Ethics*, 118(4), 731-746. doi:10.1007/s10551-013-1957-y
- Edelman (2010). *2010 Edelman Trust Barometer* [Global report]. Retrieved from Edelman website <http://www.edelman.com/assets/uploads/2014/01/edelman-trust-barometer-2010.pdf>
- Edelman (2018). *2018 Edelman Earned Brand* [Global report]. Retrieved from Edelman website <https://www.edelman.com/earned-brand>
- Einwiller, S. A., Carroll, C. E., & Korn, K. (2010). Under what conditions do the news media influence corporate reputation? The roles of media dependency and need for orientation. *Corporate Reputation Review*, 12(4), 299-315. doi:10.1057/crr.2009.28
- Ellen, P. S., Webb, D. J., & Mohr, L. A. (2006). Building corporate associations: consumer attributions for corporate socially responsible program. *Journal of the Academy of Marketing Science*, 34(2), 147-157. doi:10.1177/0092070305284976
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51-58. doi:10.1111/j.1460-2466.1993.tb01304.x
- European Commission. (2011). *A renewed EU strategy 2011-14 for Corporate Social Responsibility*. Brussels, 25.11.2011. Retrieved from <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52011DC0681&from=EN>
- Ezzeroli, N. (2019, July 30). Niets om het lijf. *De Volkskrant*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WP3-GWN1-DYRY-X0HM-00000-00&context=1516831>
- Feest werkt beter dan een preek (2018, August 3). *Trouw*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SY4-1KM1-DYRY-X4B3-00000->

00&context=1516831.00&pdcontentcomponentid=259069&pdmfid=1516831&pdurla
pi=true&cbc=0%2C0

- Felten, H. (2018, August 17). Waarom vieren we geen etnische diversiteit? *Het Parool*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5T27-C7M1-DYRY-X37W-00000-00&context=1516831>
- Fenton, A. (2019). Two in five brands with Pride campaigns not donating to LGBT+ causes in 2019. *Yahoo Finance UK*. Retrieved from <https://yhoo.it/2vEOi7A>
- Fombrun, C., & Shanley, M. (1990). What's in a name? Reputation building and corporate strategy. *Academy of Management Journal*, 33(2), 233-258. doi:10.2307/256324
- Forehand, M. R., & Grier, S. (2003). When is honesty the best policy? The effect of stated company intent on consumer skepticism. *Journal of Consumer Psychology*, 13(3), 349-356. doi:10.1207/s15327663jcp1303_15
- Garriga, E., & Mele, D. (2004). Corporate social responsibility theories: Mapping the territory. *Journal of Business Ethics*, 53(1), 51-71. doi:10.1023/B:BUSI.0000039399.90587.34
- Geschiedenis: Gay Pride (2018). Retrieved from www.reguliers.net/geschgaypride.php
- Global Strategy Group (2014). *Business and politics: Do they mix? 2014 annual study*. Retrieved from Global Strategy Group website https://www.globalstrategygroup.com/wp-content/uploads/2015/10/2014-GSG_Business-and-Politics_Do-They-Mix_Study_10-28-14-digital-copy.pdf
- Grafström, M., & Windell, K. (2011). The role of infomediaries: CSR in the business press during 2000–2009. *Journal of Business Ethics*, 103(2), 221-237. doi:10.1007/s10551-011-0862-5
- Gray, E. R., & Balmer, J. M. (1998). Managing corporate image and corporate reputation. *Long Range Planning*, 31(5), 695-702. doi:10.1016/s0024-6301(98)00074-0
- GTST-boot vaart mee met Canal Parade (2018, July 14). *Het Parool*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SSX-R3S1-DYRY-X27G-00000-00&context=1516831>
- Hallahan, K. (1999). Seven models of framing: Implications for Public Relations. *Journal of Public Relations Research*, 11(3), 205-242. doi:10.1207/s1532754xjpr1103_02
- Hamilton, J. T. (2003). *Media coverage of Corporate Social Responsibility* [Unpublished paper]. Retrieved from Shorenstein Center on the Press, Politics and Public Policy website https://shorensteincenter.org/wp-content/uploads/2012/03/2003_03_hamilton.pdf

