

DIFFERENCES IN NEWSPAPER COVERAGE BETWEEN MEN'S AND WOMEN'S
BASKETBALL TEAMS AT KANSAS STATE UNIVERSITY

by

MARILYN LOONEY

B.S., Southwest Missouri State University, 1974

A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Health, Physical Education and Recreation

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1977

Approved by:


Major Professor

Docu-
ment
LD
2668
T4
1977
266
C.2

206

ACKNOWLEDGEMENTS

The author expresses her appreciation to Dr. Charles B. Corbin for his invaluable assistance and advice which helped make this study a reality. Appreciation is also extended to the Sports Information Office at Kansas State University.

TABLE OF CONTENTS

	Page
LIST OF TABLES	vi
LIST OF FIGURES	vii
 Chapter	
1. INTRODUCTION	1
STATEMENT OF THE PROBLEM	2
DELIMITATIONS OF THE STUDY	3
LIMITATIONS OF STUDY	3
DEFINITIONS OF TERMS	4
STATEMENT OF ORGANIZATION.	5
2. REVIEW OF LITERATURE	6
SPORTS JOURNALISM	6
Development of the Sports Page	6
Sportswriters	7
Priorities in Sports Coverage.	10
Women and the Sports Page.	11
ROLE OF WOMEN IN SPORT	12
EFFECTS OF TITLE IX	17
RELATED STUDIES	19
KANSAS STATE BASKETBALL.	22
SUMMARY	23
3. PROCEDURES	25
SELECTION OF SAMPLE	25
DATA COLLECTION.	25

TABLE OF CONTENTS
(CONTINUED)

Chapter	Page
METHOD OF MEASUREMENT	26
Total Amount of Copy.	27
Size of Heading	27
Number of Pictures.	27
Width of Pictures	27
Priority of Article Placement	28
ANALYSIS OF DATA	28
4. RESULTS AND DISCUSSION	30
RESULTS FOR CV-I	30
DISCUSSION FOR CV-I	31
Sex	31
Year	39
Paper x Sex	39
RESULTS FOR CV-II	41
DISCUSSION FOR CV-II	43
Paper	43
Sex	51
Year	51
Paper x Sex	51
Paper x Year	52
Sex x Year	53
Paper x Sex x Year	53

TABLE OF CONTENTS
(CONTINUED)

Chapter	Page
RESULTS FOR CV-III	54
DISCUSSION FOR CV-III.	60
RESULTS FOR CV-IV	61
DISCUSSION FOR CV-IV	61
RESULTS FOR CV-V	67
DISCUSSION FOR CV-V	76
Paper	76
Sex	76
Year	76
Paper x Sex	77
Sex x Year	77
GENERAL DISCUSSION	78
Differences in Criterion Variables Between Basketball Teams	78
Differences in Criterion Variables Between Years of Participation	80
Differences in Criterion Variables Between Newspapers .	81
Interactions Among Sex, Paper, and Year.	83
5. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	85
SUMMARY	85
CONCLUSIONS.	86
RECOMMENDATIONS.	87
REFERENCES	88
APPENDIX A	93

LIST OF TABLES

Table	Page
1. Analysis of Variance for CV-I (Amount of Copy)	32
2. Means for CV-I (By Newspapers)	33
3. Least Significant Difference Means for CV-I.	34
4. Analysis of Variance for CV-II (Heading Height).	44
5. Means for CV-II (By Newspapers)	45
6. Least Significant Difference Means for CV-II	46
7. Analysis of Variance for CV-III (No. of Pictures).	55
8. Means for CV-III (By Newspapers)	56
9. Analysis of Variance for CV-IV (Picture %)	62
10. Means for CV-IV (By Newspapers)	63
11. Analysis of Variance for CV-V (Location)	69
12. Means for CV-V (By Newspapers)	70
13. Least Significant Difference Means for CV-V	71
14. Results of Analysis of Variance for Criterion Variables. . .	78
15. Grand Means for Criterion Variables (By Sex)	79
16. Grand Means for Criterion Variables (By Year).	80
17. Grand Means for Criterion Variables (By Paper)	82

LIST OF FIGURES

Figure	Page
1. Means for CV-I (By Newspapers: 1968-69)	35
2. Means for CV-I (By Newspapers: 1972-73)	36
3. Means for CV-I (By Newspapers: 1976-77)	37
4. Means for CV-I (By Years)	38
5. Means for CV-II (By Newspapers: 1968-69).	47
6. Means for CV-II (By Newspapers: 1972-73).	48
7. Means for CV-II (By Newspapers: 1976-77).	49
8. Means for CV-II (By Years).	50
9. Means for CV-III (By Newspapers: 1968-69)	57
10. Means for CV-III (By Newspapers: 1972-73)	58
11. Means for CV-III (By Newspapers: 1976-77)	59
12. Means for CV-IV (By Newspapers: 1968-69).	64
13. Means for CV-IV (By Newspapers: 1972-73).	65
14. Means for CV-IV (By Newspapers: 1976-77).	66
15. Means for CV-V (By Newspapers: 1968-69)	72
16. Means for CV-V (By Newspapers: 1972-73)	73
17. Means for CV-V (By Newspapers: 1976-77)	74
18. Means for CV-V (By Years)	75

Chapter 1

INTRODUCTION

Over any period of time, society is in some form of transition whether politically or culturally. Since sport is so closely linked to American cultural it too is affected by transitions in society. Over the past decade, the increase in sport participation has risen sharply because of a reduced work week and the push for equal rights in all segments of society. A closer look at the rise in participation reveals the growing involvement by women in sport as a major reason for the substantial overall rise of sport participation in America. For example, since 1971 girls' high school interscholastic competition has increased over 175% (2:243).

Women are pushing for equal rights in all phases of society, including sport. It is only natural that women seek adequate coverage of their sport participation. Many argue that women are receiving more sports coverage than ever before, even though, it is still much less than for men. The question exists as to how much progress has been made in adequately covering women in sport. Progress in coverage should reflect or encourage emphasis on women in sport. Some newspapers feel that because of limited space and set priorities, the increase in women's sports coverage is sufficient. Since the belief exists that the sports section sells papers primarily to a male readership, many newspapers believe no justification can be found to increase women's coverage (37). This may soon change since it was reported in 1974 that five million women buy

sports magazines, such as, Sports Illustrated and Sport each month (2:43).

The social stigma attached to women athletes has started to subside. This is evidenced by the inclusion of sports coverage by traditional glamour magazines, such as, Seventeen, Redbook, and Cosmopolitan (25). With the increase in sport participation by women, it is important to see if the traditionally conservative newspaper media has been making a significant attempt to increase its coverage of women in sport.

Just as the role of women in sport is changing so too has sports journalism. Sportswriters were once viewed as nothing more than extensions of sports public relations offices. Objectivity was lacking because sportswriters were more interested in creating heroes and legends. The social unrest surfacing in the 1960's began to have some affect on sportswriting. More objective and critical writing started to appear. Since sports organizations and newspapers have been traditionally conservative, a question exists as to whether the transition has been widespread or specific to sports or groups. In describing the transition in sports coverage, it will be important to see if the trend is the same for both men and women.

STATEMENT OF THE PROBLEM

The purpose of this study was to determine the differences in newspaper coverage of intercollegiate basketball teams with respect to three variables: year of participation, sex of players, and different newspapers surveyed. More specifically, the study attempted to:

1. Determine differences in length of copy, size of heading, number of pictures, widths of pictures, and article placement between men's and women's intercollegiate basketball teams.
2. Determine if any differences have existed in men's and women's sports coverage during an eight year span.
3. Determine differences in sports coverage between different kinds of newspapers.
4. Determine if interactions exist between the three variables: paper, sex, and year.

DELIMITATIONS OF THE STUDY

The restricting factor of time caused the investigator to impose the following delimitations upon this study:

1. Only newspaper coverage of men's and women's basketball teams at Kansas State University was surveyed.
2. Random samples were chosen from seasons during 1968-69, 1972-73, and 1976-77.
3. Three papers of different circulation size and different proximity to the teams were surveyed.

LIMITATIONS OF STUDY

There were several uncontrollable variables that may have influenced this study:

1. Because Kansas State teams have had a high winning percentage, it was not statistically feasible to compare samples of games won and lost. However, the won-loss record for men's and women's teams were similar for the years studied.

2. The Collegian, the KSU student newspaper, was not published during final exam week, registration, weekends, and university vacations. Therefore, there was no immediate coverage of games played on Saturdays and during school vacations.

3. The Manhattan Mercury was not published on Saturdays. Therefore, there was no immediate coverage of games played on Fridays.

4. The space allotted to sports varied according to advertisement allotments each day.

5. Different priorities and sports biases of sports editors determined which sports and teams were covered.

6. Sportswriters' articles may receive greater placement priority than sports information news releases.

7. Home games may have received more coverage.

DEFINITIONS OF TERMS

The following terms are defined to prevent misunderstanding or misinterpretation by the reader. In the text of this paper, these definitions are referred to when the terms listed below are used.

Characters

This term refers to each space and letter in a column line of print.

Column Inch

Throughout this study, column inch will refer to print in a column, one inch long. Most papers have seven lines of print per column inch. If a paper deviated from this standard, an adjustment was made to insure standard units of measure.

Copy

Copy will refer to the text or printed story. Game statistics will not be considered as copy in this study.

Point Heading

This indicates the height of the title for a particular article.

STATEMENT OF ORGANIZATION

Chapter 2 will describe literature that was available in the area of sports journalism, the role of women in sport, the effects of the Educational Amendments Act of 1972 and related studies. Chapter 3 will describe in detail the procedures used to execute this study. Results of the investigation will be presented and discussed in Chapter 4. A summary and concluding remarks will comprise Chapter 5.

Chapter 2

REVIEW OF LITERATURE

Although sports have been a part of the American culture for over one hundred years, very few studies have been conducted to describe the transition in sports coverage and, more specifically, the transition in coverage of women's sports. The following discussion will establish a broad background to enable a better understanding of the data collected. Sports journalism, the role of women in sport, the effects of Title IX, related studies, and a brief history of Kansas State University basketball teams will be discussed.

SPORTS JOURNALISM

Development of the Sports Page

The modern American newspaper is both a social institution and a business enterprise. It's development is shaped by social factors as it reflects the pride, prejudice, fads, and fancies of the American people. The emergence of the modern sports page was initiated by William Randolph Hearst. After he took over the New York Journal in 1895, the space allotted to sports was tripled and quadrupled (37).

The 1920's saw the greatest boom in the sports page. As World War I ended, there was a growing interest in intercollegiate football which the papers naturally encouraged. But, the Americans' love for baseball has been foremost. During the first seventy years of the

twentieth century, professional baseball has been the greatest recipient of space on the sports page (37).

Besides reflecting the fads and fancies of the public, the sports page provides free publicity for sports organizations. It is this fact that has made sports pages mainly responsible for making sport a profitable big business. Talamini (37:428) stated, "It is the sports page that has put across professional hockey and professional football as well as fostering much of the interest in amateur sports." The more exposure a team or sport can get then the more aroused is public interest. As interest grows, so does the gate receipts. According to Talamini, the impact of free sports publicity can be attributed to two assumptions:

1. The sports page is the most widely read section of the newspaper.
2. A certain percentage of the public only reads the sports page.

There appears to have been an increasing sensitivity toward the general social scene and social change by the sports page during the 1970's (37). The increase in coverage of lifetime sports, such as, bowling and golf could be possibly linked to society's increased time to pursue recreational activities. Also, the increase of women participants in many sports has affected coverage to some extent.

Sportswriters

Since the beginning of the modern sports page in 1895, sportswriters have received much criticism, particularly, during the 1920's and 1930's. As mentioned previously, the proper public exposure could either make or

break a sport or team. This fact, plus, the low salaries paid to sportswriters led the way for the introduction of graft. Sports organizations "sponsored" writers in return for "favorable" sports coverage (7:32). Meany (2:235), who was a sportswriter from 1923 to the 1960's said, "A lazy sports writer is a press agent's dream, particularly one who will let you write his columns for him." According to Meany, copy editors also received special favors which meant graft copy was the last to get cut when making the page layout. In other words, sportswriters were an extension of a team's public relations office. Many times reporters were busy building legends and heroes out of men who were questionable in character and ability (7:32). Sportswriters were never where they could freely criticize. If they did, it would upset the sports establishment and they would lose their "bonus salary". Since sportswriters were closer to management, most criticism was of the players. These negative comments were printed only after management gave its approval. For young reporters who were not on the take, making negative comments against organizations and players they were assigned to cover brought punishment. In most cases these writers were fired, given the silent treatment or transferred to a news beat (34:61).

Newspapers have been in a process of change but the progress has been slow. More and more sportswriters are trying to put objectivity back into reporting. Newspapers, according to Shecter, are one of the most conservative elements in America, but the sports department is even more (34:45). Sports reporters are still in a peculiar position even though few are still extensions of public relations offices. Comments which reflect negatively on sport institutions have been typically viewed by fans as attacks on the American way of life. Interestingly

though, fans do not become so indignant if only a player is criticized (7:250). Because athletes believe even when they are losing they should still be praised, the reporter's job becomes more difficult (6:92). His job requires accessibility to athletes and management. Many times in the past a writer has been denied the privilege of accessibility because of something he has written. Edwards (18:211) explained the dependence of sportswriters on the sports establishment in this way, " . . . reporters must be responsive to the desires and needs of the sports industry. This is roughly analogous to a situation where the jury is chiefly responsive to the needs and desires of the criminal." Besides this dependence, Edwards feels social injustice and moral responsibility falls by the way many times for another reason. People tend to buy and read that which reinforces their own attitudes. Since papers operate to make money, they try to strike a happy medium between service and profit. This results in significant social injustices being slanted to minimize embarrassment to the sports establishment or are just simply ignored (18:212).

A new breed of sportswriter is emerging because of a growing social awareness and the influence of television sports coverage. A good sportswriter should be able to cover a political convention as well as a professional football press conference. The athletes will no longer be romanticized or have their mistakes ignored. The play will be analyzed, criticized, and condemned if warranted. Yet, there is the danger of becoming obsessed with the negative (16:6). Dickey and Campbell view the athlete as an entertainer who is reviewed like a theatre critic does a performance. The review or stories would not be dependent on statistics, but would be more thorough and detailed (6:97) (31:12). The advent

of television requires this type of coverage (27:318) (16:6) (26:9).

With the growing social awareness, the reporter has the responsibility to be honest in his criticism. Gelfand believes that criticism should not be the same for amateurs as for professional athletes. Some amateurs who played solely for the love of sport have suffered permanent harm by overly severe criticism. Too much praise has also harmed amateurs. Some sports departments follow a philosophy where they emphasize team play in prep schools and are careful not to encourage the "winning is everything" philosophy (9).

Priorities in Sports Coverage

Priorities set by sports editors and the size of the community have determined which sports receive more coverage than others. In determining the news value and reader interest, an editor must decide how many people will be interested or affected (41:44) (9:8). Sad, but true was the fact that space allotted to some sports was "bought" by teams and advertisers (41:40).

The closer the story is to the point of publication the greater will be its news value. One theory stated that metropolitan readers want sports news of general interest first. The extent of local coverage will then be determined by the remaining space after editors decide on which stories the public most wants to read (41:39). Metropolitan dailies also emphasize spectator sports while smaller dailies tend to deal more with local participator sports (9:601) (21:388). Also, the smaller the paper, the more it concentrates on local news.

Sports editors want their pages to be attractive. This is done by the use of pictures, variety in headline, and the breaking up on long solid masses of type. Television has caused sports departments to

use more and larger pictures (9:8). Their worth is often more than a dozen nondescript items (41:10). The determination of a story's worth is justified by the priorities it has received, such as, number of pictures, length of copy, height of heading, and page placement. When reading the newspaper, most people do not read it systematically from beginning to end. Instead, they skim or read articles carefully where the headline has caught their eye (30:417). If sports pages begin on the inside, then a lead story is begun on the left hand column of the first page. If sports pages start on the first page of a section, then the lead story is at the right hand of the first page (41:11). A story has top priority if it has a large headline, pictures, excellent page placement and a lot of copy.

