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Media's Representation of Player Performance

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Media's Representation of Player Performance

Abstract

A player's statistical performance during a given week of an NFL season is something that influences the way the media views them. Statistical performances are often a great barometer of how talented a player is. The quarterback position in the NFL is often one that the media puts under a microscope. Players are constantly praised or criticized for their ability to lead their respective teams as well as their ability to fill up a stat line. During the 2012 NFL season there were many quarterbacks that the media tended to focus on. Drew Brees, Cam Newton, Russell Wilson, Tony Romo and Aaron Rodgers all received their fair share of media attention. Using the media outlets of Yahoo Sports, ESPN.com, CBS Sportsline and Sports Illustrated these five quarterbacks were analyzed to see how the media represented them. The goal of this research was to determine if these players were represented differently by the media based on how well they performed on the field. Outside factors such as race, legal issues and religious views were taken into consideration when determining why the media might represent some players differently.

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Keywords: Statistical, Player Performance, Media Representation, Influence

Introduction

The media's perception of athletes in professional sports is something that sports fans deal with on a daily basis. Depending on the media source which one obtains information, that perception might be completely different. One of the most highly scrutinized positions in professional sports is the quarterback position in the National Football League. Whether it is a poor performance or a worthy performance by the quarterback, the media will always have something to talk about. The goal of this research is to analyze the different opinions that media outlets have and determine how they represent a player's performance during a given week of the season. This process will help determine the similarities and differences the media outlets have when it comes to how their writer's represent a player. Certain media outlets will jump on or off the bandwagon of a player depending on their performance or they might take an approach where they don't necessarily lean in one direction or the other. The four media outlets which will be focused on in this paper are Yahoo Sports, ESPN.com, CBS Sportsline and Sports Illustrated. The 2012 NFL season will be the one being looked at and the five quarterbacks that will be studied in this paper will be Drew Brees, Cam Newton, Russell Wilson, Tony Romo and Aaron Rodgers. My research question is how does a player's on the field performance during a given week of the 2012 NFL season relate to the media's representation of them. The reason that this research may be valuable to the academic community is because it will shed light on why certain players are given more criticism or praise. The main goal here is to show that certain player performances might be over or undervalued by the media due to how the media represents that player. This will not affect the money value of the player to their respective teams because each team knows the importance of their players' even if the media over or undervalues them. It does, however, have an effect on the coverage that team receives whether for good or bad. If the

media hypes a certain player, than the team a player is on might get a Monday Night Football game which will increase exposure for that team. Having a player that is constantly in the spotlight of the media is not necessarily bad for organizations.

This research is important to the academic community because it will not only reveal how the media views certain players but it will show how the media presents information to the public in a way that will alter their opinion of that player. The positive or negative publicity that these players receive from the media will affect how the public views them. This has a significant impact on why we see certain players with bad reputations because the media represents them in a negative light. This research will expand on prior research done in how the media represents gender, race and sexuality in sports.

Literature Review

Media's Representation of Women in Sports

With the integration of Title IX in 1972 women have been given more of an opportunity to participate in sports as well as propelling themselves into mainstream culture (Knight & Giuliano, 2003). Before Title IX was passed 1 in 27 girls played high school sports, whereas today 1 in 2.5 do (Daniels & Wartena, 2011). With this increased acceptance in society comes increased scrutiny from the media (Knight & Giuliano, 2003). Past research of the media's representation of women focused on how the media represented women more for their appearance than for their performance on or off the field (Daniels & Wartena 2011; Fink, 1998; Knight & Giuliano 2001; Knight & Giuliano, 2003; Salwen & Wood, 1994; "Women athletes often debased," 2000). These authors focused on the stereotypes that are often associated with women in sports: the better they look the more media attention they receive. Women may be participating in record numbers and succeeding spectacularly in sports, but "these women are

routinely shown off court, out of uniform and in highly sexualized poses” (“Women athletes often debased,” 2000). Society and the media stereotype female athletes through these feminine and sexualized images, giving the impression they are women first, athletes second (“Shoot, Score, Strip,” 2011). Often, the women shown off the court in sexualized poses are some of the most recognizable names in women’s sports. Mary Jo Kane director of the Tucker Center for Research on Girls & Women in Sport at the University of Minnesota said that sports photography sometimes seems like “soft porn” and U.S soccer player Brandi Chastain was pictured in *Gear* magazine with no visible clothing and holding two soccer balls in front of her (“Women athletes often debased,” 2000). Paul Campos wrote in Denver’s *Rocky Mountain News*:

"The reason Danica Patrick is supposed to save Indy racing is that she is, sociologically speaking, a 'babe,'... As the father of a 10-year-old girl, I find all this rather discouraging. The media message couldn't be clearer: Despite the toppling, Patrick broke Girthrie's record with skill, not with a smile. Of so many gender barriers, the most important thing about a woman remains her appearance" (Kindred, 2005).