- Hayes, A. F., & Krippendorff, K. (2007). Answering the call for a standard reliability measure for coding data. *Communication Methods and Measures*, 1(1), 77–89. doi:10.1080/19312450709336664
- HEMA pride 2016 t-shirts (2016). Retrieved from <https://www.hema.nl/nieuws/pride-2016>
- Herring, C. (2009). Does diversity pay?: Race, gender, and the business case for diversity. *American Sociological Review*, 74(2), 208-224. doi:10.1177/000312240907400203
- Homofeest goed voor 19 miljoen (2018, December 28). *De Telegraaf*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5V2J-DT61-JCT4-T0N7-00000-00&context=1516831>
- Hou, J., & Reber, B. H. (2011). Dimensions of disclosures: Corporate social responsibility (CSR) reporting by media companies. *Public Relations Review*, 37(2), 166-168. doi:10.1016/j.pubrev.2011.01.005
- I want to take you to a gay bar (2018). Retrieved from <https://tonyschocolonely.com/nl/nl/onze-missie/nieuws/i-want-to-take-you-to-a-gay-bar>
- Idzikowska, U. (2019, July 27). Orde moet er zijn, op de botenparade. *Trouw*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WNF-KF81-DYRY-X08H-00000-00&context=1516831>
- Khaddari, R. (2019, June 8). Oude Kiplingmodellen krijgen nieuw leven in Pridecollectie. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5SYB-0VJ1-JC8X-655S-00000-00&context=1516831>
- Kim, H.-S., & Lee, S. Y. (2015). Testing the buffering and boomerang effects of CSR practices on consumers' perception of a corporation during a crisis. *Corporate Reputation Review*, 18(4), 277-293. doi:10.1057/crr.2015.18
- Kim, S., & Lee, Y. (2012). The complex attribution process of CSR motives. *Public Relations Review*, 38(1), 168-170. doi:10.1016/j.pubrev.2011.09.024
- King, E. B., & Cortina, J. M. (2010). The social and economic imperative of lesbian, gay, bisexual, and transgendered supportive organizational policies. *Industrial and Organizational Psychology*, 3(1), 69-78. doi:10.1111/j.1754-9434.2009.01201.x
- Kochan, T., Bezrukova, K., Ely, R., Jackson, S., Joshi, A., Jehn, K., ... Thomas, D. (2003). The effects of diversity on business performance: Report of the diversity research network. *Human Resource Management*, 42(1), 3-21. doi:10.1002/hrm.10061
- Koelewijn, J. (2018, August 4). Het zijn allemaal echte papa's en mama's. *NRC Handelsblad*. Retrieved from <https://advance.lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SYD-FTT1-DYMH-R51R-00000-00&context=1516831>.

- Kolbe, R. H., & Burnett, M. S. (1991). Content analysis research: An examination of applications with directives for improving research reliability and objectivity. *Journal of Consumer Research*, 18(2), 243-250. doi:10.1086/209256
- Koops, R. (2018, December 7). Is er straks geen Canal Parade meer? *Het Parool*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5TX4-8G71-DYRY-X0HB-00000-00&context=1516831>
- Koops, R. (2020, May 8). Nieuwe voorzitter Pride Amsterdam: 'Dit feest is nog altijd hard nodig'. *Het Parool*. Retrieved from <https://www.parool.nl/amsterdam/nieuwe-voorzitter-pride-amsterdam-dit-feest-is-nog-altijd-hard-nodig~bc26f901/>
- Lai, C.-S., Chiu, C.-J., Yang, C.-F., & Pai, D.-C. (2010). The effects of Corporate Social Responsibility on brand performance: The mediating effect of industrial brand equity and corporate reputation. *Journal of Business Ethics*, 95(3), 457-469. doi:10.1007/s10551-010-0433-1
- Lee, S. Y., & Carroll, C. E. (2011). The emergence, variation, and evolution of Corporate Social Responsibility in the public sphere, 1980-2004: The exposure of firms to public debate. *Journal of Business Ethics*, 104(1), 115-131. doi:10.1007/s10551-011-0893-y
- Levie, K. (2019, August 2). Bedrijfsboten op Pride veroveren meer water dan ooit. *OneWorld*. Retrieved from <https://www.oneworld.nl/lezen/seks-gender/lhbti/bedrijfsboten-op-pride-veroveren-meer-water-dan-ooit/>
- Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content analysis in mass communication: Assessment and reporting of intercoder reliability. *Human Communication Research*, 28(4), 587-604. doi:10.1111/j.1468-2958.2002.tb00826.x
- Lubitow, A., & Davis, M. (2011). Pastel injustice: The corporate use of pinkwashing for profit. *Environmental Justice*, 4(2), 139-144. doi:10.1089/env.2010.0026
- Lunenberg, K., Gosselt, J. F., & De Jong, M. D. T. (2016). Framing CSR fit: How corporate social responsibility activities are covered by news media. *Public Relations Review*, 42(5), 943-951. doi:10.1016/j.pubrev.2015.11.016
- Lyon, T. P. & Montgomery, A. W. (2015). The means and end of greenwash. *Organization & Environment*, 28(2), 223-249. doi:10.1177/1086026615575332
- Maignan, I., & Ralston, D. A. (2002). Corporate Social Responsibility in Europe and the U.S.: Insights from businesses' self-presentations. *Journal of International Business Studies*, 33(3), 497-514. doi:10.1057/palgrave.jibs.8491028
- Marketingtool voor grote bedrijven (2018, August 4). *De Telegraaf*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5SYD-HDP1-F086-H3WD-00000-00&context=1516831>
- Meershoek, P. (2020, April 16). Pride Amsterdam afgelast vanwege coronacrisis. *Het Parool*.