Women and the Sports Page

In the past women's sports have not received top priority on the sports pages. This is not surprising since women have been subordinate to men, and women in sport have been even more subordinate. Men sports-writers have shown a lack of interest in women in sport. They have often presented untrue, and out-of-context reporting of sports events (1:69). Nell Jackson, an United States Olympic medal winner, stated:

Rather than describing how well or badly the girls perform or how well a contest came out, reporters tend to concentrate on the color of the girl's hair or eyes or the shape of her legs, and so forth (32:134).

Since men sportswriters have shown lack of interest in the past, several people are calling for women to cover their own sports. To receive the proper training, college papers have been called on to lead the way. The college setting is unique and can more easily than anywhere else present a balanced sports page (1:69) (35:28). A balanced sports

page covers all parts of the school's sports program, both varsity and intramural, for men and women (35:62).

The increase of women's sports has increased the problems of space allotment and manpower shortages within sports departments. Bob Kenney (23), sports editor for Camden Courier-Post, has been instrumental in his department's covering both men's and women's sports accurately and fairly. The policies his paper have followed are: no sexist descriptions, no comparisons between men and women athletes, no rating of female athletes, the size of following effects size of coverage, and standard sports style is used in referring to players. Reader reaction to the Courier's expanded coverage has been 100 to 1 in favor. The advertisers have been happier because they are reaching a whole new clientele.

The 1976 Olympic games point to the lack of proper coverage for women. Many athletes, such as, Rosie Mittermaier, Kornelia Ender, and Nadia Comaneci did not come to the world's attention until their medal winning performances. Billie Jean King commented:

Many women athletes have been quietly improving personal bests---and breaking world records---for years without a lot of media hoopla. I guess it just takes a spotlight the size of the Olympics and the press corps of 10,000 to bring these women to the world's attention (24:4).

ROLE OF WOMEN IN SPORT

The male dominated society has in the past wanted women to be physically and psychologically dependent. This concept is slowly changing, but the status quo arguments die hard. As late as the 1960's, athletics were expounded to be unhealthy for women. Participation was thought to masculinize their appearance and affect their sexual behavior (12) (13).

These arguments have been disproved but still exist in the minds of many.

Gilbert better expressed the most stigmatizing argument:

Generally speaking, the better an athlete she is, the more a woman must defend herself against charges that she is successful because she was something more or less than a woman to begin with (12:47).

The woman in the 1800's who upheld the Victorian ideal to the fullest avoided exercise and was incapable of doing work. This "attribute" supposedly increased one's chances of attracting a mate and bearing children. The lack of exercise and common practice of lacing corsets tightly led to the poor health of many women. They fainted often and suffered ailments related to displacement of the pelvic viscera. The poor health of most women during the early era helped develop the misconception that women are not able to participate in endurance or contact activities. The medical doctors became so concerned that they called on women to get active for their health. Medical issues influenced sport for women in a positive way during the late 1800's and the early 1900's (11).

In the 1860's women began to play croquet, archery, roller skate, fence, and play lawn tennis and golf. By the end of the century they had joined in the fad of bicycling. This fad was instrumental in the acceptance of bloomers being worn in public and was the first change in athletic apparel for women. But, it was not until the 1940's that emphasis was no longer placed on what was worn while competing. The activities mentioned had three things in common. First, the activities did not cause the women to sweat noticeably. Secondly, the women could participate gracefully. To further understand how this could be the case, one must understand the accommodations made for their femininity.

For example, when women were skating they were encouraged to hang on to a gentleman and be pulled around. Golf courses were designed so the average drive was a maximum of 70 to 80 yards. In this way women would not have to raise the club above their shoulder when clad in feminine dress. Finally, the participants belonged to the upper-class (10).

During this same time period, the first college activity was light exercise and rhythmic dancing. By the last quarter of the nineteenth century, intramurals were the first form of organized sport contests for both men and women. Supervised intramural programs included tennis, ice skating, and basketball. In 1896 American women played interschool basketball for the first time (10).

Interschool competition slowly became more commonplace, but women physical educators were strongly opposed to this type of competition because they felt it placed too much nervous strain on women. This, coupled with practical difficulties of transportation, kept intercollegiate sport at a minimum until the latter half of the 1920's. Also, the official position of the Women's Division of the National Amateur Athletic Federation (NAAF) in 1923 was against highly intensive specialized competition, such as, interschool contests. As a result, interclass contests, intramurals, and play days were the suitable form of competition (11). This would explain the report of Mabel Lee (19:49). She found that the number of colleges sponsoring varsity competition throughout the country dropped from 22% in 1923 to 12% in 1930. The prevailing concept of substituting play days, sports days, and telegraphic meets for varsity programs was still evident in the 1950's. The Division for Girls' and Women's Sports (DGWS) in 1957 acknowledged intercollegiate

programs, but still strongly emphasized intramural, and curricular sports programs (11).

While women physical educators tried to curtail specialized competition, the Amateur Athletic Union (AAU) tried to promote competition for women. In 1923 the AAU conducted a National Indoor and Outdoor Track Championship for women and as early as 1926 they sponsored the first Women's National Basketball Tournament. Through 1939, the basketball tournaments were most often played at Wichita, Kansas and after that generally in St. Joseph, Missouri (11). Women physical educators claimed that the women who participated in these championships were exploited and exhibited in a manner most unkind to the feminine image. During this era a relationship was drawn between masculinity and the woman athlete. To combat this, it was reported that before championships, contestants had to parade the streets in bathing suits (10).

Until contemporary time, 1970's, most women Olympic competitors came from AAU and industry teams. Women began competing in the Olympics in 1900, but the first United States female entries did not appear until 1920 in swimming. In 1928 United States women participated in track and field Olympic events (11). The strong influence of early physical educators may be the reason that the first team sport, volleyball, was not added to the Olympics until 1964. In the 1976 Olympic games basketball was added; but, women could still not participate in judo, high hurdles, and long distance running (22:197).

After World War II the role of women began to change in almost every aspect of society. This cultural attitude has hampered sports development for women, but the emergence of two important governing

bodies of women's athletics has brought improvements. The Division for Girls' and Women's Sports of the American Association of Health, Physical Education and Recreation provides not only standards and rules for each sport, but an extensive inservice training program. The Association for Intercollegiate Athletics for Women (AIAW) was established in 1972. It was the first time in the history of collegiate women's sport that a governing organization with power to enforce its policies was established. It took over the role of sponsoring regional and national championships from DGWS (11).

The changing roles of women in sport have been instigated by others outside of physical education and athletics. Dorothy Harris feels that the Women's Liberation Movement and Title IX have opened the way for women in sport. She said, "Only because of them, can we start developing new self systems for females in sport" (17:4).

The female athletes' struggle was not ended by the passage of Title IX of the Educational Amendments Act of 1972. Their struggle was only made more vocal. The struggle will continue as long as people believe like John Taggart. Michener cited Taggart's following statement:

The job of a real woman is to support and console her man while he fights for victory. No self-respectin' woman would bother with this Women's Lib stuff. And as for playin' on the same team with boys, that's plain revoltin'. Archery and field hockey, that's what a self-respectin' co-ed should want, and that's what they're gonna get (27:181).

Women have been discriminated against in the areas of poor facilities, inadequate coaching, and funding. The arguments have been that women were not interested, were not skilled, and could not draw spectators. The critics have failed to realize that limited media coverage has the tendency to stifle interest (38:38) (28:74). Scott

(33:166) was repulsed at male athletic directors who blamed lack of ability and interest among women for their insignificant role in intercollegiate athletics; particularly, after American women have had strong showings at the Olympics in swimming and basketball. The women's performances at the Olympics have enhanced the national image. This fact fails to explain why in the past male contestants were usually flown to the Olympics before females so they could have the benefits of increased training time (38:34).

Billie Jean King has been a key personality in promoting equality for women's athletics. As one of the first to speak out in an area dominated by men. She has received much abuse and been labeled radical. King stated:

That's the image I have; that's what the press has done for me. It's what they do for anybody outspoken. . . . There is a terrific double standard with sports reporters. They ask me when I'm going to retire and raise a family. Do they ask a baseball player that? They ask me about my abortion. Do they ask a football player if he's had a vasectomy (4:40)?

Basketball has been consistently one of the most popular activities among women since the first game was played in 1896 (11). In contemporary times, its development is growing extremely fast as a result of rule changes, Title IX, and television. New York's Madison Square Garden in 1976 featured women's games because they were a money making proposition (40:3B).

EFFECTS OF TITLE IX

Title IX of the Educational Amendments Act of 1972 prohibits sex discrimination in any activity in any school that receives federal funds. Each school must comply with the equal opportunity mandate by

July 15, 1978 (20). To date, the effects of Title IX are unclear. In some schools progress has occurred to some extent. According to a survey by the National Federation of State High School Associations, participation by boys rose only 3% between 1971 and 1973. On the other hand, participation by girls in interscholastic sports jumped by 175% (38:39). Other signs have emerged, such as, increased media coverage, co-ed classes, and athletic scholarships made available to women in 1973 (14:29). Between August, 1972 and September, 1973 NBC devoted only one hour to women's sports coverage. Today the female athlete is more visible. She is seen in bowling, tennis, golf, AAU, Olympic, and superstar competition (32:134). In 1976 an estimated 5,000 to 8,000 female athletic scholarships were available. Many experts believe that the new generation of women athletes will drastically affect United States performances in the Olympic Games. This is likely to increase in the popularity of intercollegiate athletics (39:6).

Many universities have accepted Title IX and are attempting to comply. Although Title IX does not call for equal aggregate expenditures, the University of California at Los Angeles (UCLA) was one of the first big schools to model the women's program after the men's. It has increased its women's budget to \$355,000 during 1976-77 with plans of a half million dollar budget by 1979 (14:28) (15:27).

Many more universities have waited for the outcome of court rulings on particular guidelines of Title IX. In 1971 American universities spent less than one percent of their total athletic budgets on women's sports. Four years after Title IX the figure was not much more than two percent. From 1972 to 1975, four hundred sixty-four complaints were filed with HEW. They have been very slow to investigate.

At this point in time the status of women in college athletics is that while they had nothing before, now they have something (20).

RELATED STUDIES

A small number of studies have been done surveying coverage of men and women in sport. Corrigan (5:9) surveyed Sports Illustrated during the years of 1960, 1965, and 1970. The percentage of space allotted to women decreased from 4.9% in 1960 to 1.4% in 1970. The percentage of photographs followed the same trend by decreasing from 15.1% to 8.2% in 1970.

Leavy (25) found from her research that women's magazines have been getting more involved with the idea of women in sport. Using statistics from Hall's Magazine Editorial Reports, she found the following:

1. Sports coverage in Seventeen has increased 10 times since 1970. Coverage now occupies 4.6% of its total editorial space.

2. Cosmopolitan's average annual editorial space devoted to sports coverage since 1972 was 1.5%.

3. Redbook's sports coverage has averaged 1% of the total editorial space, but this was a 150% increase since 1974.

Although the statistics indicate the greater acceptance of women in sport, they do not tell the whole story. Leavy found that the type of stories fell into six categories ranging from personality interviews, fashion in sport, how to catch a man while participating in sport, to current issues. Of all the women's magazines except MS., very few published action photographs. They wrote about stress and pain, but very seldom showed it. The Art Director of Redbook was quoted by Leavy as saying, "I can't have a skier straining to get around a slalom gate

on my cover. Because of our glamour image, I have to have a pretty face" (25:53). MS., was the only magazine that placed its priority on covering the issues in sport, such as, prize money integration, and sports medicine.

Two studies which surveyed newspapers showed similar results to the magazine studies. Miller (28:72-74) surveyed The Washington Post and The Los Angeles Times between July 2, 1973 and June 27, 1974. The study compared the number of photos of men and women, roles portrayed, and the sections where these photos appeared. Photos of men outnumbered those of women 3 to 1 in the Post and 2 to 1 in the Times. Within the sports section the ratio of photos men to women was 13 to 1.

Miller selected these two papers to survey because they have been highly respected and have often served as models for other newspapers. Despite the efforts of these papers to expand sports coverage for women by hiring women sports reporters and revamping sports sections, photos of men still dominated. Miller attributed this to their focus on professional sporting events rather than amateur, collegiate or recreational athletics.

Another study also surveyed The Los Angeles Times. Napier (29) surveyed the war years of 1898, 1918, 1943, and 1968. In 1898 content related to women was less than 1% of narrative and caption space for all sports. News stories about cycling, track and field, tennis, and horse racing identified women as participants. Stories which referred to women participants in swimming, tennis, golf, auto racing, baseball, track and field, and basketball comprised 2% of narrative and caption space in 1918. Narrative and caption space for women comprised about 1% of the total sport news in 1943. Golf, swimming and tennis received

the greatest amount of coverage during this year. In 1968 golf, skiing, track and field, tennis, bowling, and swimming comprised most of the narrative and caption space which was less than 1% for women.

The transition in sports covered was interesting to observe over time. In 1898 thirteen sports were mentioned with horse racing and boxing being the most popular sports. Ninety percent of the coverage was devoted to professional sport. Baseball and boxing were the most popular sports in 1918. Twenty sports were mentioned, including eight not mentioned in 1898. During 1918, 60% of the coverage was devoted to professional sports while 5% was assigned to military sports. In 1943, 75% of the coverage was comprised of professional sport. Twenty sport activities were mentioned with baseball and football being the most popular. The percent of professional sports coverage rose to 80% in 1968. Twenty-four sports were mentioned. Football and baseball were again the most popular, but basketball was on the rise for it then ranked fourth (29:126).

During the years studied, amateur sport coverage reached its peak of 25% narrative and caption space in 1918. All other years experienced 6-9%. College sport increased its coverage from less than 5% in 1898 and 1918 to 13% in 1943. It dropped to 10% in 1968. High school sports coverage ranged less than 1% in 1898 to about 3% in 1918 and 1943. Like college sport, its coverage decreased in 1968 to 1%. For all the years studied, women's sports coverage ranged between 1 and 2% (29:126).

KANSAS STATE BASKETBALL

Kansas State University is believed by some to have the greatest men's basketball crowd in the country. This is plausible considering that the men's team has a winning tradition. Since 1970 the men have won three Big Eight Conference titles and made six consecutive post-season tournament appearances (15:16). The over all won-loss record from 1968 to 1977 was 169-82.

The Kansas State's women's basketball program also has a winning tradition. The team's over all won-loss record, dating from 1968 to 1977 was 166-69. They have been cited by some as model effort despite its small budget. The basketball team has made eight post-season appearances and is recognized nationally (8:14).

In July, 1976 the Intercollegiate Athletic Council at Kansas State was presented with a plan of action to comply with the equal opportunity mandate of Title IX. The plan divided sports into levels (1A, 1B, II) where by sports in each level would try and be supported on equal per capital basis. The men's basketball team was classified 1A while the women were placed at the 1B level. Adjustments in allocations for scholarships are determined by differences in national recognition, tradition, amount of alumni support, and how much revenue the sport produced (3:11). Judy Akers, women's basketball coach, was quoted by Short as saying, "The crowd shouldn't determine the distribution of money. The media could help attendance, but they sit back and wait for you to prove your importance. People gauge events on how much publicity something gets before they go. It's a vicious cycle" (3:11).

The plan of action also combined men's and women's athletics

under one director. This move made for more efficient administration of athletic programs, but eliminated the possibility of a woman ever becoming an athletic director. In combined programs a prerequisite for athletic director is experience in handling football which very few if any women possess (3:11).