The characteristics of women in sports emphasized by the media tend to be physical characteristics and sexual desirability, thus trivializing the achievements of female athletes and reducing them to sexual objects (George, Hartley & Paris, 2001). In order for women to receive any coverage in the media they need to fit the persona of a typical female and the ones who try to go against the norms are looked at as lesbians (George, Hartley & Paris, 2001).

Along with personal appearance, female athletes continue to be confronted with the “image problem” or homophobia in sports by the media (Knight & Giuliano, 2003). There is an underlying fear in society that participating in sports will encourage homosexuality or even

convert female athletes into lesbians (Knight & Giuliano, 2003). Prior research on women in sports also focuses on the media's representation of women as lesbians because they play sports that men play (Bremner, 2002; Cooky, Wachs, Messner & Dworkin, 2010; Greendorfer & Rubinson, 1997; Knight & Giuliano, 2003). Without question people tend to label women who participate in traditionally male-dominated sports, such as cricket and football, as lesbians (George, Hartley & Paris, 2001). The media often employs a "feminine apologetic" whereby female athletes are required to overcompensate for their masculine behavior on the field by acting in feminine ways off the field. The media can also dismiss charges of lesbianism by emphasizing female athletes' relationships with men and with their families in pictures, articles, and television coverage (Knight & Giuliano, 2003).

Another issue that studies have looked into is the issue of how women are underrepresented in the media compared to men (Fink, 1998; George, Hartley & Paris, 2001; Kearney, 2011; Snow, 1995). These studies looked at how the media continues to underrepresent women in terms of newspaper space and images. In a study of photographs from the Los Angeles Times and New York Post, the sports section in each newspaper devoted a significantly smaller percentage of photographs to women than the other sections of the papers and that male photographs "dominated" the sports section. The average sports section relegates a sixteenth of a page or perhaps a quarter of a page to women's sports coverage (George, Hartley & Paris, 2001). In a recent study of television and Sports Illustrated, women's sports received only 5 percent of television air time while men's sports received 92 percent (Fink, 1998). In another study it was found that television devoted 129 hours of coverage to male sports compared to just over half an hour's coverage to women's sports (George, Hartley & Paris, 2001). Researchers point out that when female athletes are covered, it is rarely for their athletic

prowess; instead, the media often chooses to focus on the other roles of the female athlete, such as wife, mother, or “feminine” role model (Fink, 1998). In a study conducted by George, Hartley and Paris (2001) a quote was used to describe women in sports:

“At present the media appear to be giving audiences the impression that women’s sport is less competitive, exciting and interesting than men’s sport. The media seem to be either unaware or not prepared to acknowledge the role it plays in constructing and maintaining the overall sports gender order.”

Media’s Representation of Race in Sports

Chris Webber’s timeout call in the 1993 NCCA basketball finals is one that he wished he had never called (Wolff, 1993). “If that had happened 10 years ago, I think it would have been covered entirely differently. He would have been stereotyped dumb black kid, didn’t have any sense, couldn’t even count to five and recognize how many timeouts there are” (“Media out of touch,” 1993). This was what white sportswriter, Frank Deford, thought of Chris Webber’s timeout call during the NCCA finals in 1993. The fact that the writer mentions “if that had happened 10 years ago,” suggests that the stereotyping of African Americans by the media has been getting progressively better even in the early 1990’s. While progress appears to have been made, equal treatment certainly hasn’t been reached (Billings, 2004).

Prior research on this topic has focused on how the media perceives African Americans in sports. The main focus of this research centered on how black athletes were seen for their athletic prowess and white athletes were seen as smarter and more intellectual players (Banet-Weiser, 1999; Billings, 2004; “Intersecting Selves,” 2011; Murrell & Curtis, 1994; Niven 2005). One study looked at whether or not a professional quarterback was black or white and the type of

praise or scrutiny that the media gave each. The stereotype of a black athlete is one that is lacking in cognitive decision-making and leadership skills (Billings, 2004). Because of the leadership of the quarterback, a black athlete performing well at this position is inconsistent with the overall stereotype of the black athlete (Murrell & Curtis, 1994). If a black quarterback is successful it is often attributed to his natural ability and his god given talent. On the other hand, if a white quarterback is successful it is because of his effort level and hard work (Billings, 2004). A study was conducted in which the responses of a football commentator were written down and analyzed. The findings showed that the commentator praised the white player for strong play and criticized the black player for poor play (Billings, 2004). While this study was conducted in 2004, it shows the media still influences the viewer's opinion whether it be intentional or not.