- Retrieved from <https://www.parool.nl/amsterdam/pride-amsterdam-afgelast-vanwege-coronacrisis~b150330d/>
- Melo, T., & Garrido-Morgado, A. (2011). Corporate reputation: A combination of social responsibility and industry. *Corporate Social Responsibility and Environmental Management*, 19(1), 11-31. doi:10.1002/csr.260
- Muller, E. (2018, July 30). 8x uit de kast. *Het Parool*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SXC-WXC1-JC8X-63J8-00000-00&context=1516831>
- Neuendorf, K. A. (2002). *The content analysis guidebook*. Thousand Oaks, CA: Sage.
- Nijhof, P., Kingma, I., Van Bergen, D., Piers, R., Sampimon, M., & Wezendonk, S. (2019, January 26). Hard nodig dat we meevaren voor lhbtq-vluchtelingen. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5V8R-5VR1-JC8X-61V0-00000-00&context=1516831>.
- NOS Nieuws (2011, April 1). 'Homohuwelijk' bestaat tien jaar. *NOS*. Retrieved from <https://nos.nl/artikel/229928-homohuwelijk-bestaat-tien-jaar.html>
- Other & Belonging Institute (2019). *2019 Inclusiveness Index* [Global report]. Retrieved from Other & Belonging Institute website <https://belonging.berkeley.edu/inclusivenessindex/reports>
- Pichler, S., Blazovich, J. L., Cook, K. A., Huston, J. M., & Strawser, W. R. (2017). Do LGBT-supportive corporate policies enhance firm performance? *Human Resource Management*, 57(1), 263-278. doi:10.1002/hrm.21831
- Politie pakt 17 zakkenrollers (2018, August 7). *Algemeen Dagblad*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5T02-20G1-JC8X-605W-00000-00&context=1516831>
- Pope, S., & Wæraas, A. (2015). CSR-Washing is rare: A conceptual framework, literature review, and critique. *Journal of Business Ethics*, 137(1), 173-193. doi:10.1007/s10551-015-2546-z
- Pride Amsterdam wordt erfoed (2019, June 28). *Trouw*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5WF8-F4F1-JC8X-60S7-00000-00&context=1516831>
- Pridebezoekers massaal in woningen via Airbnb (2019, July 31). *De Telegraaf*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WPD-0TG1-JCBS-P351-00000-00&context=1516831>
- Riffe, D., Lacy, S., & Fico, F. G. (2005). *Analyzing media messages: Using quantitative content analysis in research*. Mahwah, NJ: Erlbaum.
- Robinson, G., & Dechant, K. (1997). Building a business case for diversity. *Academy of*