SUMMARY

Over the years since the emergence of the modern sports page in 1895, sports coverage has undergone a few changes. The major change has been an attempt to put objectivity and social awareness into reporting. For too many years sportswriters were extensions of sport public relations offices. They supported teams and sports which paid them the most. A major reason for graft was that it was recognized early that the more media exposure the more public interest that could be aroused. As a result, a mediocre team with proper media exposure could experience financial success.

Women have received little coverage on the sports pages since the late 1890's. The studies mentioned have shown that over a seventy year span the percentage of narrative and caption space allotted to women has changed little. Newspaper and magazine studies never showed more than 5% of space allotted to women. The articles that did appear often referred to one's sex and appearance instead of athletic performance. The small change has been attributed to society's difficulty in repudiating the Victorian idea of women. Women physical educators put such severe restrictions on competition that not until the 1970's have women felt comfortable competing at the varsity level. The greater acceptance of and fight for equal opportunities for women in sport was instigated by

the Women's Liberation Movement and the enactment of Title IX.

Many schools and universities have already stepped up their women's programs as a result of Title IX, but many are waiting until mandatory compliance on July 15, 1978. Kansas State University has already started to comply with Title IX. The men's and women's athletic departments were combined and a new system for budget allocations was devised. Both men's and women's basketball teams at Kansas State have enjoyed winning traditions, and national recognition despite some difference in funding.

This study was conducted to determine if changes in sports coverage has occurred in recent years as a result of changes in society. Title IX, Women's Liberation Movement, and the extinguishing of the Victorian ideal for women.

Chapter 3

PROCEDURES

The purpose of this study was to measure the differences in newspaper coverage between two intercollegiate basketball teams at Kansas State University. The study hoped to determine how newspaper coverage was affected by sex of players, year of participation, and different newspapers surveyed.

SELECTION OF SAMPLE

The investigator acquired basketball schedules for men's and women's basketball teams during the seasons of 1968-69, 1972-73, and 1976-77. For each team and each season, a random sample of eight basketball games was drawn from the games won. No tournament games were included within the sample. All nonconference games won were assigned a number. By using a random numbers table, four games were selected for the sample. The same procedure was followed to select four conference games won.

DATA COLLECTION

The day after each game was played, coverage was measured in three different papers: The Collegian, The Manhattan Mercury, and The Topeka Capitol. Measures were recorded from papers when available and from microfilm when not available. To collect data from microfilm, the

investigator acquired one copy of each paper. From these papers, the investigator determined lines per column inch and point headings used most often by each paper. These preliminary measures simplified the data collection process from microfilm.

The Collegian and The Topeka Capitol underwent format and type changes between 1968 and 1976. The changes were not enough to require adjustments on the data collected. The Manhattan Mercury changed its format in 1970 which required an adjustment on the data collected from 1968. The adjustment was made by taking the number of inches of old format and subtracting from it 9.5% of the number of inches of old format. This produced the number of inches of new format. Mathematically, it was then possible to determine differences in length of copy between the years for this paper.

METHOD OF MEASUREMENT

Consistent measurement techniques were necessary in order to eliminate any extraneous data. To collect data on the five criterion variables, two guidelines were used:

1. If more than one article appeared concerning the same game (excluding junior varsity games), then the lines of copy from both articles were combined and the largest heading recorded.
2. One article which covered two games was treated as two articles with the lines of copy and number of pictures pertaining to each game recorded respectively. Same headings and article placement were recorded for both.

A more precise method of measurement for each criterion variable follows.

Total Amount of Copy

A pica pole was used to measure the number of lines of print per column inch. Since the papers surveyed had different type size and column widths, the number of words per column inch was not equivalent between papers. To equalize words per column inch between papers, the investigator counted the total number of characters in a column inch for each paper. This number was divided by five to yield the average number of words per column inch. By using a mathematical proportion, it was possible to compare the number of inches of copy between the three papers surveyed.

Size of Heading

The height of the heading was determined by using the 6 & 12 point agate scale on the pica pole. The measurement was taken from the top of an upper case letter to the bottom of the tail of a lower case letter. This measurement number was then multiplied by 12 to obtain the point heading measurement.

Number of Pictures

Pictures were counted and recorded if they were directly related to the game surveyed.

Width of Pictures

The size of pictures was determined by their column width. Since the number of columns per page varied from paper to paper, an adjustment had to be made to obtain a standard measure. Picture width was expressed in terms of its per cent of page width. Column width of the picture was divided by the number of columns per page.

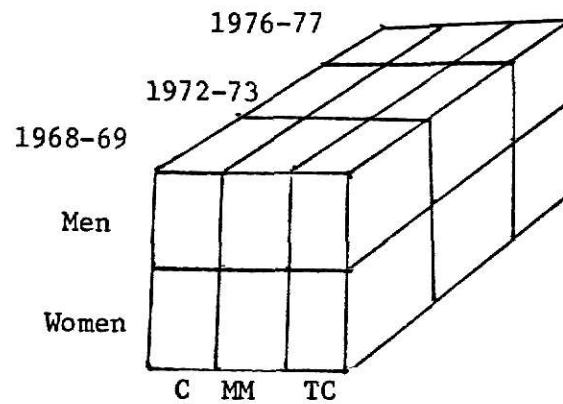
Priority of Article Placement

Article placement was recorded in terms of which quadrant of the page it was located and whether it was on the front page, first page of sports section, or another page of the paper. A point system was designed which indicated priority locations for articles. The point system ranged from 1 to 12 with the latter indicating the best location. For articles located on the first page of the paper, 12 was assigned to the upper left quadrant. Values of 11, 9, and 10 were assigned respectively to the remaining quadrants while moving clockwise around the page. Beginning with the upper left quadrant and proceeding clockwise, values of 8, 7, 5, and 6 were assigned respectively to articles located on the first page of the sports section. Articles located on other pages were assigned values of 4, 3, 1, and 2 in similar fashion. An illustration of the point system described is located in Appendix A.

ANALYSIS OF DATA

This study involves a 2x3x3 factorial design. The analysis of variance and least significant difference techniques were used to analyze the data. Both differences between groups and group interactions were studied. Differences were considered significant at the .05 level. The three variables studied were sex of basketball players,

different newspapers, and year of coverage. A model of the placement of these variables in the 2x3x3 factorial design is illustrated in the following figure.



This one design was used with five criterion measures:

1. Amount of copy
2. Size of headings
3. Number of pictures
4. Width of pictures
5. Priority of article placement

Chapter 4

RESULTS AND DISCUSSION

The survey of newspaper coverage for men's and women's basketball teams at Kansas State University was carried out in accordance with procedures described in Chapter 3. The data obtained was analyzed by the use of an analysis of variance for a 2x3x3 factorial design for each criterion variable. This analysis determined whether significant differences existed between the means of a criterion variable with regards to sex of players, year of participation, and paper surveyed. Where significant differences existed, the least significant difference test was used for further analysis of the data. Interpretation of main effects was done cautiously since due to interactions their means may have been misleading.

For better understanding of the data, results for each criterion variable will be presented and then followed by discussion for each variable respectively. A general discussion will follow the presentation of results and discussion with respect to the criterion variables.

RESULTS FOR CV-I

An analysis of variance was performed on copy data (CV-I). The number of copy inches was determined from surveying random samples of games won. The analysis of variance for CV-I is presented in Table 1. As can be seen from this table, significant differences existed between

means of copy inches at the .05 level for (1) sex, (2) year, and (3) paper x sex.

Means for CV-I are presented in Table 2. The grand mean for copy inches was 11.61. Grand means distributed by sex were 19.31 and 9.32 for male and female respectively. By year, beginning with 1968-69 and proceeding to 1976-77, the grand means were 10.64, 9.82, and 14.36 respectively.

Figures 1, 2, and 3 are graphic illustrations of the means presented in Table 2. Each figure represents data from one season surveyed where means for male and female are plotted for each paper. It is therefore easier to see the differences and changes in men's and women's coverage.

Table 3 presents the least significant difference means for CV-I. Although the difference between sexes was obvious with means of 19.31 and 3.92 for male and female respectively, this data was presented. No significant difference at the .05 level was found between 1968-69 and 1972-73. Also, no difference was found for men's coverage between the Mercury and Capitol. The women's coverage experienced the same results for the same two papers.

Figure 4 is a graphic illustration of the means presented in Table 2. It is presented for better understanding of paper x sex interaction. The figure represents data for both sexes where means for each paper are plotted over time.

DISCUSSION FOR CV-I

Sex

The significant difference that occurred between the sexes was

TABLE 1
ANALYSIS OF VARIANCE FOR CV-I (AMOUNT OF COPY)

Source of Variation	df	SS	MS	F-Ratio
Paper	2	92.47	46.24	0.65
Sex	1	8394.15	8394.15	117.86**
Year	2	553.61	276.81	3.89*
Paper x Sex	2	179.29	689.65	9.68**
Paper x Year	4	302.22	75.55	1.06
Sex x Year	2	84.69	42.34	0.6
Paper x Sex x Year	4	20.29	5.07	0.07
Error (Within)	124	8831.10	71.22	
TOTAL	141	19840.79		

*Significant difference at .05 level.

**Significant difference at .01 level.

TABLE 2
MEANS FOR CV-I (BY NEWSPAPERS)

Factor	N ₁	N ₂	N ₃	Grand Mean
M-Y ₁	14.18	20.00	20.17	18.12
M-Y ₂	12.44	21.90	21.35	18.56
M-Y ₃	17.69	26.02	20.03	21.25
F-Y ₁	9.62	0.00	0.00	3.21
F-Y ₂	2.91	0.35	0.00	1.09
F-Y ₃	12.27	7.57	2.54	7.46
	11.52	12.64	10.68	11.61
M	14.77	22.64	20.52	19.31
F	8.27	2.64	0.85	3.92
1968-69	11.90	10.00	10.09	10.64
1972-73	7.68	11.12	10.67	9.82
1976-77	14.98	16.80	11.29	14.36

TABLE 3
LEAST SIGNIFICANT DIFFERENCE MEANS FOR CV-I

Sex	Male		Female	
Mean	19.31		3.92	

Year	1972-73	1968-69	1976-77
Mean*	9.82	10.64	14.36

Paper x Sex	p _{3s2}	p _{2s2}	p _{1s2}	p _{1s1}	p _{3s1}	p _{2s1}
Mean	.9	2.6	8.3	14.7	20.5	22.6

*Underscore indicates no significant difference at .05 level.

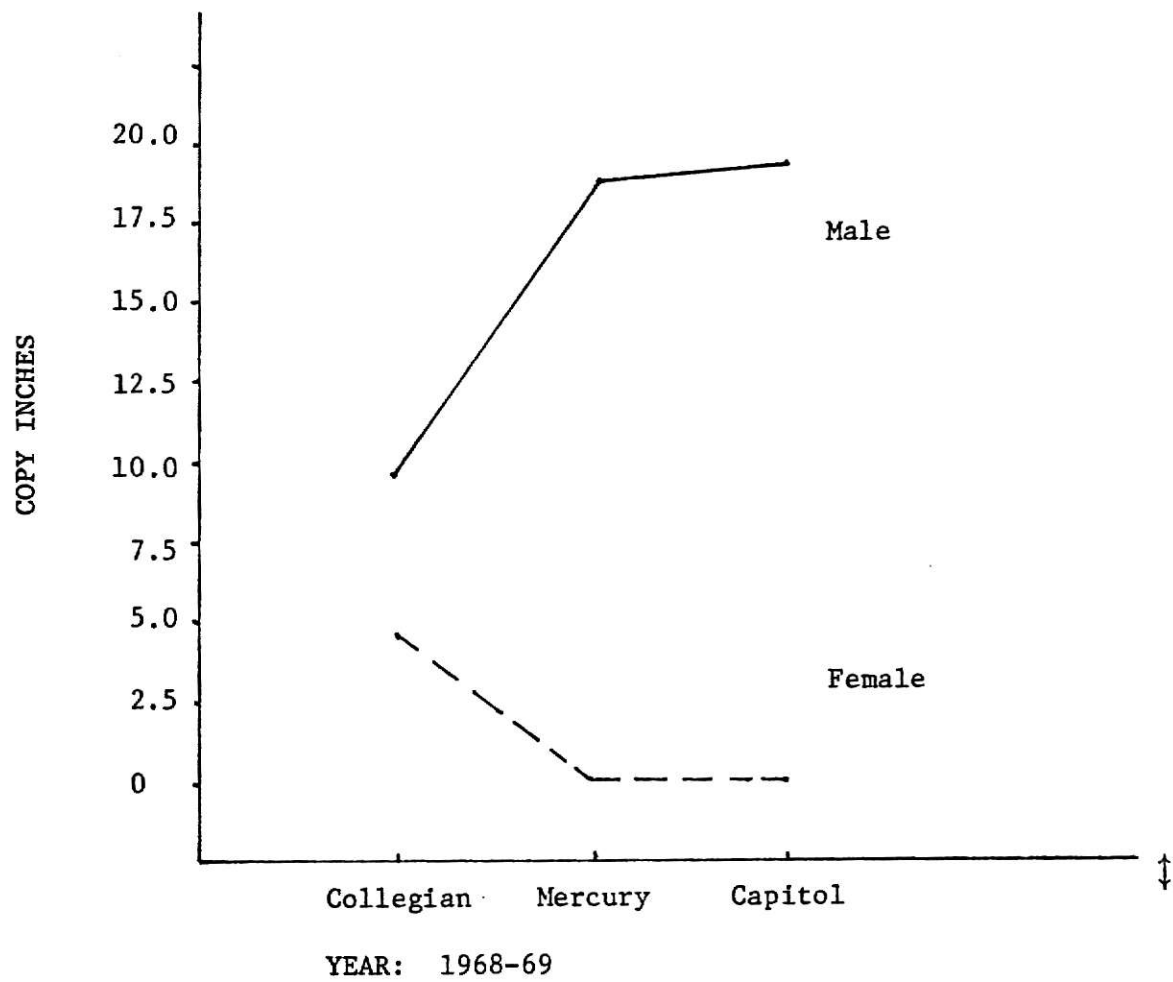


Figure 1

Means for CV-I (By Newspapers: 1968-69)

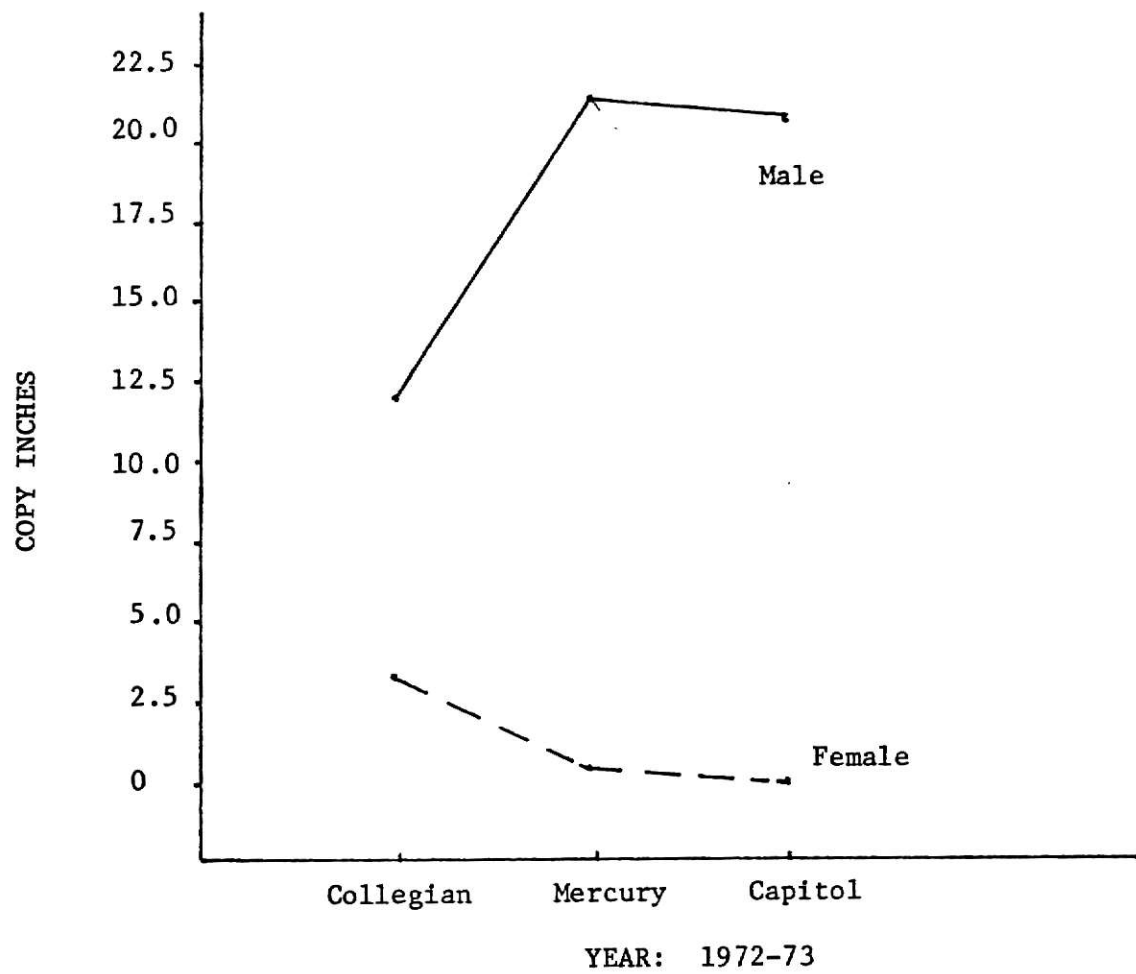


Figure 2

Means for CV-I (By Newspapers: 1972-73)