When it came to newspaper coverage white college football and basketball players received more coverage and more positive coverage than African American players in the sports pages of the Washington Post (Niven, 2005). It seemed that newspapers focused more on the unsportsmanlike behaviors of African American athletes (Niven, 2005). Even during commercials of sporting events African Americans were rarely seen, the commercials featured an overwhelming white world (Niven, 2005).

A black columnist named Ellis Cose once said “to the white public, we are athletes, rappers, preachers, singers—and precious little else, We are also robbers, rapists, mentally deficient and sexually well endowed” (Smith & Hattery, 2006). Prior studies focused on the media's representation of black and white athletes when it came to getting in trouble with the law or doing something illegal (Ventresca, 2011; Leonard & King, 2011; Evans 1997; Smith & Hattery, 2006). Compare the celebration of Josh Hamilton or Ben Roethlisberger, both of whom

have been ensnared by criminal allegations and personal troubles, only to use those moments of personal failure as a point of departure (Leonard & Kings, 2011). In other words, Hamilton's drug addiction and accusations of sexual misconduct against Roethlisberger constituted mistakes, lapses in judgment, and personal failures leading to growth and maturation, whereas similar allegations and problems for black athletes represent evidence of problematic cultural practices of the black poor, black athletes, or hip-hop (Leonard & King, 2011). The Kobe Bryant sexual assault case drew far more media attention and appeared far more often on TV than the murder of Baylor University basketball player Patrick Dennehy who died at the hands of his teammate Carlton Dotson (Smith & Hattery, 2006). Both Dennehy and Dotson were African American athletes but this shows that professional sports are much more highly scrutinized by the media than collegiate sports. When Latrell Sprewell attempted to choke his coach, or when the news reports that Shawn Kemp has fathered seven children by six different women, or that Chris Webber associated with "questionable" people, dominant narratives that naturalize black men as sexual menaces, physically violent, and defiant are affirmed (Banet-Weiser, 1999). Few African American athletes today can become a new person so easily. Redemption is reserved for whites and those who are imagined as "honorary whites" (Leonard & King). "Honorary whites" are African American athletes that possess white qualities or act like white players. They differ from the stereotyped African American athlete in a way that the public can relate to them.

Media's Representation of Sexuality in Sports

Prior research done on this topic has also looked at how the media perceives the sexuality of athletes in sports. One of the studies focused on male athletes that were diagnosed as HIV positive. Magic Johnson, Tommy Morrison and Greg Louganis were all focused on in this one

particular study (Dworkin & Wachs, 1998). Two of the athletes, Magic Johnson and Tommy Morrison, were heterosexual and the other athlete, Greg Louganis, was homosexual. The media's perception of the two heterosexual athletes and the one homosexual athlete were completely different. When Magic Johnson announced that he had contracted the HIV virus some of the responses were, "Even hearing news was not believing it", "Hero's shocker leaves teens grasping for answers", and "A day later, it remains a shock felt around the world" (Dworkin & Wachs, 1998). Tommy Morrison also received the same responses as Magic Johnson but not quite as impactful because his announcement happened a couple years after Magic's (Dworkin & Wachs, 1998). Often the media tried to cover up Magic's and Tommy's actions by blaming the promiscuous women for pursuing them as opposed to holding Magic and Tommy accountable for their actions (Dworkin & Wachs, 1998). On the other hand, when Louganis announced that he had the HIV virus there was no shock from the public. The media focused on the threat that Louganis posed to the people around him because he was a homosexual. Despite his awards and tremendous diving career Louganis was only seen as a hero in two articles within this study (Wachs & Dworkin, 1997). On the other hand, Johnson was seen as a hero in 27 different articles. Johnson was framed as a hero for living with a stigmatized illness, whereas Louganis was framed as a carrier who was morally responsible for alerting the heterosexual community to this risk (Wachs & Dworkin, 1997). Johnson is mainly seen as a hero because (1) He encouraged public awareness of the AIDS virus, particularly in heterosexual and minority communities and (2) For gracefully and honestly dealing with the disease (Wachs & Dworkin, 1997).

