

Maintaining the Image:
Sports Reporters' Portrayal
on Sports Media

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Introduction

In 1972, the role of women in sports changed after Richard Nixon signed Title XI into law. After the passing of this law, the number of women that began playing sports increased which also opened up the door to allow more women to report on sports. We have seen more women sports reporters, but women in sports journalism are still overshadowed by their male counterparts. Results from the 2017 Women In Media report showed that only 11.4 percent of the sports story bylines were females the previous year. These results however are up from just the 10 percent that was recorded the year before. The concerning part of these statistics is that there is a huge number of women who are sports fans. In fact, women make up 51 percent of total sports fans. For the few female sportscasters that there are they face the pressure of having to have a good appearance. Sports reporter for Fox's New York affiliate Tina Cervasio said, "They're worried about color of hair and how a woman looks. If I was as fat and bald as [some male sportscaster], I would not have that job" (Serazio 184). These women are often critiqued more on the reporter's physical appearance and clothes, then they are critiqued on the knowledge of sports. There are more women that are seen as sideline reporters, where they have a role on camera, than there are those that are being color analysts, which is mostly just audio. The entertainment industry puts an emphasis on appearance and in general illustrates that women do not receive the same opportunities as men unless they are both knowledgeable and good looking. Anne Doyle is a female journalist who describes herself as tested in difficult leadership laboratories for women (Forbes). Doyle said in a Forbes article, "We will know when women have finally arrived in sports when being a member of your college dance team, cheerleading squad, or simply 'smoking hot' are no longer a credential for cracking the most exclusive sports locker rooms: broadcast booths" (Doyle 2013).

There is an extra sense of pressure on women in sports media from not only the industry, but consumers as well that their male colleagues don't experience. Originally, that pressure was always around the stigma of female sports journalists having to prove their worth in the industry via their knowledge, but with today's various social media platforms, women in sports journalism are facing new obstacles. Female sports broadcasters have always been judged on their physical appearance, but social media now subjects all women in sports media to not only be judged, but to threatening and obscene harassment. In 2016, the blog *Just Not Sports* released a PSA video titled *#MoreThanMean* that highlighted mean tweets directed towards two Chicago sports reporters, Sarah Spain and Julie DiCaro. The video had random men volunteer to read the tweets in person to the two reporters, however the video turned emotional when the subject of the tweets involved threats of beating, raping, and even killing Spain and DiCaro. The PSA went viral and caught the attention of other female sports journalists, including Fox Sports reporter, Erin Andrews. Andrews tweeted, "Tears running down my face. My everyday. Let's stop this," along with a link to the video. In 2008 when Andrews worked as a reporter for ESPN, a man by the name of Michael Barrett secretly watched and filmed Andrews undressing through a peephole while she was staying at a Nashville Marriott. Andrews' stalker later posted this video on the internet, and for months Andrews was accused of posting the video as a publicity stunt. Andrews later filed a \$75 million civil lawsuit against Barrett and the Nashville Marriott, and she opened up in her testimony about how the leaked footage has dramatically affected not only her work, but her life. The sexualization of female sports journalists such as Spain, DiCaro, and Andrews has only been heightened in the age of social media.

Female sports journalists have an extra concern that most, if not all, of their male counterparts do not. Their credibility is held to a higher standard and at times, male viewers

question if female sports reporters are hired for their looks or sports knowledge. Many members of the general public question a female's credibility when she appears glamorous on screen (Bentley-York 2018). Is she positively represented as a member of the sports journalism community? Or is she on television because she is glamorous? Kate Mason, a reporter and broadcaster for Qatari based global sports network bienSports, discussed the possibility of a correlation between credibility in an article by Jacob Bentley-York. Mason said that the glamorous standard "...can belittle the integrity of women in those roles but... [she doesn't] know what the alternative would be" (Bentley-York 2018). Mason also recognized that at the end of the day, a broadcaster is on television and has to appear presentable. She just doesn't understand why there has to be a correlation between looks and knowledge.

There is a disparity in the way that men and women are portrayed in broadcasts. On a lot of broadcasts, the female is younger than her male counterparts and is presented in a different manner. When the female reporter is dressed glamorously and her male counterpart isn't, the division between the two genders is very obvious. Due to this, the female reporter may be good at her job, and she may know enough to hold her own ground, but the representation of young female reporters on television suggests that female reporters are there for their looks and the show, and not for sports, which is wrong and can belittle their credibility to an extent.