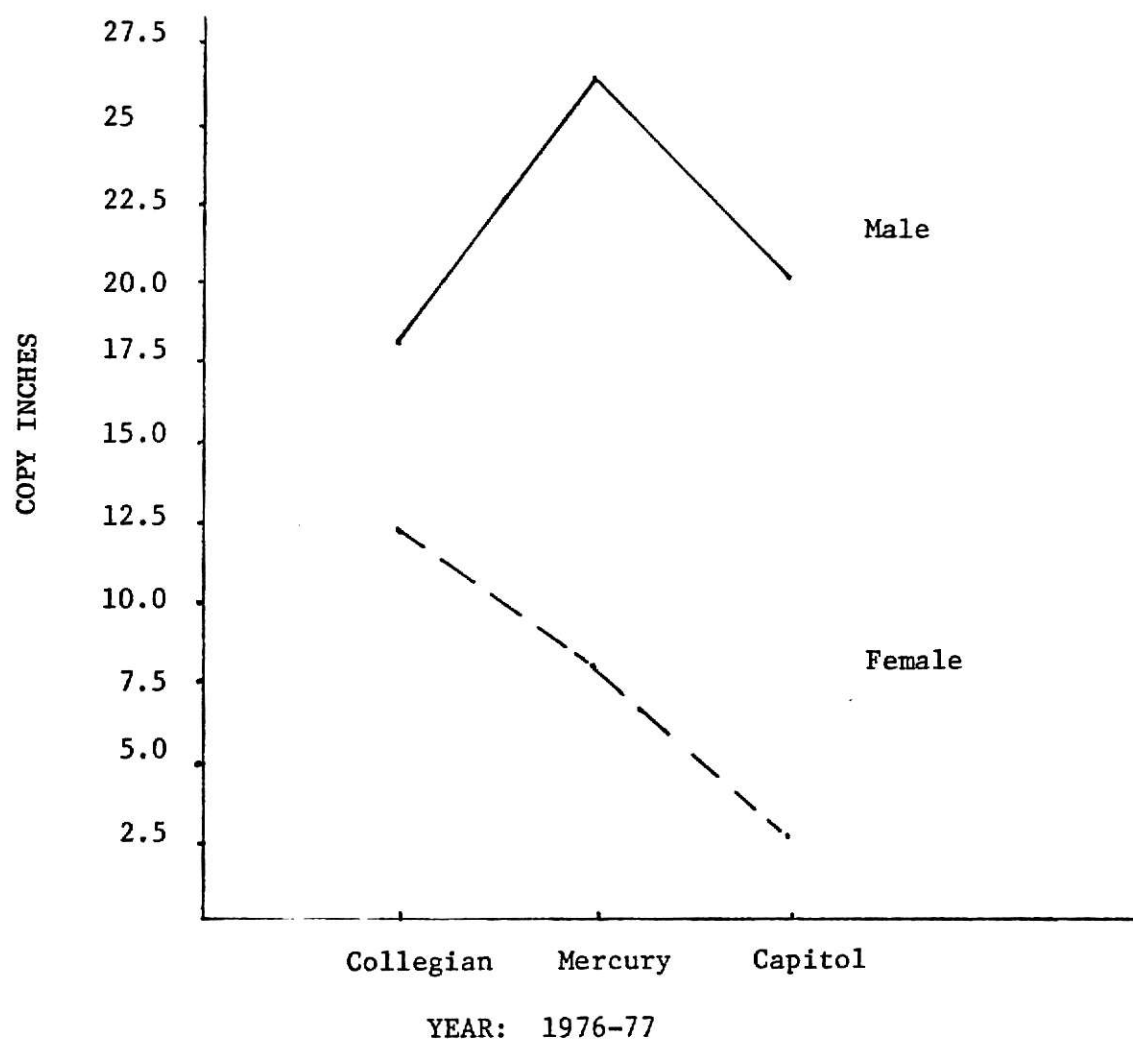


Figure 3

Means for CV-I (By Newspapers: 1976-77)

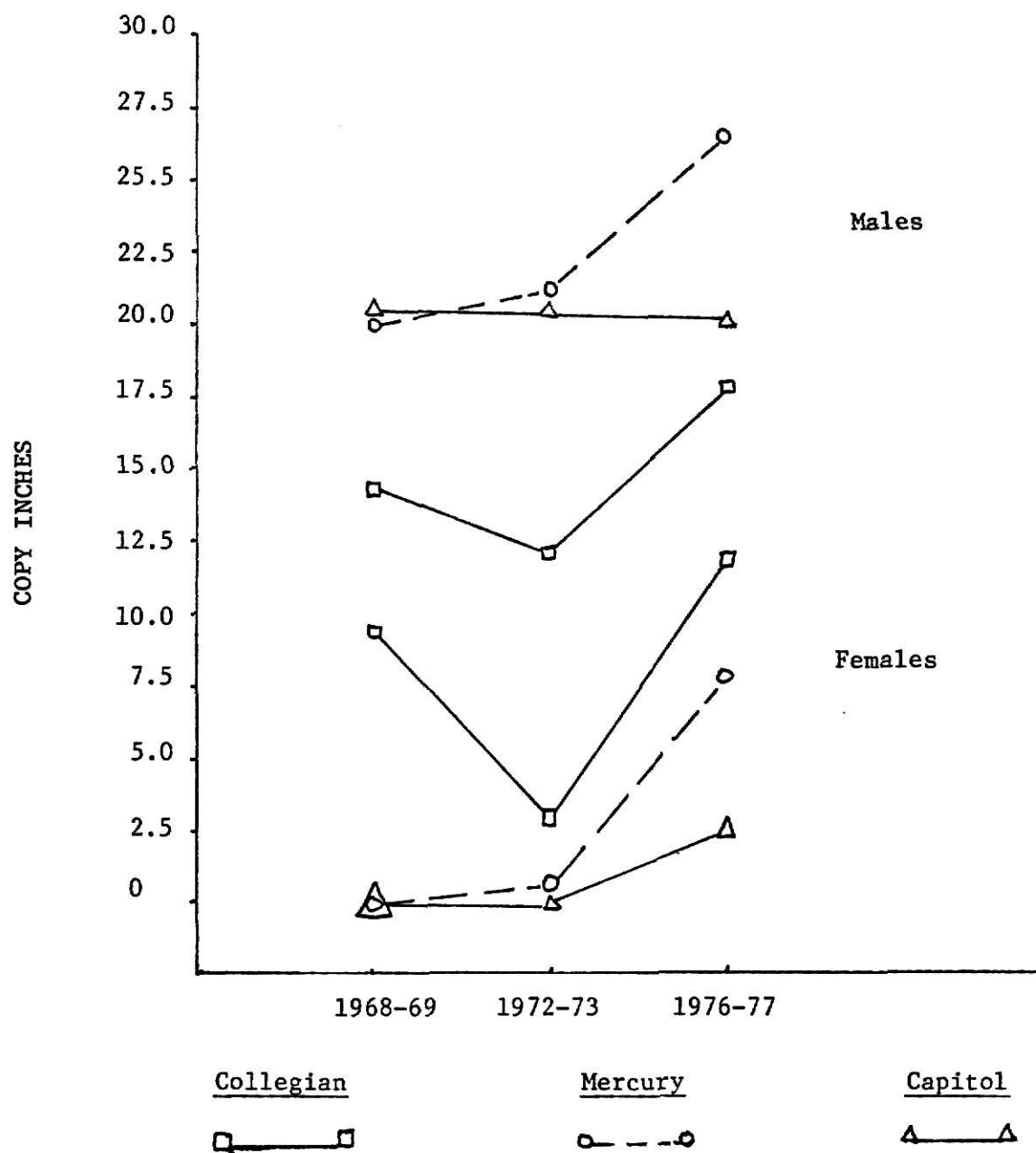


Figure 4
Means for CV-I (By Years)

obvious since the grand mean for men's coverage was 19.31 while it was only 3.92 for women's coverage. Regardless of year of participation and paper surveyed, men have consistently received more copy inches than women.

Year

During the three different years of participation, significant differences occurred between 1968-69 and 1972-73, and 1972-73 and 1976-77. These results are shown in Table 3 and Figure 4. As to be expected, 1976-77 had the largest grand mean of 14.36. Surprisingly, the lowest grand mean occurred during the 1972-73 season. As can be seen from Figure 4, it was the drop in the Collegian that influenced this statistic. Except for the Collegian, copy increased progressively or maintained its level from 1968 to 1977. This statistic appears to have been influenced by rises in women's coverage rather than the smaller increases for the men's team.

The most significant increase in copy for women occurred between 1972 and 1977, but they still possessed far less coverage than the men. In 1977 the highest mean for women was 12.3 which was 5.4 inches less than the men's lowest mean for copy inches.

Paper x Sex

There were many significant differences between the copy means with regards to the interaction of paper and sex. The differences are presented in Table 3 and are illustrated in Figure 4. The significant difference of copy means for the women's team between papers was particularly evident between the Collegian and Mercury, and between the

Collegian and Capitol. The school paper consistently gave more copy to the women's team. On the other hand, it was the Mercury and Capitol that consistently gave more copy to the men's team. The reasons for this might be:

1. The Mercury and Capitol have larger page and paper sizes than the Collegian. Therefore, they can print more copy without affecting priorities.

2. The University men's team has always received coverage outside its immediate area, especially, while winning. Success reflects well on the university, city, and state; therefore, many want to share in the team's success.

The Collegian also showed a greater fluctuation in the number of copy inches from year to year. This could possibly be attributed to the changing of newspaper staff each semester. During the basketball seasons surveyed, the Collegian had seven different sports editors, the Mercury had three while the Capitol had one. Few changes among staff add stability and allow coverage priorities to be carried out consistently. For example, the greatest change between any two seasons surveyed for the Capitol was 1.3 inches.

The amount of copy devoted to the women's team was by far the greatest in the Collegian. The increasing acceptance of intercollegiate sport for women was beginning to be reflected in the Collegian's coverage in 1968. As women's basketball received wider approval during the years in question, the amount of copy grew with social approval. It appears that greater social approval was necessary before newspapers outside the team's immediate domain provided coverage.

The Collegian has always given coverage to the women's basketball team, but for the years surveyed the Mercury provided no coverage during the 1968-69 season. The Capitol provided no coverage during the 1968-69 and 1972-73 seasons.

For the most part, the women's inches of copy increased or decreased in the same direction as the men's coverage fluctuated. The number of copy inches for both teams dropped in the Collegian during the 1972-73 season, but rose sharply during the 1976-77 season. The decrease can not be attributed to poor seasons because the men's and women's teams had exceptional records, 20-3 and 20-6 respectively. For the men, this was a great improvement over their record of 14-12 in 1968-69. One possible explanation could be a change in priorities resulting from a change in editorial staff. The sharp rise of coverage during 1976-77 could be attributable to several reasons besides a change in editorial staff. First, the men's and women's teams again enjoyed successful seasons by winning their conferences and playing in post-season tournaments. Added significance might have been given to the men's victories since Kansas State finished last in the Big Eight Football Conference. The women, on the other hand, may have received more coverage because of the push for equal rights and growing public approval of women's intercollegiate sport.

RESULTS FOR CV-II

An analysis of variance was performed on heading height data (CV-II). Since heading heights were recorded in multiples of 6 and were at times difficult to measure, interpretation of data was done cautiously. The analysis of variance for CV-II is presented in Table 4.

As can be seen from this table, significant differences existed between means of heading height for (1) paper, (2) sex, (3) year, (4) paper x sex, (5) paper x year, (6) sex x year, and (7) paper x sex x year.

Means for CV-II are presented in Table 5. The grand mean for heading height was 30.87. Grand means distributed by sex were 49.66 and 12.08 for male and female respectively. By year, beginning with 1968-69 and proceeding to 1976-77, the grand means were 25.07, 30.93, and 36.62 respectively.

Figures 5, 6, and 7 are graphic illustrations of the means presented in Table 4. Each figure represents data from one season surveyed where means for male and female are plotted for each paper. From viewing the figures, it appears that men's heading heights were considerably larger than the women's.

Table 6 presents the least significant difference means for CV-II. The only significant difference between papers resulted between the Collegian and Capitol. Although the investigator agreed with this result, the means must be viewed cautiously. They hide the strong influence of sex. The large differences between heading heights for each sex can be seen in Figures 5, 6, and 7. The difference is also reflected in the grand means of 49.66 and 12.08 for male and female respectively. Table 6 shows significant differences between each year. Here again the investigator agreed with the results, but cautions that the means hide the strong influence of sex on the results.

All interactions of paper and sex were significantly different. It is here that the strong influence of sex is made more clear. Women's coverage averaged a heading height of 4.5 in the Capitol while men's coverage averaged 62.4 in the same paper. Moving from the Capitol to

the Collegian, heading height means for men's and women's coverage approached each other.

No significant differences occurred for men's coverage over time. On the other hand, women's coverage showed progressive increases.

The means for the paper x year interaction were presented as an array in Table 6. The number of nonsignificant interactions made it impractical to present in standard form.

Figure 8 is a graphic illustration of the means presented in Table 5. It is presented for better understanding of the two and three-way interactions. The figure represents data for both sexes where means for each paper are plotted over time.

DISCUSSION FOR CV-II

Paper

The means for the Collegian, Mercury, and Capitol were 28.41, 30.75, and 33.46 respectively. Table 6 indicates that the only significant difference in heading heights occurred between the Collegian and Capitol. Regardless of sex and year, this statistic held true. Yet, one must understand that Figure 8 does not reflect the same implications that the paper means do. At first glance, the means would imply similarity in heading heights among papers, but the strong influence of sex is masked. Figure 8 clarifies this point. The Collegian gave the largest heading and the Capitol the smallest heading to women while it was just the reverse for men. The Capitol gave men the largest heading and the Collegian the smallest.