The main perception that the media gives male athletes is that they are very masculine and the epitome of a heterosexual male. However, when it comes to playing through injury one

study suggests that gay's and heterosexual's act similarly (Filiault, Drummond & Agnew, 2012). By playing through pain, both gay and heterosexual athletes are able to exemplify their masculine credentials and improve their standing in the eyes of other men (Filiault, Drummond & Agnew, 2012). This study showed that both heterosexual and homosexual males played through injury at the same rate. Despite the idea that homosexuals are "feminine" this study contradicts that belief. However, another study suggests that homosexuals behave "femininely" and therefore hurt the image of male athletes (Butterworth, 2006). "Men who are not assertive are failures....Men who are receptive are worse than failures, they have betrayed their dominant position and made themselves "like women" (Butterworth, 2006). Performances of assertiveness and domination are expected from men in environments, such as the military or organized sport, that mandate strict adherence to gender norms. Gay individuals have been stripped of their ability to define their own sexualities. "A homosexual," therefore, "is one whose definition is to be left to others" (Butterworth, 2006). The overall belief is that homosexual men don't belong in sports. One of the reasons why we rarely hear of homosexual men in sports is because of the backlash they would receive from the media. Ex-big league outfielder Billy Bean is quoted to have said "This guy has to play in stadiums with 40,000 people. What he going to hear if he strikes out? Overnight this guy's career will have nothing to do with his athletic ability. It's not a safe time to do it" (Menez, 2001).

Literature Review Summary

The media's representation of women, African Americans, and homosexuals in sports shows how persuasive the media can be in shaping the attitudes and beliefs of the public. The stereotypes that are reinforced by the media in regards to these particular groups of people are still found in sports today. Because these beliefs are continuously reinforced by the media

society continues to accept them, although to a lesser degree. The media has such an influence on the public's opinion that it is difficult to believe anything other than the information the media gives. This influence will be seen in this paper when it comes to how the media represents player performance on and off the field. If the media generally favors a player than the public will most likely feel the same way. If a player performs well on the field the media will make this player out to be a superstar or someone who is becoming an elite player. Even though this might not be true, people will believe it is because the media continues to reinforce this idea. This paper will evaluate the media's perception of certain NFL quarterbacks and show whether or not this praise or criticism is deserved.

Methods

The type of research that I conducted was exploratory research. The main reason I used exploratory research was because there has been little to no research done on how the media represents player performance. I also expanded on the body of literature review and knowledge that already existed about this topic. Instead of focusing on a group of people such as women, African Americans or homosexuals, I focused on one specific individual and how the media represented them. As I have shown in my literature review there has been prior research done on how the media views certain types of people in sports (Banet-Weiser, 1999; Billings, 2004; Daniels & Wartena 2011; Dworkin & Wachs, 1998; Fink, 1998; "Intersecting Selves," 2011; Knight & Giuliano 2001; Knight & Giuliano, 2003; Murrell & Curtis, 1994; Niven 2005; Salwen & Wood, 1994; Wachs & Dworkin, 1997) but none that has been done on how they view player performance.

The approach that seemed to fit my research the best was the interpretivism approach. The main reason for this was because my data could not be analyzed numerically (Gratton & Jones, 2010). In most cases, with a numerical approach one is able to say that there is a relationship between two variables (Gratton & Jones, 2010). In my research, I was looking to explain why a particular writer portrays a player the way that they do. The feelings and emotions that the articles are written with helps to explain why the articles are presented in the ways that they are and how we are able to gather this knowledge from the articles (Gratton & Jones, 2010). The feelings and emotions aspect is intangible and it can be used to explain the writer's view on a particular player (Gratton & Jones, 2010). In order for us to fully understand why a player was written about in the way that he was we have to look for words, statements and other non-numerical measures that the writer uses in their articles (Gratton & Jones, 2010). It is then up to me, the researcher, to interpret these articles and come to a conclusion based on my interpretations. In order for me to interpret these articles I looked for certain words that would describe if a writer portrays a player in a positive, neutral, or negative light. I was looking for five to ten words under each category, which I will go into more detail about in my conceptual framework section. If the article did not have five to ten words that would help me distinguish which category it belonged to, I simply looked for one or two words and I looked to see if the writer wrote about the quarterbacks strengths or weaknesses. Usually a writer would discuss why the quarterback was the reason for his team's failure or his team's success during a given week.

Conceptual Framework

Research Question: How does a player's on the field performance during a given week of the 2012 NFL season relate to the media's representation of them?

Hypothesis: The media's representation of players will be greatly affected by the player's race and off the field issues more so than their on the field statistical performance.