This study will look at social media content and determine how female sports reporters portray themselves in comparison to their male counterparts and whether or not this portrayal buys into the glamorous representation and stigma of female reporters in the sports media.

Literature Review

Social Media and Sports Broadcasters

Social media has become a very integral part of the sports media world. Studies show there are gender related differences in the way sports broadcasters utilize social media (Weathers, et. al., 2014). Broadcasters have redefined their role by sharing sports coverage and their personal lives beyond their showtimes (Schultz & Sheffer, 2012). It is interesting to see how female and male sports reporters differ on social media platforms.

One popular platform is Twitter, especially in sports. News breaks on Twitter, Twitter is used as a source and it is unusual to watch sports without some Twitter involvement (Weathers, et. al., 2014). There are differences in male and female sports broadcasters and due to that, there is a difference in content published on social media platforms, such as Twitter. Melinda Weathers and others found a suggestion in a study of Kirk Herbstreit's and Erin Andrews' tweets that Twitter is a place to break down the barriers, but instead female broadcasters stick to their "subordinate media roles" (Weathers, et. al., 2014). This is why it is important to also look at other platforms, like Instagram, and see if this suggestion is true for equal counterparts in the sports media business.

Social media has also allowed a different kind of instant communication for sports broadcasters and viewers – allowing them to connect on a different level (Finneman & Jenkins, 2018). Because of this instant communication, social media can affect any sports broadcast now because there are instant comments or reviews from users (Finneman & Jenkins, 2018). Now broadcasters and shows are receiving a new kind of commentary due to this way of instant communication. Social media has reinforced the gender roles in sports broadcasting with the commentary from viewers focusing on gender-specific comments, such as a female broadcaster's

physical appearance (Finneman & Jenkins, 2018). Criticism of a broadcasters' appearance has also seen an increase due to social media because it is another avenue for viewers to enforce the status quo.

With the rise of social media in connection with sports media, there is also a new kind of content curated by sports broadcasters. Broadcasters now have the opportunity to create content specifically for social media as well as promotional content for their other content (Hull, 2016). Traditional promotional material is going to the wayside as social media has become its own, unique promotional material for broadcasts and broadcasters. Social media can help increase traffic to broadcasts and websites by including highlights or previews of upcoming show content (Hill, 2016). Sports media also uses various social media platforms, particularly Twitter, to break the news. It is another way to connect with audiences. Social media has created this new way to consume sports and sports news over the years. There is a different strategy to social media delivery, one that is focused on the users/viewers (Filo, et. al., 2015). Sports broadcasters use the platforms to create a content that will drive engagement and interaction. If done correctly, sports broadcasters' platforms will create a different relationship between their brands and individual fans/followers (Filo, et. al., 2015). Due to the increase in social media content for sports broadcasters, it is important to look at what kind of content broadcasters share and if applicable, how their engagement can differ between genders.

History and Expectations of Women in Broadcast Journalism

From its start in the 1940s, television news was long dominated by men (Allen, 2003). There was a later emphasis on clothing and makeup in broadcast journalism that can be dated back to the beginning of colored television in the 1950s (Meltzer, 2010). Early television journalists felt pressure to look attractive in order to come across as credible and likeable to

viewers (Meltzer, 2010), but the differing standards between female broadcasters and their male counterparts have existed since the beginning of television (Finneman & Jenkins, 2018).

A woman first appeared as a lead newscast anchor on a local Seattle news station during the 1970s, and Barbara Walters became the first network news anchor in 1976 (Allen, 2003). The push for TV newswomen such as Walters can be linked back to the women's movement of the 1960s (Allen, 2003). However, many of the introductions of women into broadcast journalism were also due to networks' commercial motives (Allen, 2003). Female broadcasters would tap into new and larger audiences, since 50 percent of networks' viewers were in fact women (Allen, 2003). These motives lead to emergence of male-female anchor teams, and by the end of the 1970s, every station in the Top 100 markets featured a male-female duo (Allen, 2003). This led to the idea of "Ken and Barbie journalism," which is defined as an anchor team of a woman and man whose physical attractiveness seems to be more important than their professional qualities as journalists, and is stemmed from audience preferences (Van Zoonen, 2002).