TABLE 4
ANALYSIS OF VARIANCE FOR CV-II (HEADING HEIGHT)

Source of Variation	df	SS	MS	F-Ratio
Paper	2	599.14	299.57	4.16*
Sex	1	50044.52	50044.52	694.17**
Year	2	3169.21	1584.61	21.98**
Paper x Sex	2	10145.95	5072.97	70.37**
Paper x Year	4	2426.42	606.60	8.41**
Sex x Year	2	3750.31	1875.15	26.01**
Paper x Sex x Year	4	751.80	187.95	2.61*
Error (Within)	124	8939.47	72.09	
TOTAL	141	80927.62		

*Significant difference of .05 level.

**Significant difference at .01 level.

TABLE 5
MEANS FOR CV-II (By Newspapers)

Factor	N ₁	N ₂	N ₃	Grand Mean
M-Y ₁	35.14	45.00	65.00	48.38
M-Y ₂	38.57	50.25	68.25	52.36
M-Y ₃	36.00	54.75	54.00	48.25
F-Y ₁	5.25	0.00	0.00	1.75
F-Y ₂	26.25	2.25	0.00	9.5
F-Y ₃	29.25	32.25	13.50	25.00
	28.41	30.75	33.46	30.87
M	36.57	50.00	62.42	49.66
F	20.25	11.50	4.50	12.08
1968-69	20.20	22.50	32.50	25.07
1972-73	32.41	26.25	34.12	30.93
1976-77	32.62	43.50	33.74	36.62

TABLE 6

LEAST SIGNIFICANT DIFFERENCE MEANS FOR CV-II

Paper	Collegian	Mercury	Capitol
Mean*	28.41	<u>30.75</u>	33.46

Sex	Male	Female
Mean	49.66	12.08

Year	1968-69	1972-73	1976-77
Mean	25.07	30.93	36.62

Paper x Sex	p3s2	p2s2	p1s2	p1s1	p2s1	p3s1
Mean	4.5	11.5	20.20	36.6	50.0	62.4

Sex x Year	s2y1	s2y2	s2y3	s1y3	s1y1	s1y2
Mean	1.8	9.5	25.0	<u>48.2</u>	48.4	52.4

	Collegian	Mercury	Capitol
1968-69	20.2	22.5	32.5
1972-73	32.4	26.2	34.1
1976-77	32.6	43.5	33.7

*Underscore indicates no significant difference at .05 level.

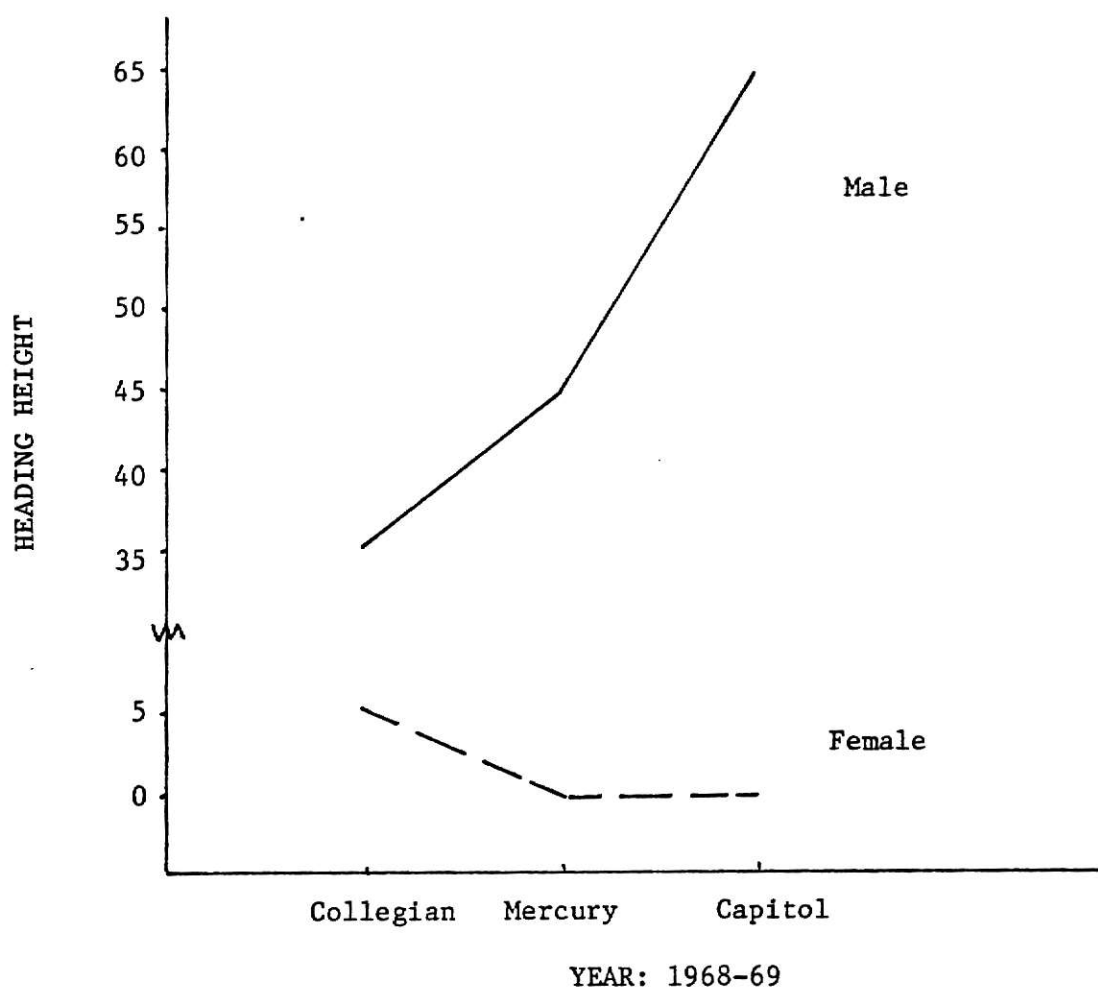


Figure 5

Means for CV-II (By Newspapers: 1968-69)

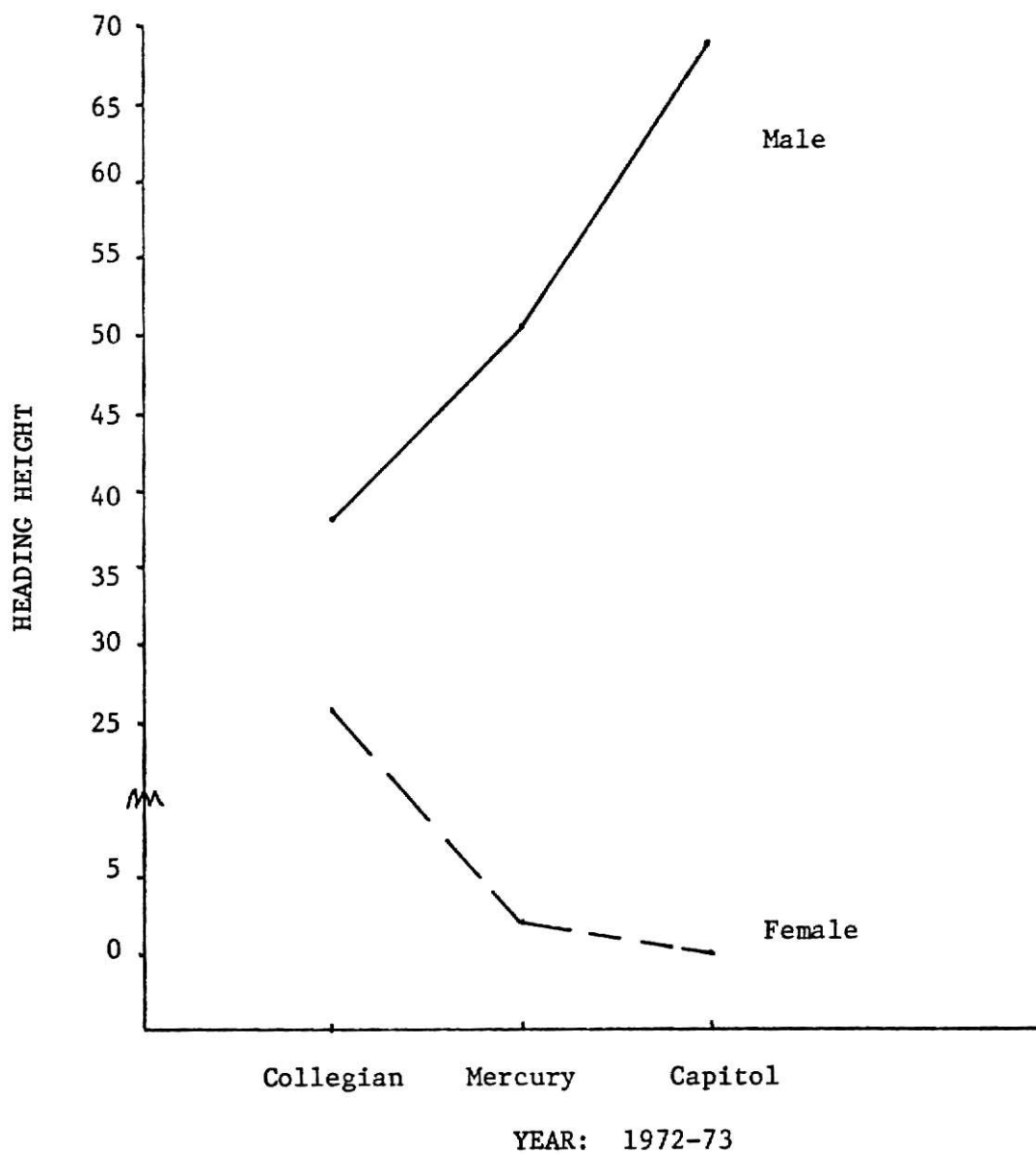


Figure 6

Means for CV-II (By Newspapers: 1972-73)

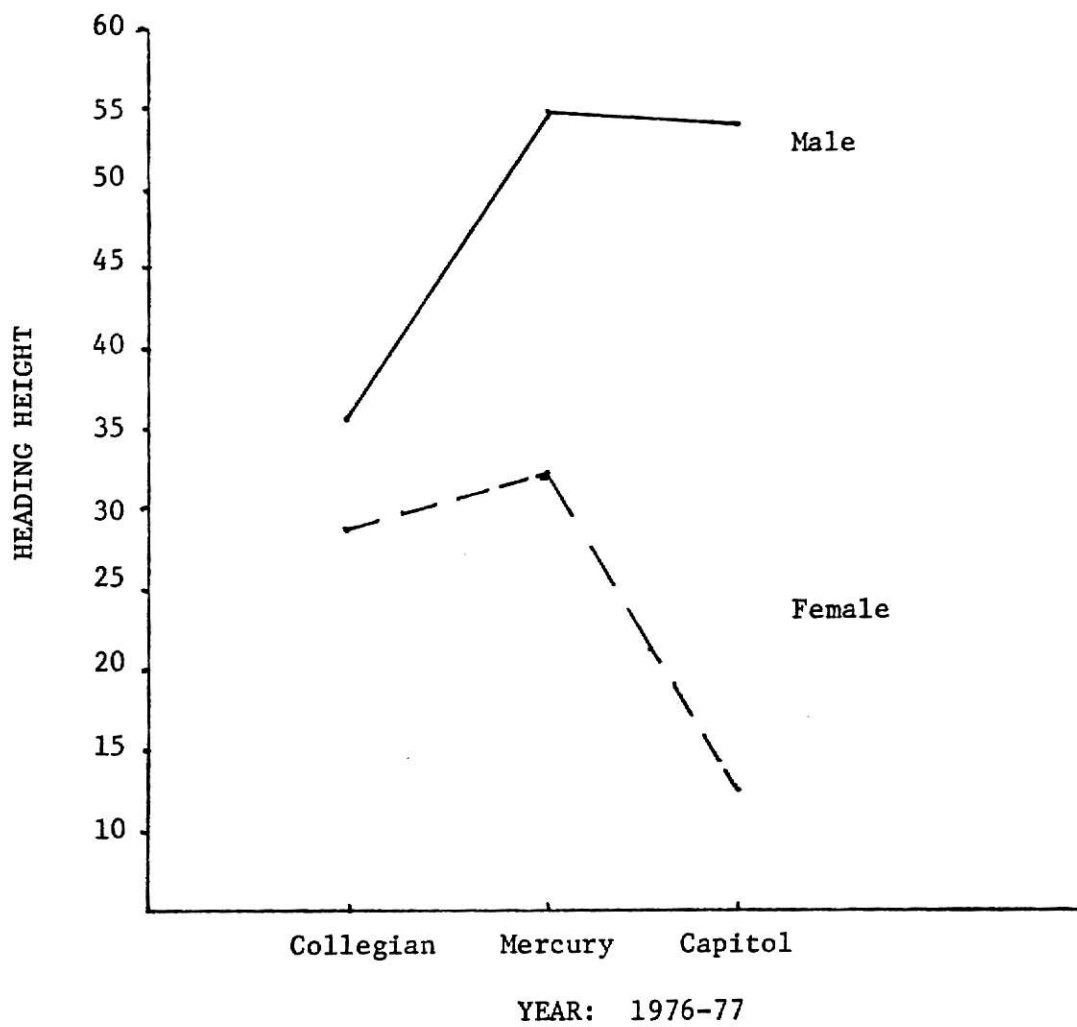


Figure 7

Means for CV-II (By Newspapers: 1976-77)

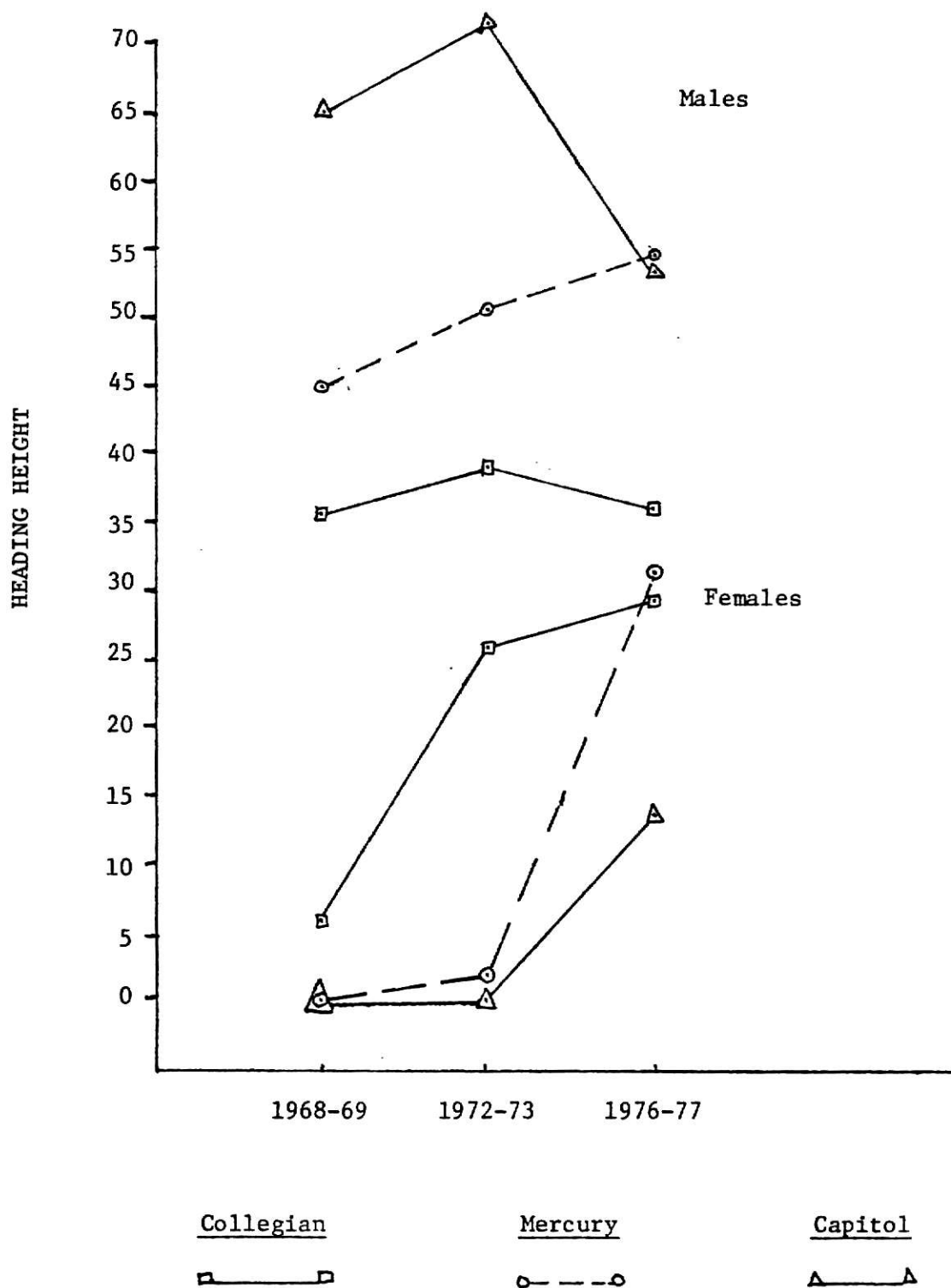


Figure 8

Means for CV-II (By Years)

Sex

The grand means for sex of players were significantly different. The men's coverage averaged a heading height of 49.66 while the women's coverage averaged 12.08. Regardless of year of participation and paper surveyed, the men's team received headings associated with lead stories while the women's team received headings associated with secondary news items.