Areas that need to be researched. Keywords that need to be defined:

- Good Statistical Performance
- Bad Statistical Performance
- Media's representation of an athlete: Positive, neutral, and negative
- How many games each player played
- Week of the season that statistical performance occurred
- Media Outlets
- Prior history of each player

Defining these concepts:

Good Statistical Performance: Total QBR >60

Average Statistical Performance: Total QBR 40-60

Bad Statistical Performance: Total QBR <40

Total QBR is a formula developed by ESPN.com that determines how well a quarterback plays during a given, play, game, week or season. The formula takes into account win probability, distribution of credit and clutch factor. The rating is on a scale of 1-100 with 50 being the average.

Media's Representation of a player:

Positive: Amazing, Great, Impressive, Sensational, Outstanding

Neutral: Quality, Alright, Good, Nice, Worthy

Negative: Awful, Questionable, Poor, Terrible, Horrible

These words give a basis for how I judged the media's representation of a player. These words stand out and can be distinguished between each category. If these words were not present in a given article then I simply looked for whether or not the author discussed the success or failures of a player. Because this was a content analysis it was up to me to determine which category each article was categorized as.

How many games each player played:

This determined how many articles I collected for each player. If a player didn't play in a certain week then I didn't gather articles for them. Most of the players that I selected played in the majority of the games for their respective teams.

Week of the season that statistical performance occurred:

If another player had a great statistical performance during the same week as one of the quarterbacks selected, then the quarterback received less media exposure.

Prior history of each player:

This had a huge impact on how the media represented each player. A player will always be remembered for prior history, especially if it is negative.

Intervening Variables:

- Researcher bias

The five quarterbacks chosen are all, in my mind, equal. I don't have any positive or negative feelings about any of them. Therefore my research will not be affected by how I perceive each of these players. This will allow me to gather articles about each player without having a bias about his performance during a given week. This will prevent me from leaning towards a positive or negative article about a certain player which will help my research.

I used secondary sources to create a content analysis of the media's representation of NFL Quarterbacks. I used the secondary sources of Yahoo Sports, ESPN.com, CBS Sportsline and Sports Illustrated. I chose these media outlets because they were some of the biggest and most recognized in the United States. After gathering my article I analyzed the data qualitatively. The quarterbacks that I used for this study were Drew Brees, Cam Newton, Russell Wilson, Tony Romo, and Aaron Rodgers. These quarterbacks were highly talked about during the 2012 NFL season and they all have unique characteristics that set them apart from each other. My first step on determining which quarterbacks I wanted to use was to pick a conference to focus on. By picking the NFC, I reduced my sample size and made it easier to pick a group of quarterbacks. The next step was to pick a group of quarterbacks that I would be able to generate enough information about because they appeared in the media often. All of the quarterbacks that were chosen had a significant impact on their team and the media tended to focus on them when it came to that particular team.

Procedures

I began my research by first developing four different excel spreadsheets. Each spreadsheet represented one of the four sources that I was using to collect my data. For example, spreadsheet one was Yahoo Sports, spreadsheet two was ESPN.com, spreadsheet three was CBS Sportsline and spreadsheet four was Sports Illustrated. From there I put each of the five quarterbacks I was researching on each spreadsheet. I then put the headings of article 1, article 2, and article 3 because I was gathering three articles per week for each player from each source. Article 1 was a recap of the game and articles 2 and 3 were more associated with how a particular writer represented the quarterback. I then labeled whether the article represented the player, positively, neutrally, or negatively during that given week. This allowed me to organize my data and break the results down by each source. After gathering all of these articles and organizing my results I was able to draw conclusions. These conclusions were based on my personal judgments of why the media represented each player the way that they did.

Results

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17
Drew Brees	Bad	Average	Bad	Good	Good	DNP	Good	Bad	Good	Good	Good	Bad	Bad	Average	Good	Good	Good
Cam Newton	Bad	Good	Bad	Good	Bad	DNP	Average	Bad	Good	Bad	Good	Good	Good	Good	Average	Good	Average
Russell Wilson	Bad	Good	Bad	Bad	Average	Good	Bad	Good	Good	Average	DNP	Good	Good	Average	Good	Good	Good
Tony Romo	Good	Bad	Average	Bad	DNP	Average	Good	Average	Good	Good	Good	Average	Good	Average	Good	Good	Bad
Aaron Rodgers	Average	Bad	Average	Good	Average	Good	Good	Good	Good	DNP	Bad	Bad	Good	Good	Good	Good	Good
Good: > 60																	
Average: 40-60																	
Bad: <40																	
DNP: Did Not Play																	

Before I gathered any data, I wanted to first determine how well the quarterbacks played over the course of the season. Using ESPN.com’s Total Quarterback Rating which takes into account win probability, dividing credit among teammates, and clutch index, I was able to obtain a weekly quarterback rating for each player (Oliver, 2011). The rating was on a scale of 1-100

with 50 being the average. I came up with my own way of evaluating if a player had a good, average, or bad performance. I used a rating of higher than 60 as a good performance, a rating between 40 and 60 as an average performance, and a rating of less than 40 as a bad performance. The figure above shows the breakdown of how each quarterback faired during each week of the 2012 season.