However, opportunities for women in TV news were still far from equal (Allen, 2003). During the 1970s, female broadcast journalists not only had difficulties finding a job (Marlane, 1999), but they faced serious sexual harassment in which consultant data found that certain stations hired some women based more on their appearance than their journalistic skills (Meltzer, 2010). Viewers reacted more strongly to female newscasters' tone of voice, hair colors, physical features, deference than their male colleagues (Allen, 2003). A 1974 scholarly study by Vernon Stone found that viewers not only held women to all of the newscaster standards that applied to men, but to feminine standards such as youthful appearance and physical appeal as well (Allen, 2003). These standards and norms were challenged when Christine Craft, a Kansas City news anchor, filed a lawsuit in the early 1980s against station KMBC for filing a report that she was

“too old, too unattractive, and not deferential to men,” (Nadel, 1982). The station removed Craft from her original anchor position and reassigned her to a less-visible reporting role (Allen, 2003). Despite Craft not winning the lawsuit, her efforts helped trigger other female broadcast journalists to sue for sex discrimination in the 1980s and 1990s (Grabe & Samson, 2011).

In the late 1990s, women in broadcast journalism still felt that there was an emphasis on their physical appearance which inherently hindered their professional career development (Engstrom & Ferri, 2000). This point was reemphasized in *The Handbook of Journalistic Studies*, which noted that appearance in broadcast journalism still plays a major role in who is hired and the duration of their career (Steiner, 2009). Evidence suggests that these challenges remain, especially for women (Finneman & Jenkins, 2018). For example, in 2016, a Midwestern television station issued an 11-page guide for how on-air female journalists should present themselves on camera, including things such as appropriate colors and styles of clothing, jewelry, hair and makeup (Finneman & Jenkins, 2018). In the winter section of the guide, it suggests that women wear a pop of color near their face, and encourages young reporters to wear medium-length haircuts with a curl at the bottom (Finneman & Jenkins, 2018). This guide was composed based off of feedback from consultants and other newsrooms, indicating that this station was not the only one with a guide for their female broadcast journalists (Finneman & Jenkins, 2018).

In recent years, men still seem to be held to less of a standard when it comes to appearance than women (Finneman & Jenkins, 2018). Australian TV host of the *Today* morning program Lisa Wilkinson spoke on-air about sexism in broadcast journalism and the excessive criticism she receives about her wardrobe (Lee, 2014). In 2011, her co-host Karl Stefanovic wore the same suit everyday to work for a year, and no one noticed (Lee, 2014). Stefanovic was

frustrated by the double standards of the industry, and went on to say in an interview with an Australian newspaper, “Women wear the wrong color and they get pulled up. They say the wrong thing and there’s thousands of tweets written about them,” (Lee, 2014).

History of Women Involvement In Sports

The media of sports is popular in many different countries around the world. Television programs related to sports account for 85% of all programs with more than 30 million viewers (Gregory, 2010). The percentage of sports in a local television news stations’ broadcast was 12% (Jurkowitz, 2013). Even though the popularity of sports continues to grow the tradition of women struggling for inclusion in the sports world continues to take place (O’Reilly & Cahn, 2007).

Title IX, a law that prohibits discrimination based on sex at federally funded educational institutions in the United States, was passed in 1972, and is constantly talked about the impact it’s had on women’s opportunities in sports not only interscholastic and collegiate levels but also professionally (Antunovic, 2015). Since the passing of this law, the number of participants in women’s sports has almost tripled (Carpenter, 2014). Before Title IX, there were only 32,000 women collegiate athletes and 300,000 girls in high school athletics. Now there are more than 200,000 college female athletes and three million high school girls involved in interscholastic athletics (Senne, 2016). The passing of Title IX during the women’s rights movement played a crucial part on its passing and its impact (Antunovic, 2015). Originally, the lawmakers that created Title IX did not incorporate sports into the discussion, but now Title IX is thought of as primarily used in sports (Edwards, 2010; Suggs, 2005).

There has been a growth of women’s athletic programs, but women's sports still have less coverage than men sports. In regards to lack of media coverage that women’s athletics still

receives, Bruce stated “it is increasingly accepted and valued for females to participate in sport but what they do does not matter. The mainstream mediasport message is ‘Go ahead and play but don’t expect us to pay attention to your activities’” (Bruce, 2012). It is reported that the coverage of women’s sports accounted for less than 2% of network news programs’ broadcast time and ESPN’s SportsCenter (Cooky, Messner, & Hextrum, 2013). Only 8% of newspaper sports stories are about female athletes or sports teams (Pew Research Center, 2005). Female Olympic athletes receive more media attention than the professional athletes that play their sport, but just 27% of print coverage of the 2006 Olympics was about the female athletes (Everbach, 2008). During the 2012 Olympics, it was reported that 37.8% of its prime-time television coverage was about the women’s sports (Angelini, Macarthur, & Billings, 2012). The lack of women in decision-making positions in the sports media industry and its culture may have correlation to why this lack of coverage exists (Hardin, 2005; Hardin & Shain, 2005; Kian & Hardin, 2009; Ricchiardi, 2005; Strong, 2007). The Associated Press Sports Editors Racial and Gender Report Card recorded that over 90% of sports editors, and over 85% of sports columnists and reporters are men (Richard Lapchick, 2015).