- Management Perspectives*, 11(3), 21-31. doi:10.5465/ame.1997.9709231661
- Robinson, S. R., Irmak, C., & Jayachandran, S. (2012). Choice of cause in Cause-Related Marketing. *Journal of Marketing*, 76(4), 126-139. doi:10.1509/jm.09.0589
- Rodriguez Vilá, O., & Bharadwaj, S. (2017, September/October). Competing on social purpose. *Harvard Business Review*. Retrieved from <https://hbr.org/2017/09/competing-on-social-purpose>
- Ross III, J. K., Stutts, M. A., & Patterson, L. (2011). Tactical considerations for the effective use of Cause-Related Marketing. *Journal of Applied Business Research (JABR)*, 7(2), 58-65. doi:10.19030/jabr.v7i2.6245
- Roze vips trappen Pride af (2019, August 3). *De Telegraaf*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WR1-X9R1-JCBS-P040-00000-00&context=1516831>
- Rusman, F. (2019, August 5). 'Pride gaat niet alleen over homo's, maar ook over dat je zelf mag weten wie je bent'. *NRC Handelsblad*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5WRH-9T11-DYMH-R3VJ-00000-00&context=1516831>
- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of Business Research*, 68(2), 341-350. doi:10.1016/j.jbusres.2014.06.024
- Schaltegger, S., & Synnestvedt, T. (2002). The link between 'green' and economic success: Environmental management as the crucial trigger between environmental and economic performance. *Journal of Environmental Management*, 65(4), 339-346. doi:10.1006/jema.2002.0555
- Schepens, J. (2019, August 1). Fifty shades of pink(washing): Overzicht met Pride-inhakers. *Adformatie*. Retrieved from <https://www.adformatie.nl/campagnes/fifty-shades-pink-niet-elk-merk-even-roze>
- Schönherr, N., Findler, F., & Martinuzzi, A. (2017). Exploring the interface of CSR and the Sustainable Development Goals. *Transnational Corporations*, 24(3), 33-47. doi:10.18356/cfb5b8b6-en
- Schuck, A., Xezonakis, G., Banducci S., & De Vreese, C.H. (2010). *Media Study Data Advance Documentation* [Content Analysis Documentation]. Retrieved from www.piredeu.eu
- Sen, S., Bhattacharya, C. B., & Korschun, D. (2006). The role of Corporate Social Responsibility in strengthening multiple stakeholder relationships: A field experiment. *Journal of the Academy of Marketing Science*, 34(2), 158-166. doi:10.1177/0092070305284978

- Sevriens, F. (2019, July 31). Meer dan een botenoptocht. *De Volkskrant*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WP9-G431-JC8X-63W3-00000-00&context=1516831>
- Silverman, D. (2011). *Interpreting qualitative data: A guide to the principles of qualitative research* (4th edition). London: Sage.
- Skarmeas, D., & Leonidou, C. N. (2013). When consumers doubt, watch out! The role of CSR skepticism. *Journal of Business Research*, 66(10), 1831-1838. doi:10.1016/j.jbusres.2013.02.004
- Spaans, V. (2018, August 11). Ook de kleine grapjes zijn niet leuk. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5T0W-X9Y1-DYRY-X4M0-00000-00&context=1516831>
- Steger, U. (2006). Building a business case for corporate sustainability. In S. Schaltegger & M. Wagner (Eds.), *Managing the Business Case for Sustainability: The Integration of Social Environmental and Economic Performance* (pp. 412-443). Sheffield: Greenleaf Publishing Ltd.
- Stichting Amsterdam Gay Pride (2020). Pride Business Club [Webpage]. Retrieved from <https://pride.amsterdam/pride-business-club/>
- Story, J., & Neves, P. (2014). When corporate social responsibility (CSR) increases performance: Exploring the role of intrinsic and extrinsic CSR attribution. *Business Ethics: A European Review*, 24(2), 111-124. doi:10.1111/beer.12084
- Sustainable Development Goals (2020). Retrieved from Sustainable Development Goals website <https://sustainabledevelopment-un-org.eur.idm.oclc.org/?menu=1300>
- Tankard, J. W. (2009). The empirical approach to the study of media framing. In R. M. Entman (Ed.), *Framing public life: Perspectives on media and our understanding of the social word* (pp. 95-105). Mahwah: Lawrence Erlbaum Associates.
- Tench, R., Bowd, R., & Jones, B. (2007). Perceptions and perspectives: Corporate social responsibility and the media. *Journal of Communication Management*, 11(4), 348-370. doi:10.1108/13632540710843940
- Thijssen, W. (2019, July 29). Eerst actie, dan pas feestvieren. *De Volkskrant*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WNW-HP31-DYRY-X4MH-00000-00&context=1516831>
- Van de Crommert, R. (2018, April 10). Toch zaak tegen lawaai op Pride. *De Telegraaf*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5S2N-X341-F086-H1T2-00000-00&context=1516831>
- Van de Crommert, R. (2019a, June 4). Pride kijken op boot kost geld. *De Telegraaf*.