Figure 1.0

Media's Representation of Player Performance			
Yahoo Sports			
Week 1			
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Neutral
Cam Newton	Positive	Neutral	Negative
Russell Wilson	Neutral	Neutral	Negative
Tony Romo	Positive	Positive	Positive
Aaron Rodgers	Neutral	Positive	Neutral
Week 2			
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Negative	Neutral
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Neutral	Positive	Positive
Tony Romo	Negative	Negative	Negative
Aaron Rodgers	Neutral	Neutral	Positive
Week 3			
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Neutral
Cam Newton	Neutral	Negative	Negative
Russell Wilson	Neutral	Neutral	Negative
Tony Romo	Neutral	Negative	Neutral
Aaron Rodgers	Neutral	Positive	Neutral
Week 4			
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Positive	Neutral	Positive
Russell Wilson	Neutral	Negative	Neutral
Tony Romo	Neutral	Negative	Negative

Aaron Rodgers	Positive	Positive	Positive
	Week 5		
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Neutral	Negative
Russell Wilson	Positive	Neutral	Neutral
Tony Romo	DNP	DNP	DNP
Aaron Rodgers	Positive	Positive	Positive
	Week 6		
	Article 1	Article 2	Article 3
Drew Brees	DNP	DNP	DNP
Cam Newton	DNP	DNP	DNP
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Positive	Positive	Positive
	Week 7		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Negative
Russell Wilson	Negative	Neutral	Negative
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive
	Week 8		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Neutral	Negative	Negative
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Neutral	Negative
Aaron Rodgers	Neutral	Positive	Positive
	Week 9		
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Neutral	Neutral	Positive
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive
	Week 10		

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Negative	Negative	Neutral
Russell Wilson	Neutral	Positive	Neutral
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	DNP	DNP	DNP

Week 11

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	DNP	DNP	DNP
Tony Romo	Positive	Positive	Neutral
Aaron Rodgers	Neutral	Neutral	Positive

Week 12

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Negative	Positive
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Neutral	Positive	Positive
Tony Romo	Neutral	Neutral	Negative
Aaron Rodgers	Neutral	Neutral	Positive

Week 13

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Negative	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Neutral	Positive	Positive

Week 14

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Neutral
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Neutral	Neutral	Neutral
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Neutral	Positive	Positive

Week 15

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Positive	Neutral

Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Positive	Positive	Positive
Week 16			
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Neutral
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Neutral	Neutral	Positive
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Positive	Neutral	Positive
Week 17			
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Positive	Neutral
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Negative	Negative	Neutral
Aaron Rodgers	Positive	Neutral	Positive

Figure 1.1

Media's Representation of Player Performance

ESPN.com

Week 1			
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Negative	Negative
Russell Wilson	Neutral	Neutral	Neutral
Tony Romo	Positive	Positive	Neutral
Aaron Rodgers	Neutral	Positive	Positive
Week 2			
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Neutral
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Positive	Neutral	Neutral
Tony Romo	Neutral	Negative	Negative
Aaron Rodgers	Neutral	Neutral	Positive

Week 3

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Negative	Negative
Russell Wilson	Negative	Negative	Neutral
Tony Romo	Neutral	Negative	Neutral
Aaron Rodgers	Neutral	Positive	Positive

Week 4

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Neutral	Neutral	Negative
Tony Romo	Neutral	Negative	Negative
Aaron Rodgers	Positive	Positive	Positive

Week 5

	Article 1	Article 2	Article 3
Drew Brees	Positive	Neutral	Positive
Cam Newton	Neutral	Negative	Neutral
Russell Wilson	Neutral	Positive	Negative
Tony Romo	DNP	DNP	DNP
Aaron Rodgers	Neutral	Positive	Neutral

Week 6

	Article 1	Article 2	Article 3
Drew Brees	DNP	DNP	DNP
Cam Newton	DNP	DNP	DNP
Russell Wilson	Neutral	Positive	Neutral
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Neutral	Positive	Positive

Week 7

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Negative	Neutral
Russell Wilson	Negative	Negative	Neutral
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Positive	Positive	Positive