In many countries, sports journalism has been and continues to be dominated by men (Franks and O’Neill, 2016). Starting in the 1920’s women writers began covering women’s sports such as basketball, gymnastics, and field hockey (Creedon, 1994). In the late 1930’s and early ‘40s Mrs. Harry Johnson began to pave the pathway of careers in sports media for women announcing sports that men play, when she did color commentary while her husband, who was a sportscaster, announced the games (Billiot & Grubb, 2010). When the women’s movement took place in the 1970’s people began to notice the gender imbalance in sports media. However, other areas of reporting in the media saw a more substantial change to the gender balance following

this movement than sports journalism did (Strong, 2007). Academic studies conducted in the late 1980's and the early 1990's showed that there was a slow, but growing trend of the number of women entering careers in sports journalism (Jenkins, 1991). The number of women that have careers in the sports journalism industry has increased; despite this growth women are still underrepresented in the different media platforms including newspapers, sports broadcasting, and sports talk radio (Hardin, Antunovic, Bien-Aime, and Li, 2013).

Women in the sports media industry report various forms of discrimination that they face in their careers, including sexual harassment, lack of advancement opportunities, pay inequality, and isolation (Hardin and Shain, 2005). Many female sportscasters have experienced aggressive and vulgar comments made to them by players, coaches, fans, and other co-workers (Piotter, Daum, Bax, and Mayhew, 2015). Job satisfaction of female sports journalist were examined, and women were more dissatisfied with their potential chances for promotion on their job (Smucker, Whisenant, & Pedersen, 2003). A mail survey that was sent to 89 female sports journalists in 1998 found that women were frustrated with being overlooked for promotions; one of the journalists surveyed wrote "There are very few women editors and very few columnists. When these positions come open, they go to men" (Hoshino, 1998). A survey that was taken by women who work in newspaper, television sports departments, or sports-related public relations showed division on the question of whether they felt that they were obligated to cover women's sports (Hardin & SHain, 2005). However, interviews of 19 female sports journalists, that were completed by Cramer, showed that many women worry that if they reported over women's sports that it would stall their career (Cramer, 1994).

Women in sports journalism continue to make history in an industry dominated by men, and the new age of social media allows sports journalists to reach their audiences in new ways.

Twitter has been an innovative tool utilized by sports journalists to update their followers instantly, however, as seen in the *#MoreThanMean* campaign, women in sports journalism have been subject to obscene harassment on platforms such as Twitter. Platforms such as Instagram allow sports broadcasters to interact with their followers in a different way, with an emphasis on the photos posted to their profile. As sports broadcasters branch out onto social media platforms that emphasize image, female sports broadcasters will be tested in new ways regarding their gender expectations in the industry. The brand female sports broadcasters present may have a huge impact on their following.

Research Question

Given the previous literature, we want to discover how sports broadcasters' self-presentation manifests on Instagram. During a sports broadcast, sports broadcasters largely stick to the script. Instagram is a platform to present and express themselves. Given the autonomy that Instagram offers, it is a perfect place to share their brand and content. Based on the previous literature, the following research questions were proposed:

RQ₁: How do female sports broadcasters represent their brand on Instagram as compared to their male counterparts?

RQ_{1A}: How often do female sports broadcasters post compared to their male counterparts?

RQ_{1B}: Do male or female sports broadcasters post more in three categories: personal, sports and brand?

Method

To answer this research question, this study conducted a content analysis of both male and female sports broadcasters Instagram profiles to see how they represent themselves online. Ten pairs of male and female sports broadcasters were selected, in a similar or identical position

within the same network on both the local and national level and form a comparison. The rationale in using pairs was based on the premise that both will more than likely cover the same sport and are well-known sports-media personalities within their network.