- Retrieved from
<https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5W87-N6G1-DYTV-D20Y-00000-00&context=1516831>
- Van de Crommert, R. (2019b, March 12). Gay Pride is nu 'te commercieel'. *De Telegraaf*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5VMB-8CV1-F086-H01Y-00000-00&context=1516831>
- Van der Kaaden, A., Schraevesande, F., & Juinen, J. (2018, August 2). In 't verzorgingshuis terug de kast in. *NRC Handelsblad*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SY2-0RR1-DYMH-R3VB-00000-00&context=1516831>.
- Van der Poel, R. (2018, August 3). Gay PR-ide. *NRC Handelsblad*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SY8-0091-DYMH-R15R-00000-00&context=1516831>
- Van der Sanden, G. (2018, August 4). Botenparade: Moet dat nou? Ja dat moet. *Algemeen Dagblad*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5SYD-7281-DYRY-X19V-00000-00&context=1516831>
- Van Elsen, S. (2019, July 22). Pride moet weer van ons, lhbt'ers, worden. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5WMH-GN91-DYRY-X1J7-00000-00&context=1516831>
- Van Marrewijk, M. (2003). Concepts and definitions of CSR and corporate sustainability: Between agency and communion. *Journal of Business Ethics*, 44(2-3), 95-105. doi:10.1007/978-94-007-4126-3_32
- Van Mersbergen, S. (2019, August 6). PvdA roept 'Burka Queen' tot de orde. *Algemeen Dagblad*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5WRN-FNR1-DYRY-X2F7-00000-00&context=1516831>.
- Van Nierop, K. (2019, August 14). Uber op Pride. *Het Parool*. <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5WTD-TW81-JC8X-604Y-00000-00&context=1516831>
- Van Schijndel, B. (2018, December 15). Pride. *Het Parool*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5TYS-D2F1-JC8X-6283-00000-00&context=1516831>
- Varadarajan, P. R., & Menon, A. (1988). Cause-related marketing: A coalignment of

- marketing strategy and corporate philanthropy. *Journal of Marketing*, 52(3), 58-74.
doi:10.1177/002224298805200306
- Vissers, P. (2018, July 28). 'Seksuele discriminatie moet in de Grondwet'. *Trouw*. Retrieved from <https://advance-lexis-com.eur.idm.oclc.org/api/document?collection=news&id=urn:contentItem:5SWV-6KM1-JC8X-603K-00000-00&context=1516831>
- Vlachos, P., Tsamakos, A., Vrechopoulos, A., & Avramidis, P. (2009). Corporate social responsibility: Attributions, loyalty and the mediating role of trust. *Journal of the Academy of Marketing Science*, 37(2), 170-180. doi:10.1007/s11747-008-0117-x
- Weber, M. (2008). The business case for corporate social responsibility: A company-level measurement approach for CSR. *European Management Journal*, 26(4), 247-261. doi:10.1016/j.emj.2008.01.006
- Weinzimmer, L. G., & Esken, C. A. (2016). Risky business: Taking a stand on social issues. *Business Horizons*, 59(3), 331–337. doi:10.1016/j.bushor.2016.01.007
- Wettstein, F., & Baur, D. (2015). "Why should we care about marriage equality?": Political advocacy as a part of corporate responsibility. *Journal of Business Ethics*, 138(2), 199-213. doi:10.1007/s10551-015-2631-3
- Williams, C. L., Kilanski, K., & Muller, C. (2014). Corporate diversity programs and gender inequality in the oil and gas Industry. *Work and Occupations*, 41(4), 440-476. doi:10.1177/0730888414539172
- Wolthuizen, J., & De Ruiter, M. (2018, August 4). Omdat je altijd verschil voelt. *Het Parool*. Retrieved from <https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:5SYD-4121-JC8X-60DP-00000-00&context=1516831>
- Writing features, reviews and press releases (2020). *BBC*. Retrieved from <https://www.bbc.co.uk/bitesize/guides/zqt7k7h/revision/1>
- Zhang, J., & Swanson, D. (2006). Analysis of news media's representation of corporate social responsibility (CSR). *Public Relations Quarterly*, 51(2), 13-17. Retrieved from <https://search-proquest-com.eur.idm.oclc.org/docview/222401357?accountid=13598>
- Zyglidopoulos, S. C., Georgiadis, A. P., Carroll, C. E., & Siegel, D. S. (2012). Does media attention drive corporate social responsibility? *Journal of Business Research*, 65(11), 1622-1627. doi:10.1016/j.jbusres.2011.10.021