Year

As can be seen in Table 6, significant differences in heading height means existed between all years surveyed. Regardless of sex of players and paper surveyed, the mean heading heights progressively increased from 1968 to 1976. The sharp rises in women's heading heights and the gradual rises or leveling off of men's heading heights were masked in this statistic. The winning tradition of both teams may have had some bearing on this statistic. Because of the men's success they have already reached or are converging toward the largest heading height consistently printed on the sports page. The women's coverage has just begun to make some headway in receiving better headings.

Paper x Sex

Table 6 and Figure 8 reflect that significant differences existed for all combinations of paper and sex. All papers surveyed gave larger headings to men's rather than women's coverage. The Collegian consistently gave larger headings to women's coverage while the Capitol gave larger headings to men's coverage than the other papers. Figures 5, 6, and 7 illustrate the trends that mean heading heights followed. The Collegian's mean heading heights for men's coverage consistently averaged

close to a 36 point heading over the eight year span. Women's heading heights showed a drastic increase from 5.2 to 26.2 in 1972-73 and 29.2 in 1976-77.

The Mercury gradually increased the men's average heading height from 45 in 1968 to 55 in 1976. At the appearance of women's coverage in 1972, the mean heading height was 2.2, but it rose drastically to 32.2 in 1976.

The men's mean heading height in the Capitol varied little from 1968 to 1972, 65 to 68.2 respectively. It decreased to an average of 54 in 1976. This may have been caused by the appearance of women's coverage. The women's mean heading height was 13.5. Overall, men's coverage reflected a gradual increase except for the decrease in the Capitol during 1976-77. The women's coverage received its sharpest rise in heading height for the Collegian in 1972 while the other two newspapers showed the greatest increase during 1976. Interestingly, the further away the newspaper was to Kansas State University the smaller the heading height for women's coverage, but the larger the heading for men's coverage.

Paper x Year

There appears to be a contradiction between data presented in Table 6 and Figure 8. The data in Table 6 have masked the strong influence of sex in this two-way interaction. This data suggests that the mean heading in the Capitol has changed little over eight years. The Mercury showed no significant increase until 1976 and the Collegian showed a significant increase in 1972. During 1968-69 the Capitol had the largest mean heading as compared to the smaller, similar means of the

Collegian and Mercury. In 1972 the Collegian's mean heading height increased to the Capitol's mean of 1968 and 1972. The Mercury's increase was small in 1972 resulting in it possessing the smallest average height. The Collegian and Capitol with similar means in 1972 showed no significant increase in 1976. The Mercury showed such a significant increase that its mean was larger than the other two papers. As mentioned previously, the men's mean heading height has been approaching its limit. Therefore, it would seem that the significant differences reflected in the paper x year interaction are more attributable to the increase in women's coverage.

Sex x Year

Table 6, and Figures 5, 6, and 7 show that significant differences in mean heading heights existed between some of the combinations of sex and year. Across all papers surveyed, there was no significant difference for men's headings during the three seasons. Each year showed significant increases in mean heading heights for women, but the most drastic increase occurred between 1972 and 1976. The mean rose from 9.5 to 25. This increase may be attributed to social change and the effects of Title IX. This drastic increase for women's coverage still leaves them far short of the men's mean heading of 48.2.

Paper x Sex x Year

Discussed previously were the main effects of paper, sex, and year; and all possible two-way interactions between these variables. As can be seen from Figure 8, significant differences in mean heading heights existed among various combinations of sex, paper, and year. The most important influence, sex, in this three way interaction is

masked somewhat. Regardless of combinations in sex, year, and paper, the women's largest mean heading height never came close to the men's smallest mean heading height.

RESULTS FOR CV-III

An analysis of variance was performed on picture data (CV-III). The number of pictures was determined by counting pictures that related directly to the games surveyed. The small number of pictures (small means), particularly for women's games, makes the statistics less meaningful for this variable. An analysis of variance for CV-III is presented in Table 7. As can be seen from this table, the only significant difference existed between the picture means for sex.

Means for CV-III are presented in Table 8. The grand mean for number of pictures was .81. Grand means distributed by sex were 1.49 and .14 for male and female respectively. By year, beginning with 1968 and proceeding to 1976, the grand means were .79, .73, and .92 respectively.

TABLE 7
ANALYSIS OF VARIANCE FOR CV-III (No. of Pictures)

Source of Variation	df	SS	MS	F-Ratio
Paper	2	3.98	1.99	1.98
Sex	1	64.32	64.32	64.0**
Year	2	.87	.43	0.43
Paper x Sex	2	1.10	.55	0.54
Paper x Year	4	9.02	2.25	2.24
Sex x Year	2	1.49	.75	0.74
Paper x Sex x Year	4	3.04	.76	0.76
Error (Within)	124	124.62	1.01	
TOTAL	141	208.48		

**Significant difference at .01 level.

TABLE 8
MEANS FOR CV-III (By Newspapers)

Factor	N ₁	N ₂	N ₃	Grand Mean
M-Y ₁	2.00	0.87	1.12	1.33
M-Y ₂	1.00	2.00	1.25	1.42
M-Y ₃	1.87	2.12	1.12	1.70
F-Y ₁	0.75	0.00	0.00	0.25
F-Y ₂	0.12	0.00	0.00	0.04
F-Y ₃	0.12	0.25	0.00	0.12
	0.98	0.87	0.58	0.81
M	1.62	1.67	1.17	1.49
F	0.33	0.08	0.00	0.14
1968-69	1.37	0.44	0.56	0.79
1972-73	0.56	1.00	0.62	0.73
1976-77	1.00	1.19	0.56	0.92

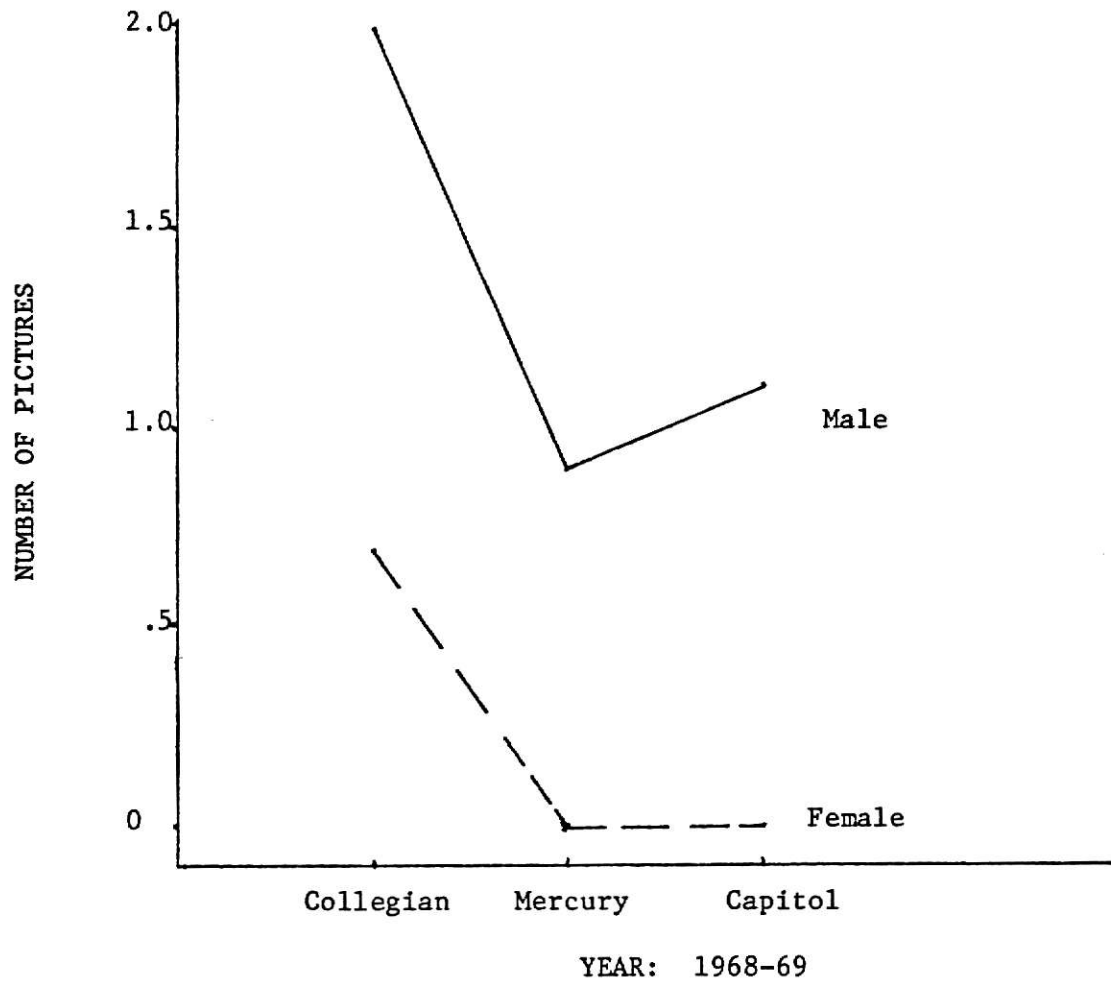


Figure 9

Means for CV-III (By Newspapers: 1968-69)

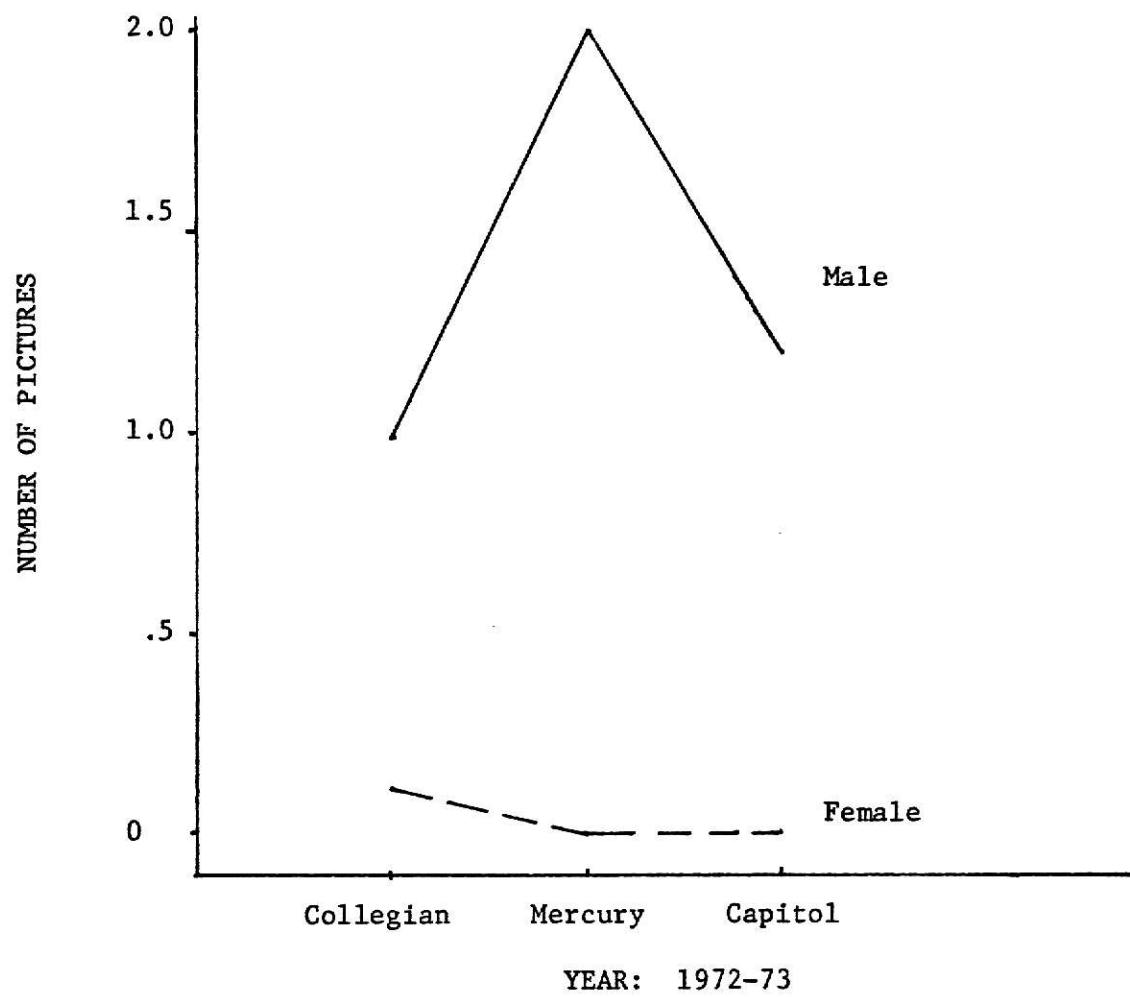


Figure 10

Means for CV-III (By Newspapers: 1972-73)

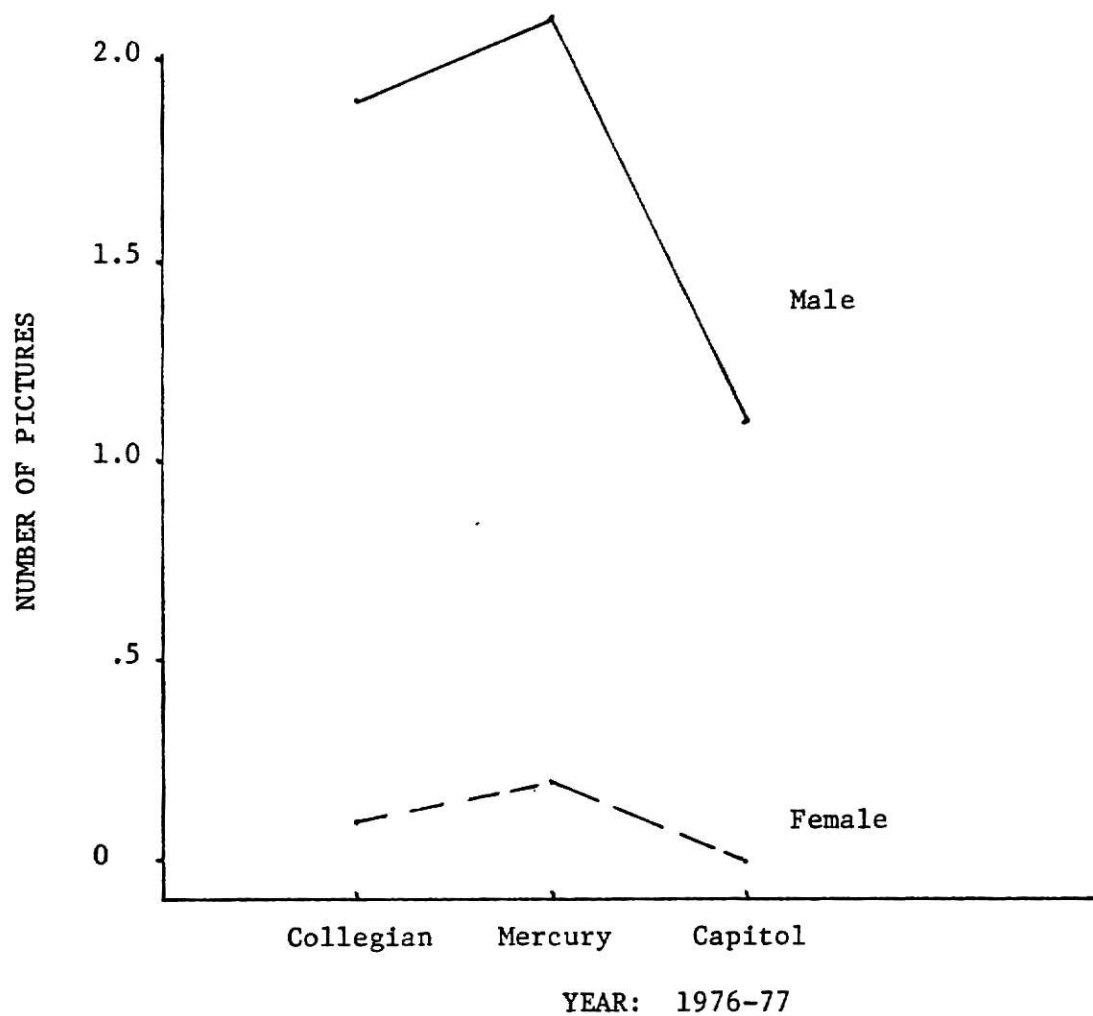


Figure 11

Means for CV-III (By Newspapers: 1976-77)

Figures 9, 10, and 11 are graphic illustrations of the means presented in Table 7. Each figure represents data from one season surveyed where means for male and female are plotted for each paper.