Data was collected from a six-month period from April 1, 2019 to October 1, 2019. A coding scheme was developed to account for all information provided in the subjects' Instagram posts. Each Instagram post was analyzed and placed into one of four categories based on the nature of the content. The categories, based on the evaluation of multiple sports broadcaster Instagram accounts, are brand promotion, personal life, sports related, and miscellaneous. Brand promotion is defined as a post that either has a brand or company tagged or mentioned in the post. The personal life category is defined as posts that include family and friends. Sports related is defined as content that captures the subject while on the sports broadcasting job, mentions a sport, or is at a sports event that they attended. Miscellaneous is for the posts that do not fall into any of the other categories.

Once each post is placed into a category, we will compare the results between pairs and between genders. The analysis of Instagram profiles will include the following: Sunday NFL Countdown panelists Samantha Ponder and Randy Moss, ESPN College Gameday reporters Maria Taylor and David Pollack, NFL on Fox reporters Erin Andrews and Troy Aikman, ESPN Sportscenter personalities Hannah Storm and Jay Harris, SEC Network reporters Laura Rutledge and Marty Smith, ESPN Saturday college football reporters Molly McGarth and Todd McShay, ESPN Sunday night baseball analysts Jessica Mendoza and Alex Rodriguez, NBC Sports Bay Area reporters Kelli Johnson and Alex Pavolic, NBC Sports Washington reporters Alexa Shaw and Nick Ashooh, and NBC Sports Chicago reporters Kelly Crull and David Kapan.

Results

The content analysis found different results for the different pairs of sports broadcasters. Prior to beginning our study, one of the steps designed was to count and compare the number of Instagram likes on the posts. Since then, Instagram has updated its platform to remove the number of likes.

RQ1: How do female sports broadcasters represent their brand on Instagram as compared to their male counterparts?

Samantha Ponder and Randy Moss - Sunday NFL Countdown

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Samantha Ponder	Female	29	20	8	1	0
Randy Moss	Male	37	20	14	3	0

Erin Andrews and Troy Aikman - NFL on Fox

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Erin Andrews	Female	61	18	17	12	14
Troy Aikman	Male	52	38	11	3	0

Molly McGrath and Todd McShay -- ESPN Saturday College Football

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Molly McGrath	Female	14	4	10	0	0
Todd McShay	Male	28	12	16	0	0

Jessica Mendoza and Alex Rodriguez -- ESPN Sunday Night Baseball

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Jessica Mendoza	Female	52	20	28	4	0
Alex Rodriguez	Male	162	105	28	29	0

Kelli Johnson and Alex Pavlovic -- NBC Sports Bay Area

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Kelli Johnson	Female	43	25	18	0	0
Alex Pavlovic	Male	115	0	115	0	0

Kelly Crull and David Kaplan -- NBC Sports Chicago

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Kelly Crull	Female	13	2	9	3	0
David Kaplan	Male	21	17	4	0	0

Hannah Storm and Jay Harris - ESPN Sportscenter

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Hannah Storm	Female	62	26	29	7	0
Jay Harris	Male	180	48	88	4	40

Laura Rutledge and Marty Smith - SEC Network

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Laura Rutledge	Female	36	13	15	8	0
Marty Smith	Male	29	14	8	7	0

Alexa Shaw and Nick Ashooh - NBC Sports Washington

Name	Gender	Number of Posts	Personal Posts	Sports Posts	Brand Posts	Misc. Posts
Alexa Shaw	Female	30	15	13	2	0
Nick Ashooh	Male	59	39	19	1	0

RQ1A: How often do female sports broadcasters post compared to their male counterparts?
Overall Averages (Sorted by Number of Posts)

Name	Male/Female	Number of Overall Posts	Average Personal	Average Sports	Average Brand	Average Misc.
Jay Harris	Male	180	26.67	48.89	2.22	22.22
Alex Rodriguez	Male	162	64.81	17.29	17.90	0
Alex Pavlovic	Male	115	0	100	0	0
Maria Taylor	Female	76	27.63	67.12	5.26	0
Hannah Storm	Female	62	41.94	46.7741 9355	11.29	0
Erin Andrews	Female	61	29.51	27.89	19.67	22.95
Nick Ashooh	Male	59	66.10	32.20	1.69	0
Troy Aikman	Male	52	73.08	21.15	5.77	0
Jessica Mendoza	Female	52	38.46	53.85	7.69	0
Kelli Johnson	Female	43	58.14	41.86	0	0
Randy Moss	Male	37	54.05	37.84	8.11	0
Laura Rutledge	Female	36	36.11	41.67	22.22	0
Alexa Shaw	Female	30	50	43.33	6.67	0
Samantha Ponder	Female	29	68.97	27.59	3.45	0
Marty Smith	Male	29	48.28	27.59	24.14	0
Todd McShay	Male	28	42.8571428 6	57.1428 5714	0	0
David Kaplan	Male	21	80.95	19.05	0	0
Molly McGrath	Female	14	28.57	71.43	0	0
Kelly Crull	Female	13	15.38	69.23	23.08	0
David Pollack	Male	11	36.36	54.55	9.09	0
Overall Avg.		55.5	44.39	45.32	8.41	2.26

RQ_{1A}: How often do female sports broadcasters post compared to their male counterparts?

