

2. EXPLAIN THIS: The paradox of losing for owners is that every team wants to win but doesn't actually have to win to be financially successful.

E. How much do tv deals bring in?

F. What do salaries say about what we value as a society?

1. Looking at the salary range for teachers, doctors, the president, actors and athletes, what do the numbers tell us about value?

2. Do you agree with these valuations?

G. Where are college and youth sports in this mix of money?

1. In short, bringing in a lot of money alongside professional sports. (College netted \$18.9 billion in 2019 and youth baseball \$\$\$)

H. What are the pros and cons of mass media coverage?

Pros	Cons

II. Media Coverage

A. FOCUS:

1. Whose stories do we tell and how do we frame them?
2. How does how society views male and female athletes play out in media?

B. Men get more coverage overall. (In 2019, men got 94.6% on ESPN's *SportsCenter*.)

1. What is the IMPACT of that difference in coverage? (Consider both society & on women.)

C. READING

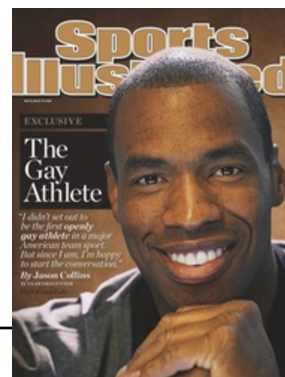
SWIMSUIT ISSUE ASIDE, 'SPORTS ILLUSTRATED' COVER IS A FEMALE-FREE ZONE

New research finds women athletes appear on less than 5% of SI covers.

TOM JACOBS - UPDATED: JUN 14, 2017, ORIGINAL: MAY 9, 2013

That recent *Sports Illustrated* cover featuring Jason Collins was, in one obvious respect, a landmark. But in another way, it was business as usual for the venerable weekly.

The openly gay Collins is, after all, a man—and men are featured on the cover of *SI* about 95% of the time. That's the conclusion of recently published research, which finds that, from 2000 through 2011, women appeared on just 4.9% of *Sports Illustrated* covers.



"SI COVERS HAVE BOTH REFLECTED & SWAYED THEIR AUDIENCES TOWARD CORPORATE SPORT, PARTICULARLY LUCRATIVE FOOTBALL, BASKETBALL, BASEBALL, AND EVEN HOCKEY."

That figure is “comparable to levels reported for the 1980s,” write University of Louisville sociologists Jonetta Weber and Robert Carini. “Indeed, women were depicted on a higher percentage of covers from 1954-1965 than from 2000-2011.”

For their research, published in the *International Review for the Sociology of Sport*, Weber and Carini looked at 716 *SI* covers from January 2000 through June 2011. They excluded the annual swimsuit issue, “as its focus is not on sports performance per se.” While they found considerable variation from year to year, the total added up to a paltry 35 covers, or 4.9% of the total. A grand total of 11 featured women of color.

The imbalance looms even larger as you dig further into the numbers. “Of the 35 covers including a female, only 18 (or 2.5% of all covers) featured a female as the primary or sole image,” they write. “Three covers included females, but only as insets (small boxed image), or as part of a collage background of both male and female athletes.”



The contrast with the magazine's first decade of existence is stark. Between 1954 and 1965, women were featured on 74 *SI* covers, or 12.6% of the total.

Weber and Carini note that while that era was “not known for progressive gender ideologies,” it was “a period in which *SI* featured a wider variety” of sports on its covers, including recreation and leisure activities. “In subsequent decades,” they write, “*SI* covers have both reflected *and* swayed their audiences toward corporate sport, particularly lucrative football, basketball, baseball, and even hockey. Female representation on covers dwindled over the period, and has remained at low levels for decades.”

Then again, if women athletes were on *SI*'s cover more often, they might have to sacrifice their dignity for the publicity. A recent survey of *Rolling Stone* covers found 83% of female musicians were portrayed in a sexualized fashion (often wearing minimal clothing), compared to just 17% of men.

Sports Illustrated did launch a female-oriented offshoot, *SI for Women*, but it folded in 2002 after only 20 months. If that publication's content was to be folded into the main magazine, it was not reflected in its cover choices.

D. SPORTS ILLUSTRATED ACTIVITY

Sports Illustrated: Who Makes the Cover?

And why does it matter?

Directions: Today we are going to look at the covers of *Sports Illustrated* - an iconic magazine that is synonymous with putting a face to American sports culture. Each group is going to be assigned a specific year of *Sports Illustrated* covers to analyze. In order to do this, please access the *Sports Illustrated* archives [HERE](#). Once your group has found its way to the archives, please do the following:

1. Access the correct decade for your group.
2. Use the drop down menu on the page to find the specific year you have been assigned.
3. Please document the following information about each month's cover from within your year.
 - a. Year and Month of the covers - there are 2-4 covers per month for SI
 - b. Who/what is on the cover of each issue?
 - c. If there's a person, does the person identify as male or female (to the best of your knowledge)?
 - d. What sport is featured?
 - e. How is the person, or how are the people, portrayed? Action - **(A)** Pose - **(P)** Model - **(M)**
4. After your group is done, tally all of your information. Your group will then share out to the class what you discovered about your year so we can think about all of the years together.
5. As a class, we will then discuss what this information tells us about who we highlight and how we portray them. In a broader sense, considering that SI chooses a cover that will increase sales, what do our findings say about us?

Year of Covers: _____

Month	Who	Sport?	M or F?	A - P - M
Jan.				
Jan.				
Feb.				
Feb.				
March				
March				
April				
April				
May				
May				
June				
June				
July				
July				
Aug.				
Aug.				
Sept.				

Sept.				
Oct.				
Oct.				
Nov.				
Nov.				
Dec.				
Dec.				

How many covers featured: MEN: _____/_____ WOMEN: _____/_____

What 2-3 sports were reflected most in the covers this year?

How were men portrayed in this year? (action/pose/model)

How were women portrayed in this year?

REFLECTION: What does the information that we have collected as a class tell us about what we value in sports and the athletes we choose to promote?