DISCUSSION FOR CV-III

The significant difference between the mean number of pictures for male and female was obvious with respective grand means of 1.49 and .14. In the Collegian the mean number of pictures for the men's team decreased from 2 in 1968 to 1 in 1972, but it returned to 1.9 in 1976. The mean in the Mercury increased to two in 1972 and maintained this average during the 1976-77 season. For the men's coverage, the Capitol maintained an average of one picture over the eight year span.

The women's average number of pictures per game in the Collegian decreased after 1968 from .7 to .12 during the other two seasons. It appears that although the inches of copy have been increasing for women, the average number of pictures have not. The number of pictures of women in the Collegian again followed the trend of men's coverage. Both teams experienced a decrease in the average number of pictures per game during the 1972-73 season. Although the Mercury started providing some coverage for the women's team in 1972, no pictures were evident until the 1976-77 season. During this season, the average was only .25 per game. The same trend in coverage that occurred in the Mercury may be occurring in the Capitol. For example, during the first year of women's coverage no photographs were printed. This was true for both the Mercury during 1972-73 season and the Capitol during the 1976-77 season. If the Capitol follows true to form, then pictures of women's games will slowly appear within the next four years.

During the 1976-77 season the Mercury had the highest average number of pictures per game for both men's and women's teams. These averages reflect the increase in the number of pictures of women since 1972.

RESULTS FOR CV-IV

An analysis of variance was performed on the picture width percentage data (CV-IV). The percentage width was determined by dividing the column width of pictures by the number of columns per page. The small number of pictures, particularly for the women's games, makes the statistics less meaningful for this variable. An analysis of variance for CV-IV is presented in Table 9. As can be seen from this table, the only significant difference existed between means of percentage width of pictures for sex.

Means for CV-IV are presented in Table 10. The grand mean for percentage width of pictures was 19.09. Grand means distributed by sex were 35.34 and 2.84 for male and female respectively. By year, beginning with 1968 and proceeding to 1976, the grand means were 15.79, 19.10, and 22.37.

Figures 12, 13, and 14 are graphic illustrations of the means presented in Table 10. Each figure represents data from one season surveyed where means for male and female are plotted for each paper.

DISCUSSION FOR CV-IV

The significant difference between the mean percentage width of pictures for male and female was obvious with respective grand means

TABLE 9
ANALYSIS OF VARIANCE FOR CV-II (Picture %)

Source of Variation	df	SS	MS	F-Ratio
Paper	2	235.61	117.80	0.41
Sex	1	27422.07	37422.07	131.22**
Year	2	1027.10	513.55	1.80
Paper x Sex	2	730.38	365.19	1.28
Paper x Year	4	179.20	44.80	0.16
Sex x Year	2	696.72	348.36	1.22
Paper x Sex x Year	4	587.60	146.90	0.52
Error (Within)	124	35363.59	285.19	
TOTAL	141	76518.94		

**Significant difference at .01 level.

TABLE 10
MEANS FOR CV-IV (By Newspapers)

Factor	N ₁	N ₂	N ₃	Grand Mean
M-Y ₁	27.63	25.0	34.87	29.17
M-Y ₂	35.71	35.0	35.91	35.54
M-Y ₃	42.19	35.35	45.87	41.14
F-Y ₁	7.25	0.00	0.00	2.42
F-Y ₂	7.50	0.00	0.00	2.5
F-Y ₃	2.50	8.32	0.00	3.61
	20.46	17.36	19.44	19.09
M	35.18	31.95	38.89	35.34
F	5.75	2.77	0.00	2.84
1968-69	17.44	12.50	17.44	15.79
1972-73	21.61	17.75	17.96	19.10
1976-77	22.34	21.84	22.94	22.37

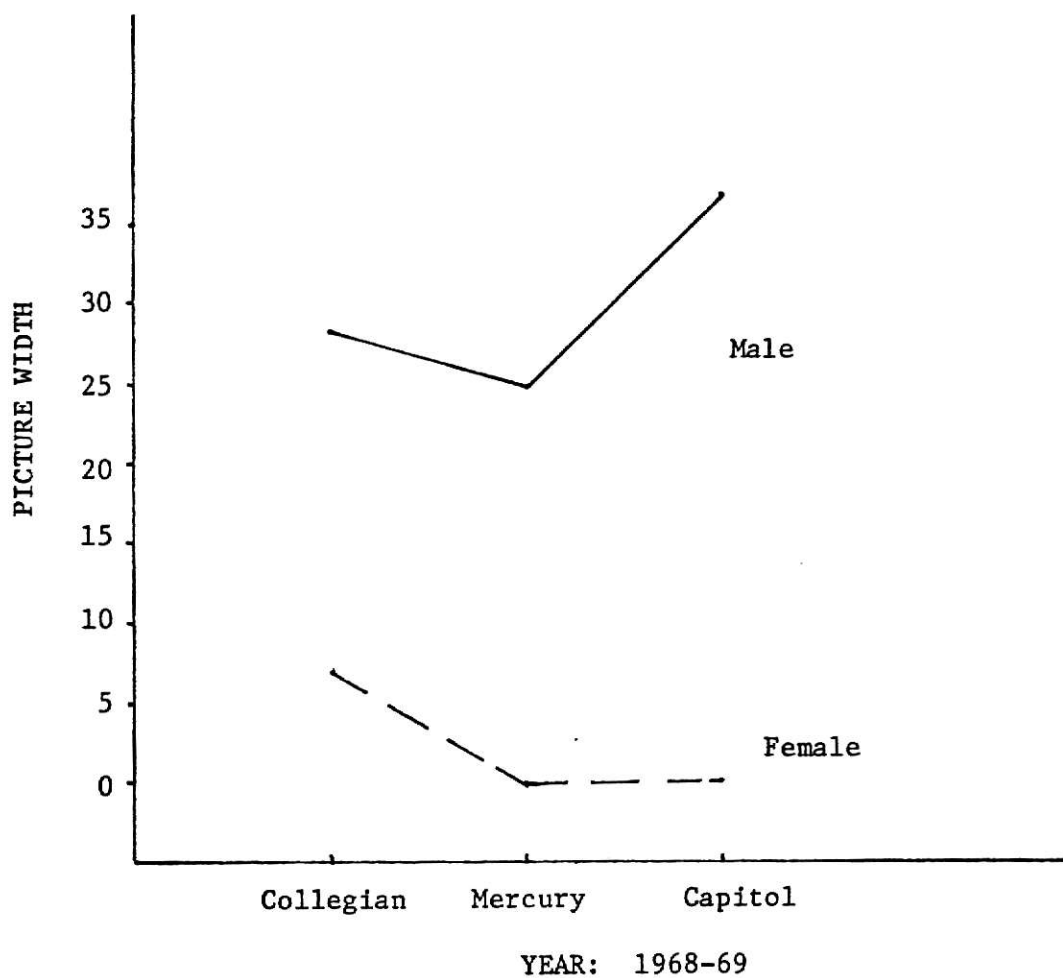


Figure 12

Means for CV-IV (By Newspapers: 1968-69)

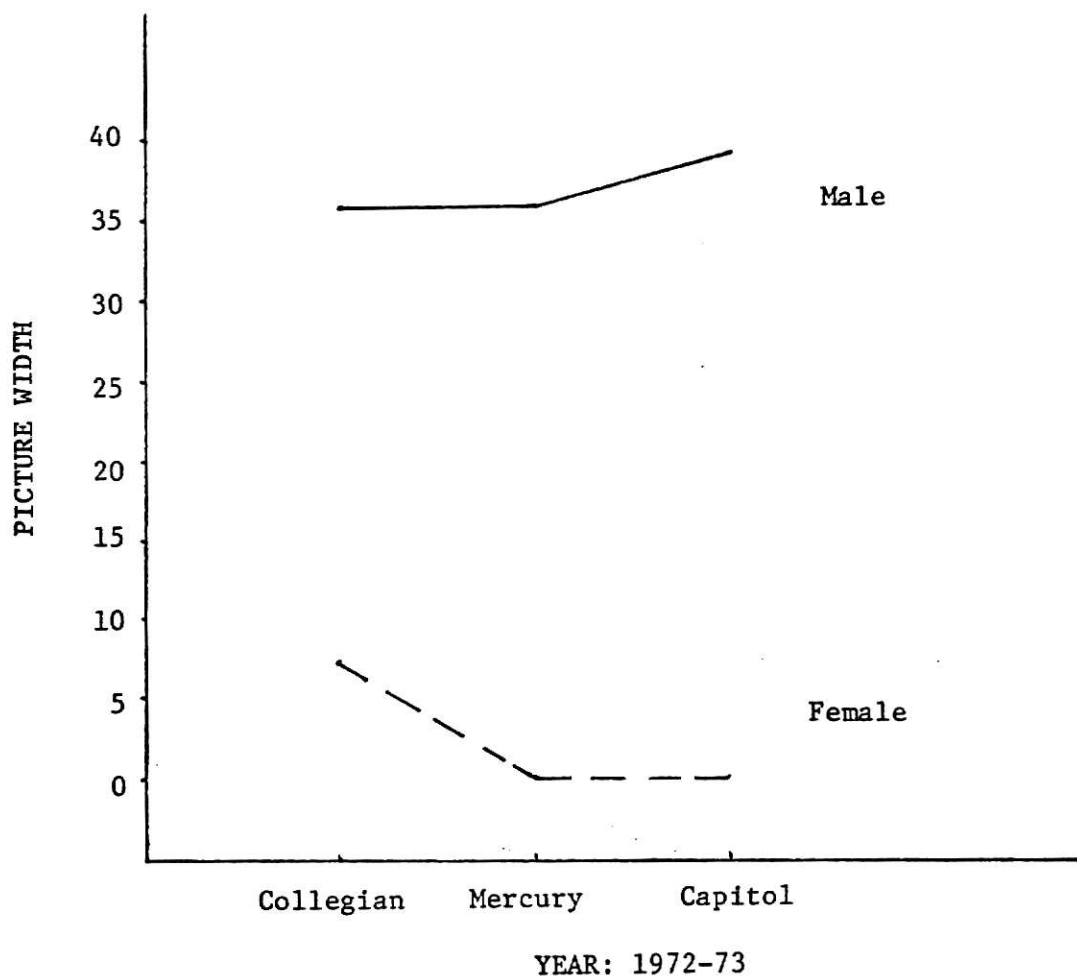


Figure 13

Means for CV-IV (By Newspapers: 1972-73)

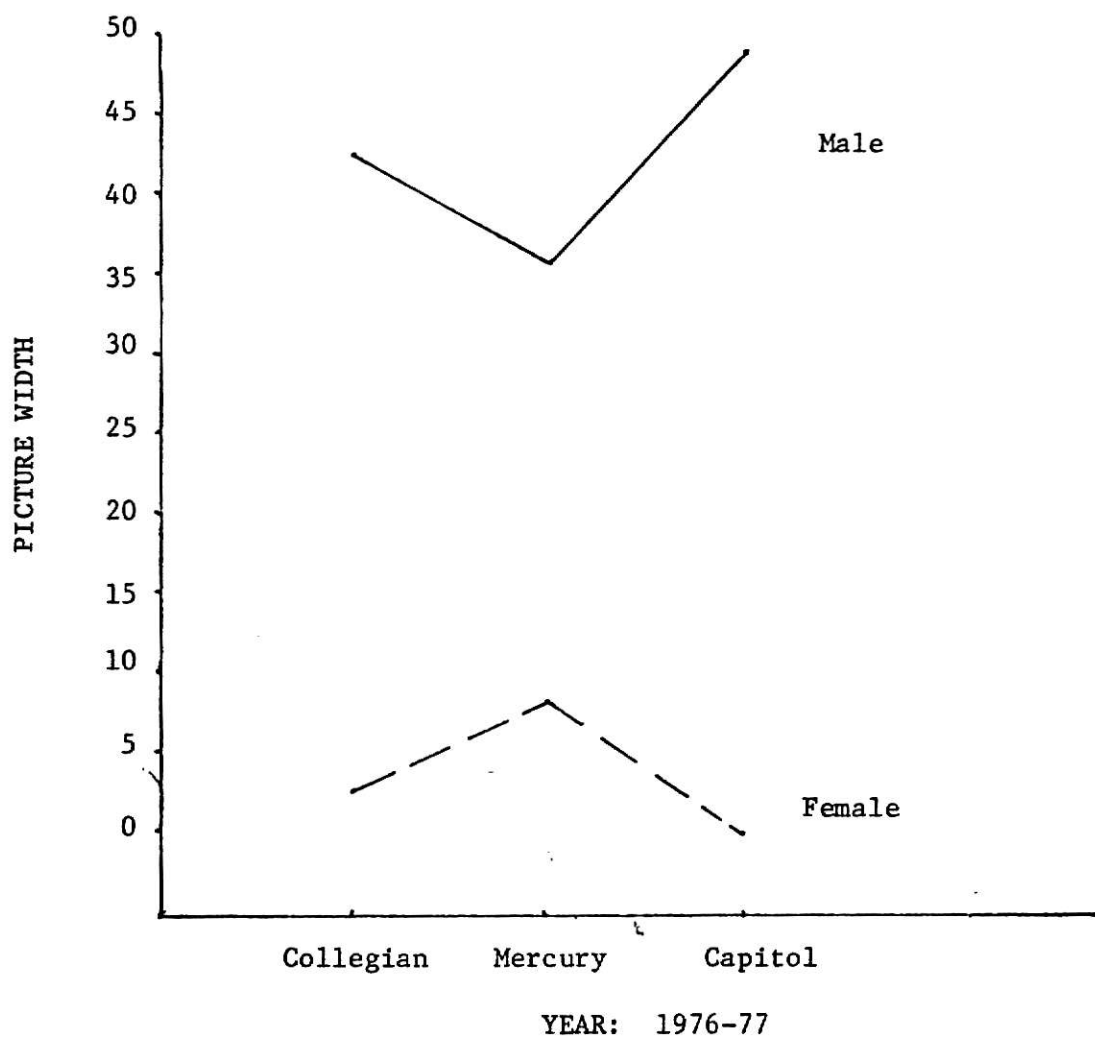


Figure 14

Means for CV-IV (By Newspapers: 1976-77)

of 35.34 and 2.84. From the previous discussion on numbers of pictures, it appeared that the coverage of the men's team did not include that many more pictures than the women's team.