RQ_{1B}: Do male or female sports broadcasters post more in the three categories: personal, sports and brand?

On average, males posted more than their female counterparts. They also posted more in the personal category. Female sports broadcasters posted more on average in the sports and brand categories.

Gender Averages

	Avg. Number of Posts	Average Personal	Average Sports	Average Brand	Average Misc.
Female Averages	41.6	39.47	49.07	9.93	2.3
Female Median	39.5	37.29	45.05	7.18	0
Male Averages	69.4	49.32	41.57	6.89	2.22
Male Median	44.5	51.17	35.02	4	0

Discussion and Conclusion

In society, it is common to find females on Instagram more than an average male, especially young adults. However, the results when studying this sample show that the male sports broadcasters posted on average more than their female counterparts. The male sports broadcasters also had more personal content on their Instagram feed on average.

Looking at the sample chosen, some data stands out. Alex Rodriguez had a lot of content on his Instagram feed during the six-month timespan. He might skew the results because he wears a lot of hats outside of being an ESPN baseball broadcaster. One of the main things is Rodriguez is very public about his fiancée, Jennifer Lopez. A lot of his posts during the six-month time period were reposts from her Instagram account or in support of her and her tour at the time.

The miscellaneous category skewed some of the results as well. NFL on Fox reporter Erin Andrews not only works as a sideline reporter for the network, but she also hosts the ABC hit show *Dancing with the Stars*. Andrews' Instagram profile consisted of posts dealing with both sports and her career as a television host since the show was on during the time period chosen. The study did not initially consider the possibility of sports broadcasters crossing into multiple television platforms, such as entertainment or reality shows. ESPN Sportscenter personality, Jay Harris, was another major contributor to the miscellaneous category. Many of his Instagram posts that fell in this category were "memes" and pictures of quotes.

Some things to consider when looking at the results are the time frame and the features of Instagram. For example, Samantha Ponder takes advantage of the Instagram Stories feature to share videos and photos of her kids and different brands she uses. With this feature, the story disappears after 24 hours. Unless Ponder saves it to her Instagram Highlights, there is no way to track how many personal, sports and brand story posts she has. Another feature that Instagram provides to consider is the ability to create a caption and tag people, companies, and brands in a post. Many of Jessica Mendoza's Instagram pictures that focused on sports and were placed in the category of a sports related post in our calculations, tagged her make up artist and hair stylist either in the caption or on the picture itself. Although the post's main objective was not brand promotion, adding the caption or tag drew attention to the stylist and artist's company. When it comes to the time frame, some of these sports broadcasters were not in season for the majority of the time frame. With April to November, this time frame covers most of a major league baseball season, but just covers the beginning of both college and professional football. This could explain why some football reporters have a low number of posts on average or a low average of sports related posts. For example, 73 percent of NFL on Fox reporter Troy Aikman's posts fell

into the personal category. However, 34 percent of these posts came from an African safari vacation Aikman took with his wife during the offseason.

If this study were to grow and take a step further, a larger time frame would be beneficial to the study. For example, a calendar year would help balance the study. This would allow all sports broadcasters to have, for the most part, a fair representation of the sports they cover. Also, if there was enough time to complete this study, one could look at Instagram stories each day for the sports reporters or consider the caption's copy and details as well. It would be interesting to see the difference between this sample of reporters and others as well as a content analysis of captions and comments on sports broadcasters' posts.

These results may mean that while stereotypes for females in sports broadcasting do exist according to previous literature and studies, female sports broadcasters, on average, do not enforce those stereotypes on Instagram, but rather represent their brand equally with their personal and professional lives. These women sampled do not, for the most part buy into the the glamorous representation, stigma and sexualization of female sports reporters with their Instagram profiles. Instagram along with society emphasize the perfect image; female sports broadcasters use this social media to promote the image that they are authentic, true sports reporters just like their male counterparts.

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