Appendix A Code book media framing Amsterdam Pride discourse

Codes

- I. Date: date of story (Column A)
- II. Title (Column B)
- III. Source (e.g. De Telegraaf) (C)
- IV. Uniform Resource Locator (URL) (D)
- V. Newspaper section (E)
 1. News/internal affairs
 2. Economy
 3. Opinion
 4. Lifestyle/magazine
 5. Showbusiness
 6. Media
 7. Culture
 8. Front page
 9. Regional
- VI. Type of article (F)
 1. News article
 2. Feature
 3. Column
 4. Letter to the editor
 5. Review
 6. Interview
 7. Other

Sentiment framing

- VII. Sentiment toward Pride in article (G)
 1. Positive
 2. Negative
 3. Neutral

4. Mixed

Topic framing

- VIII. Most dominant Amsterdam Pride topic (H)
 1. Necessity of Amsterdam Pride
 2. Programming of Amsterdam Pride event(s)
 3. History of Amsterdam Pride
 4. Relevance of Amsterdam Pride
 5. Corporate involvement in Amsterdam Pride
 6. Activism at Amsterdam Pride
 7. Nudity/obscenity at Amsterdam Pride
 8. Nuisance of Amsterdam Pride
 9. Representation in diversity at Amsterdam Pride
 10. Emancipation, acceptance at and through Amsterdam Pride
 11. Criminality at Amsterdam Pride
 12. Other
- IX. Second most dominant Amsterdam Pride topic (I)
 1. Necessity of Amsterdam Pride
 2. Programming of Amsterdam Pride event(s)
 3. History of Amsterdam Pride
 4. Relevance of Amsterdam Pride
 5. Corporate involvement in Amsterdam Pride
 6. Activism at Amsterdam Pride
 7. Nudity/obscenity at Amsterdam Pride
 8. Nuisance of Amsterdam Pride
 9. Representation in diversity at Amsterdam Pride
 10. Emancipation, acceptance at and through Pride
 11. Criminality at Amsterdam Pride
 12. Other

Source/spokesperson

- X. Most dominant source/spokesperson (J)
 1. Representatives of Amsterdam Pride
 2. Companies
 3. NGOs
 4. Interest groups

5. Politicians or governmental organizations
6. Researchers
7. (Work) experts
8. Activists
9. LGBTQ+ citizens
10. Celebrities, artists

XI. Second most dominant source/spokesperson (K)

1. Representatives of Amsterdam Pride
2. Companies
3. NGOs
4. Interest groups
5. Politicians or governmental organizations
6. Researchers
7. (Work) experts
8. Activists
9. LGBTQ+ citizens
10. Celebrities, artists

Corporate involvement framing

If corporate involvement is discussed in the article, use the following codes.