Week 8

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive

Cam Newton	Negative	Negative	Neutral
Russell Wilson	Neutral	Positive	Neutral
Tony Romo	Neutral	Negative	Positive
Aaron Rodgers	Neutral	Positive	Positive

Week 9

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Positive	Neutral
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Neutral	Positive	Positive

Week 10

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Negative	Negative	Positive
Russell Wilson	Neutral	Negative	Neutral
Tony Romo	Positive	Positive	Neutral
Aaron Rodgers	DNP	DNP	DNP

Week 11

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	DNP	DNP	DNP
Tony Romo	Neutral	Positive	Neutral
Aaron Rodgers	Neutral	Neutral	Negative

Week 12

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Neutral	Neutral	Negative
Aaron Rodgers	Neutral	Neutral	Positive

Week 13

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Positive	Positive	Positive
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Positive	Neutral

Aaron Rodgers	Positive	Positive	Positive
	Week 14		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Neutral	Negative	Neutral
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Positive	Positive	Positive
	Week 15		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Positive
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Neutral	Positive	Positive
	Week 16		
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Positive	Positive	Positive
Russell Wilson	Neutral	Positive	Positive
Tony Romo	Positive	Neutral	Positive
Aaron Rodgers	Neutral	Positive	Positive
	Week 17		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Neutral
Russell Wilson	Positive	Positive	Positive
Tony Romo	Negative	Negative	Negative
Aaron Rodgers	Neutral	Positive	Positive

Figure 1.2

Media's Representation of Player Performance

CBS Sportsline

Week 1

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Negative	Neutral

Russell Wilson	Neutral	Negative	Negative
Tony Romo	Positive	Positive	Positive
Aaron Rodgers	Neutral	Neutral	Positive

Week 2

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Positive	Neutral	Positive
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Negative	Negative
Aaron Rodgers	Neutral	Positive	Neutral

Week 3

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Neutral	Negative	Negative
Russell Wilson	Neutral	Neutral	Negative
Tony Romo	Neutral	Positive	Negative
Aaron Rodgers	Neutral	Positive	Positive

Week 4

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Negative	Neutral	Negative
Tony Romo	Negative	Negative	Negative
Aaron Rodgers	Positive	Positive	Positive

Week 5

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Negative	Neutral
Russell Wilson	Neutral	Negative	Neutral
Tony Romo	DNP	DNP	DNP
Aaron Rodgers	Neutral	Positive	Neutral

Week 6

	Article 1	Article 2	Article 3
Drew Brees	DNP	DNP	DNP
Cam Newton	DNP	DNP	DNP
Russell Wilson	Neutral	Neutral	Positive
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Positive	Positive	Positive

Week 7

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Negative
Russell Wilson	Negative	Negative	Neutral
Tony Romo	Positive	Positive	Neutral
Aaron Rodgers	Positive	Positive	Positive

Week 8

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Neutral	Negative	Negative
Russell Wilson	Positive	Positive	Positive
Tony Romo	Neutral	Neutral	Negative
Aaron Rodgers	Neutral	Positive	Positive

Week 9

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Positive	Positive	Positive

Week 10

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Negative	Negative	Negative
Russell Wilson	Neutral	Neutral	Neutral
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	DNP	DNP	DNP

Week 11

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Positive	Positive	Positive
Russell Wilson	DNP	DNP	DNP
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Neutral	Positive	Neutral

Week 12

	Article 1	Article 2	Article 3
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Drew Brees	Neutral	Negative	Neutral
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Negative	Neutral
Aaron Rodgers	Neutral	Neutral	Neutral

Week 13

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Negative
Cam Newton	Positive	Neutral	Positive
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Positive	Positive	Positive
Aaron Rodgers	Positive	Positive	Positive

Week 14

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Neutral	Neutral	Neutral
Tony Romo	Neutral	Negative	Neutral
Aaron Rodgers	Positive	Positive	Positive

Week 15

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Neutral
Russell Wilson	Positive	Positive	Positive
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Neutral	Positive	Positive

Week 16

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Positive	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive

Week 17

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Neutral
Russell Wilson	Positive	Positive	Positive

Tony Romo	Negative	Neutral	Neutral
Aaron Rodgers	Neutral	Positive	Positive

Figure 1.3

Media's Representation of Player Performance
Sports Illustrated

	Week 1		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Neutral	Neutral	Negative
Russell Wilson	Negative	Negative	Neutral
Tony Romo	Positive	Positive	Positive
Aaron Rodgers	Neutral	Positive	Positive
	Week 2		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Positive	Neutral	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Negative	Neutral	Neutral
Aaron Rodgers	Neutral	Positive	Neutral
	Week 3		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Negative
Cam Newton	Negative	Negative	Neutral
Russell Wilson	Negative	Neutral	Neutral
Tony Romo	Neutral	Negative	Positive
Aaron Rodgers	Neutral	Positive	Positive
	Week 4		
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Positive	Positive	Neutral
Russell Wilson	Negative	Neutral	Negative
Tony Romo	Neutral	Negative	Neutral
Aaron Rodgers	Neutral	Positive	Positive
	Week 5		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive

Cam Newton	Negative	Neutral	Negative
Russell Wilson	Neutral	Neutral	Neutral
Tony Romo	DNP	DNP	DNP
Aaron Rodgers	Neutral	Positive	Positive

Week 6

	Article 1	Article 2	Article 3
Drew Brees	DNP	DNP	DNP
Cam Newton	DNP	DNP	DNP
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Neutral	Neutral	Negative
Aaron Rodgers	Positive	Positive	Positive

Week 7

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Neutral	Neutral
Russell Wilson	Negative	Negative	Neutral
Tony Romo	Positive	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive

Week 8

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Negative	Negative	Neutral
Russell Wilson	Positive	Neutral	Positive
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Neutral	Positive	Positive

Week 9

	Article 1	Article 2	Article 3
Drew Brees	Positive	Neutral	Positive
Cam Newton	Positive	Neutral	Neutral
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive

Week 10

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Negative	Negative	Neutral
Russell Wilson	Neutral	Neutral	Neutral
Tony Romo	Neutral	Positive	Positive

Aaron Rodgers	DNP	DNP	DNP
	Week 11		
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Positive	Neutral	Positive
Russell Wilson	DNP	DNP	DNP
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Neutral	Positive	Neutral
	Week 12		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Negative
Cam Newton	Positive	Positive	Positive
Russell Wilson	Positive	Positive	Neutral
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Neutral	Negative	Neutral
	Week 13		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Negative	Neutral
Cam Newton	Positive	Neutral	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Positive	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive
	Week 14		
	Article 1	Article 2	Article 3
Drew Brees	Neutral	Neutral	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Neutral	Positive	Positive
Tony Romo	Neutral	Neutral	Positive
Aaron Rodgers	Positive	Positive	Positive
	Week 15		
	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Neutral	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Neutral	Positive	Positive
Aaron Rodgers	Neutral	Positive	Positive
	Week 16		

	Article 1	Article 2	Article 3
Drew Brees	Neutral	Positive	Positive
Cam Newton	Positive	Positive	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Neutral	Positive	Neutral
Aaron Rodgers	Positive	Positive	Positive

Week 17

	Article 1	Article 2	Article 3
Drew Brees	Positive	Positive	Positive
Cam Newton	Neutral	Positive	Positive
Russell Wilson	Positive	Positive	Positive
Tony Romo	Neutral	Neutral	Neutral
Aaron Rodgers	Neutral	Positive	Positive

The results that I gathered were relatively similar across the four sources. Most of the time, a player's on the field performance directly correlated to how the media represented them during that given week. However, there were a few exceptions that should be noted. Players such as Drew Brees and Aaron Rodgers were seen in a relatively positive light even if they were to perform badly during a given week of the season. Players such as Cam Newton and Russell Wilson were viewed differently on a week to week basis depending on how they performed. Tony Romo received little praise from the media when he performed well, however, when he performed poorly the media was quick to criticize him.

Conclusion

Based on the results I am able to conclude that outside factors did not influence the way in which a quarterback's statistical performance was viewed by the media. However, I can say that experience level and consistency had a great effect on how the media represented a player. Drew Brees and Aaron Rodgers are two of the top quarterbacks in the league and they have proven that season after season. Even when they perform poorly the media doesn't criticize them because they have proven themselves. On the other hand, Cam Newton and Russell

Wilson are very young and inexperienced quarterbacks which cause the media to represent them differently. When they perform well, the media loves them and praises them, however, when they perform poorly, the media criticizes them. There is no consistency in how the media views them on a week to week basis. Tony Romo is represented in a relatively negative light because he plays for a large market team which puts him under more scrutiny. When the team doesn't succeed, people are quick to point the finger at him as the problem.

Overall, race and off the field issues were not a factor in determining how the media represented players on the field performance. Issues such as experience and consistency were the main issues that caused the media to represent players differently.

Discussion

It would be interesting to see if we took out the on the field, statistical performance aspect, if that would change the way the media represented players. Future research could be conducted on how the media represents a player as a person. Do outside issues such as race and sexuality affect the way the media represents someone as a person?

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