XII. Type(s) of corporate involvement named (L)

1. Presence at Canal Parade
2. Pride events
3. Marketing campaign during Pride
4. Pride product/collection
5. Pride-related internal communications
6. Other

XIII. Sentiment toward corporate involvement (M)

1. Positive
2. Negative
3. Neutral
4. Mixed

Excerpts? (N)

- XIV. Motives ascribed to corporate involvement (Ellen et al., 2006) (O)
1. Egoistic-driven = a company supports a cause for their own advantage, misusing it rather than showing sincere support.
 2. Values-driven = a company supports a cause through shared morals with what the cause stands for; for ethical reasons.
 3. Strategy-driven = a company both supports a cause while simultaneously being aware of the business advantages it has.
 4. Stakeholders-driven = A company supports a cause as a result of concerns or pressure by stakeholders.
 5. Mixed

Excerpts? (P)

- XV. CSR media frame used related to corporate involvement in Pride (Tench et al., 2007) (Q)
1. Conformist = companies do CSR to fit in
 2. Cynic = companies do it for self-serving purposes
 3. Realist = although self-serving purposes are inevitable, companies can improve society
 4. Optimist = focus on positive benefits of CSR
 5. Strategic idealist = amplification of positive benefits of CSR over negative effects strategically
 6. Mixed

Excerpts? (R)

- XVI. If company/companies was/were mentioned, which one(s)? (S)
1. HEMA
 2. GVB
 3. Nederlandsche Bank
 4. Deloitte
 5. Smullers
 6. Tony's Chocolonely
 7. ING
 8. H&M
 9. NS

10. Shell
11. Philips
12. ABN Amro
13. Nuon/Vattenfall
14. Rabobank
15. Ben
16. AH
17. Netflix
18. Sodastream
19. KPN
20. Suitsupply
21. Pulitzer Hotel
22. Amstelpassage, Central Station
23. TCS Schipholtaxi
24. Airbnb
25. Sofitel Legend The Grand Hotel
26. Rotary
27. Vodafone
28. PWC
29. Google
30. Uber
31. Palo Alto
32. Kipling
33. Leaseplan
34. Primark
35. Diesel
36. Calvin Klein
37. Tassenmuseum
38. Fabienne Chapot
39. ASOS
40. Topshop
41. Converse
42. Levi's
43. Weekday
44. Nike
45. Adidas
46. Baker McKenzie

47. EY
48. Accenture
49. Nauta Dutilh
50. Arcadis
51. RTL4

XVII. Most dominant company named in article? (T)

1. HEMA
2. GVB
3. Nederlandsche Bank
4. Deloitte
5. Smullers
6. Tony's Chocolonely
7. ING
8. H&M
9. NS
10. Shell
11. Philips
12. ABN Amro
13. Nuon
14. Rabobank
15. Ben
16. AH
17. Netflix
18. Sodastream
19. KPN
20. Suitsupply
21. Pullitzer Hotel
22. Amstelpassage, Central Station
23. TCS Schipholtaxi
24. Airbnb
25. Sofitel Legend The Grand Hotel
26. Rotary
27. Vodafone
28. PWC
29. Google
30. Uber

31. Palo Alto
32. Kipling
33. Leaseplan
34. Primark
35. Diesel
36. Calvin Klein
37. Tassenmuseum
38. Fabienne Chapot
39. ASOS
40. Topshop
41. Converse
42. Levi's
43. Weekday
44. Nike
45. Adidas
46. Baker McKenzie
47. EY
48. Accenture
49. Nauta Dutilh
50. Arcadis
51. RTL4

XVIII. Sentiment toward that company? (U)

1. Positive
2. Negative
3. Neutral
4. Mixed

Excerpts? (V)

XIX. Second most dominant company mentioned in article? (W)

1. HEMA
2. GVB
3. Nederlandsche Bank
4. Deloitte
5. Smullers
6. Tony's Chocolonely

7. ING
8. H&M
9. NS
10. Shell
11. Philips
12. ABN Amro
13. Nuon
14. Rabobank
15. Ben
16. AH
17. Netflix
18. Sodastream
19. KPN
20. Suitsupply
21. Pulitzer Hotel
22. Amstelpassage, Central Station
23. TCS Schipholtaxi
24. Airbnb
25. Sofitel Legend The Grand Hotel
26. Rotary
27. Vodafone
28. PWC
29. Google
30. Uber
31. Palo Alto
32. Kipling
33. Leaseplan
34. Primark
35. Diesel
36. Calvin Klein
37. Tassenmuseum
38. Fabienne Chapot
39. ASOS
40. Topshop
41. Converse
42. Levi's
43. Weekday

44. Nike
45. Adidas
46. Baker McKenzie
47. EY
48. Accenture
49. Nauta Dutilh
50. Arcadis
51. RTL4

XX. Sentiment toward that company? (X)

1. Positive
2. Negative
3. Neutral
4. Mixed

Excerpts? (Y)

XXI. Is pinkwashing or CSR-washing mentioned? (Z)

1. Yes
2. No
3. Not specifically, but it is described in other words

XXII. Centrality of pinkwashing in the article (AA)

1. Primary focus of article
2. Secondary point in article

XXIII. Definition of pinkwashing/CSR-washing used (open question) (AB)

XXIV. Which company/companies is/are accused of pinkwashing? (AC)

1. HEMA
2. GVB
3. Nederlandsche Bank
4. Deloitte
5. Smullers
6. Tony's Chocolonely
7. ING
8. H&M

9. NS
10. Shell
11. Philips
12. ABN Amro
13. Nuon
14. Rabobank
15. Ben
16. AH
17. Netflix
18. Sodastream
19. KPN
20. Suitsupply
21. Pullitzer Hotel
22. Amstelpassage, Central Station
23. TCS Schipholtaxi
24. Airbnb
25. Sofitel Legend The Grand Hotel
26. Rotary
27. Vodafone
28. PWC
29. Google
30. Uber
31. Palo Alto
32. Kipling
33. Leaseplan
34. Primark
35. Diesel
36. Calvin Klein
37. Tassenmuseum
38. Fabienne Chapot
39. ASOS
40. Topshop
41. Converse
42. Levi's
43. Weekday
44. Nike
45. Adidas

46. Baker McKenzie
47. EY
48. Accenture
49. Nauta Dutilh
50. Arcadis
51. RTL4

XXV. Why are they accused of pinkwashing? (AD)

1. No relationship with the Pride
2. No donations done to the Pride
3. Not supportive of LGBTQ+-rights in other countries besides The Netherlands
4. Insensitive campaigning
5. Discrepancy between words and actions
6. Only being supportive one day of the year
7. Mixed

Excerpts? (AE)

XXVI. Solution to pinkwashing? (AF)

1. Year round support
2. Support in other countries
3. Letting go of own Canal Parade Spot
4. No company names at all, like Iceland
5. No solution – is it necessary a problem?
6. Mixed

Excerpts? (AG)

Other actors named

XXVII. If non-governmental organization was mentioned, which one(s)? (AH)

1. Amnesty International
2. Artsen Zonder Grenzen
3. Leger Des Heils
4. Meer dan Gewenst
5. Catholic Church
6. Stichting Strijd Tegen Misbruik

7. Protestant Church
8. Upstream (was 10)
9. Pann
10. Rijksmuseum
11. VU
12. Reddingsbrigade
13. Missionaries of Charity
14. Steunpunt Vluchtelingen ASKV
15. KNVB

XXVIII. If interest group was mentioned, which one(s)? (AI)

1. COC
2. Kinderbevrijdingsfront
3. Roze in Blauw
4. Senior Pride
5. Nashville declaration group
6. Pyschiaters voor diversiteit
7. Roze Stadsdorp
8. Roze Hallen
9. Roze Loper
10. D'Oude Stadt
11. Transgender Museum
12. Roze Leeuw
13. Friezen
14. #MeToo-movement
15. Reclaim Our Pride
16. Drag Queens United
17. TransAmsterdam
18. GLAAD
19. VVAB
20. Workplace Pride
21. Gay Bankers Network
22. Bear Pride

XXIX. If politicians or governmental organizations were mentioned, which one(s)? (AJ)

1. Municipality of Amsterdam
2. Belastingdienst

3. Ministries
4. Denk
5. PvdA
6. VVD
7. SP
8. GroenLinks
9. CDA
10. CU
11. SGP
12. D66
13. Femke Halsema
14. Police
15. Poetin
16. Merkel
17. Rutte
18. Ombudsman Amsterdam
19. Minister Bijleveld
20. Staatssecretaris Visser
21. College voor Rechten van de Mens
22. Raad van State
23. Rechtbank Amsterdam
24. Eberhard v.d. Laan
25. Partij voor de Ouderen
26. 50+
27. Immigratie & Naturalisatiedienst (IMD)
28. Verenigde Naties
29. Waternet
30. Brandweer
31. GGD
32. PvdD

Main highlight(s)

XXX. Summarize the main highlight(s) of article in maximum of two sentence (AK)