The Mercury increased picture widths of the men's team by 10% in 1972 and maintained the percentage in 1976. From this survey, 1976 was the first season that the Mercury printed pictures relating to women's games. The average width of pictures during this year was greater than space devoted to pictures in the Collegian for any of the three seasons.

The Capitol devoted no space to pictures of women's games. This is consistent with the fact that on the average only 2.5 inches of copy was devoted to coverage of the women's basketball team. The men's team, on the other hand, had their largest pictures printed in the Capitol. Over three seasons their average width ranged from one third to almost one half of the page.

RESULTS FOR CV-V

An analysis of variance was performed on the article location data (CV-V). Articles were assigned a number corresponding to the priority of their page location. The analysis of variance for CV-V is presented in Table 11. As can be seen from this table, significant differences existed between means of priority placement for (1) paper, (2) sex, (3) year, (4) paper x sex, and (5) sex x year.

Means for CV-V are presented in Table 12. The grand mean for priority placement was 4.95. Grand means distributed by sex were 7.63 and 2.28 for male and female respectively. By year, beginning with 1968 and proceeding to 1976, the grand means were 3.60, 4.66, and 6.6 respectively.

Figures 15, 16, and 17 are graphic illustrations of the means presented in Table 12. Each figure represents data from one season surveyed where means for male and female are plotted for each paper.

Table 13 presents the least significant difference means for CV-V. The only significant difference among means for papers was between the Capitol and the Collegian. The means indicate that regardless of sex and year, the Collegian gave better article placement than the Capitol. Viewing Figures 15, 16, and 17 reflect that the interaction of sex is masked by the means for paper. The significant difference between sex was obvious with respective means of 7.6 and 2.3 for male and female.

Significant differences occurred between all years surveyed. The trend appeared to be a rise in placement priority throughout the eight year span. Here again the strong influence of sex was masked.

Three interactions of paper and sex were insignificant. The means in Table 13 indicate that men's articles had significantly better placement than women's and that there was little variation in priority among papers for men. For women, the Capitol and Mercury gave similar article placements and were the worst for women's coverage.

The means for the interactions between sex and year were for the most part significantly different. The placement of women's articles received the most significant gains over time.

Figures 18 is graphic illustration of the means presented in Table 13. It is presented for better understanding of the two-way interactions. The figure represents data for both sexes where means for each paper are plotted over time.

TABLE 11
ANALYSIS OF VARIANCE FOR CV-V (Location)

Source of Variation	df	SS	MS	F-Ratio
Paper	2	40.76	20.38	6.22**
Sex	1	1014.76	1014.76	309.52**
Year	2	221.27	110.64	33.75**
Paper x Sex	2	67.48	33.74	10.29**
Paper x Year	4	17.22	4.30	1.31
Sex x Year	2	58.71	29.36	8.96**
Paper x Sex x Year	4	19.55	4.89	1.49
Error (Within)	124	406.53	3.28	
TOTAL	151	1863.30		

**Significant difference at .01 level.

TABLE 12
MEANS FOR CV-V (By Newspapers)

Factor	N ₁	N ₂	N ₃	Grand Mean
M-Y	6.57	6.62	7.12	6.77
M-Y	6.71	8.62	7.87	7.73
M-Y	8.62	9.00	7.50	8.37
F-Y	1.25	0.00	0.00	0.42
F-Y	4.00	0.75	0.00	1.58
F-Y	6.50	4.75	3.25	4.83
	5.61	4.96	4.29	4.95
M	7.30	8.08	7.50	7.63
F	3.92	1.83	1.08	2.28
1968-69	3.91	3.31	3.56	3.60
1972-73	5.36	4.69	3.94	4.66
1976-77	7.56	6.87	5.37	6.60

TABLE 13
LEAST SIGNIFICANT DIFFERENCE MEANS FOR CV-V

Paper	Capitol	Mercury	Collegian
Mean*	<u>4.3</u>	<u>5.0</u>	5.6

Sex	Male	Female
Mean	7.6	2.3

Year	1968-69	1972-73	1976-77
Mean	3.6	4.7	6.6

Paper x Sex	p3s2	p2s2	p1s2	p1s1	p3s1	p2s1
Mean	<u>1.1</u>	<u>1.8</u>	3.9	<u>7.3</u>	<u>7.5</u>	8.1

Sex x Year	s2y1	s2y2	s2y3	s1y1	s1y2	s1y3
Mean	.4	1.6	4.8	<u>6.8</u>	<u>7.7</u>	8.4

*Underscore indicates no significant difference at .05 level.

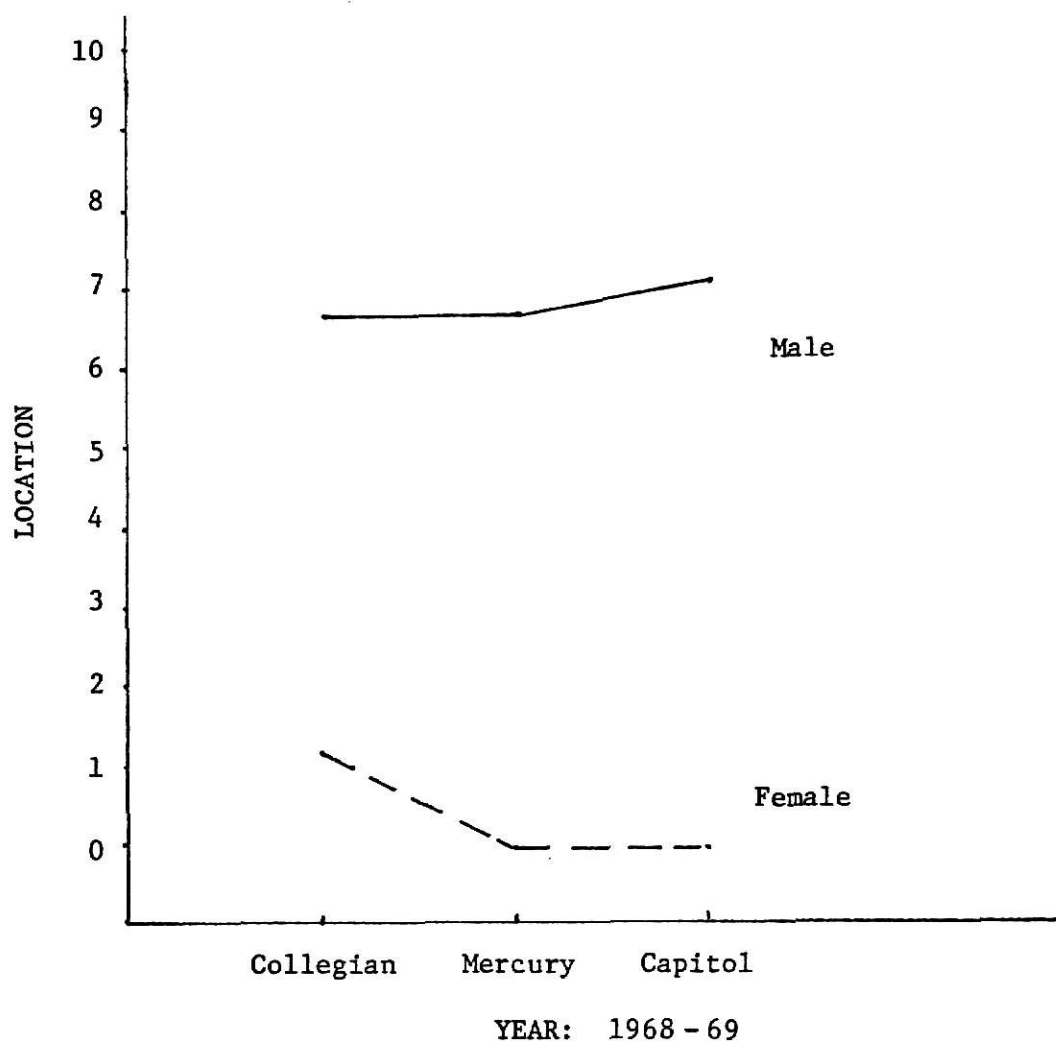


Figure 15

Means for CV-V (By Newspapers: 1968-69)

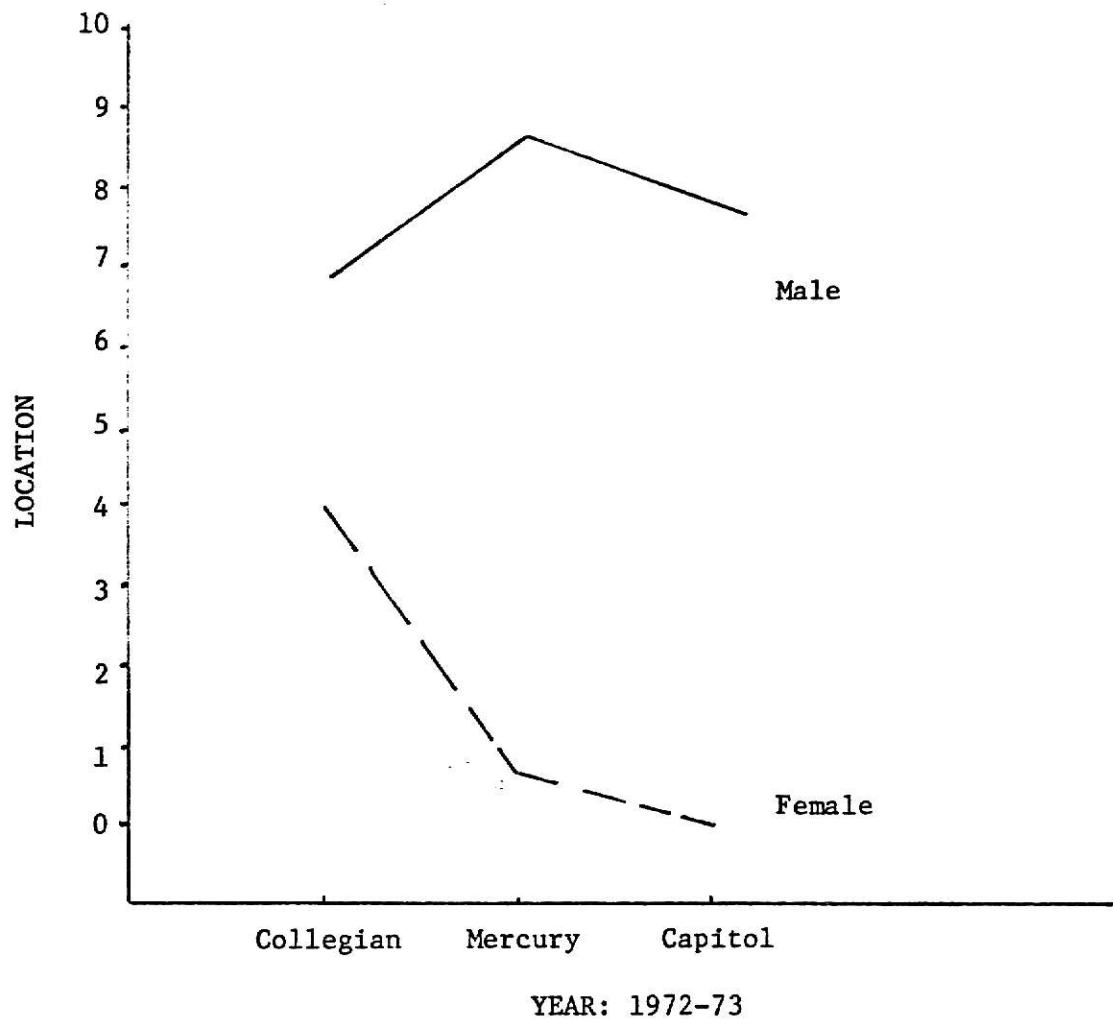


Figure 16

Means for CV-V (By Newspapers: 1972-73)

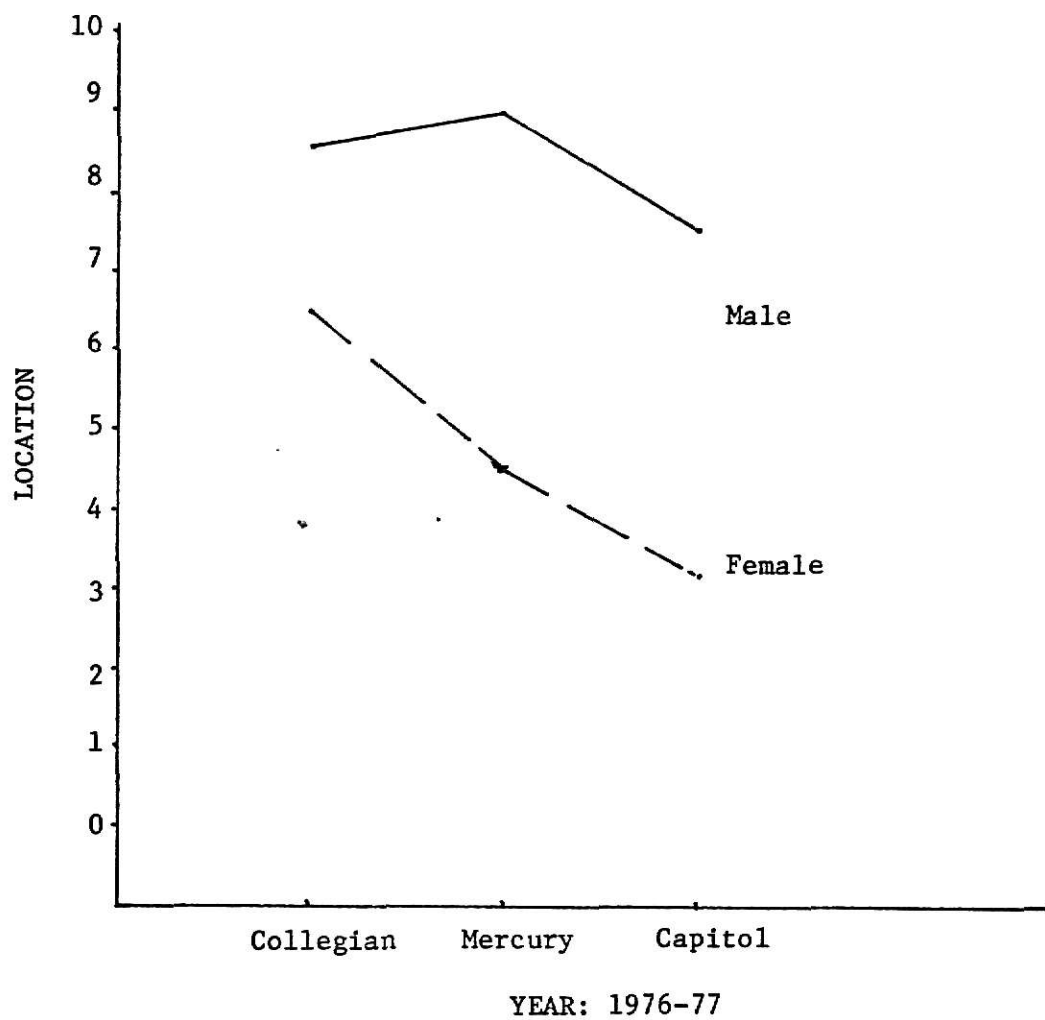


Figure 17

Means for CV-V (By Newspapers: 1976-77)

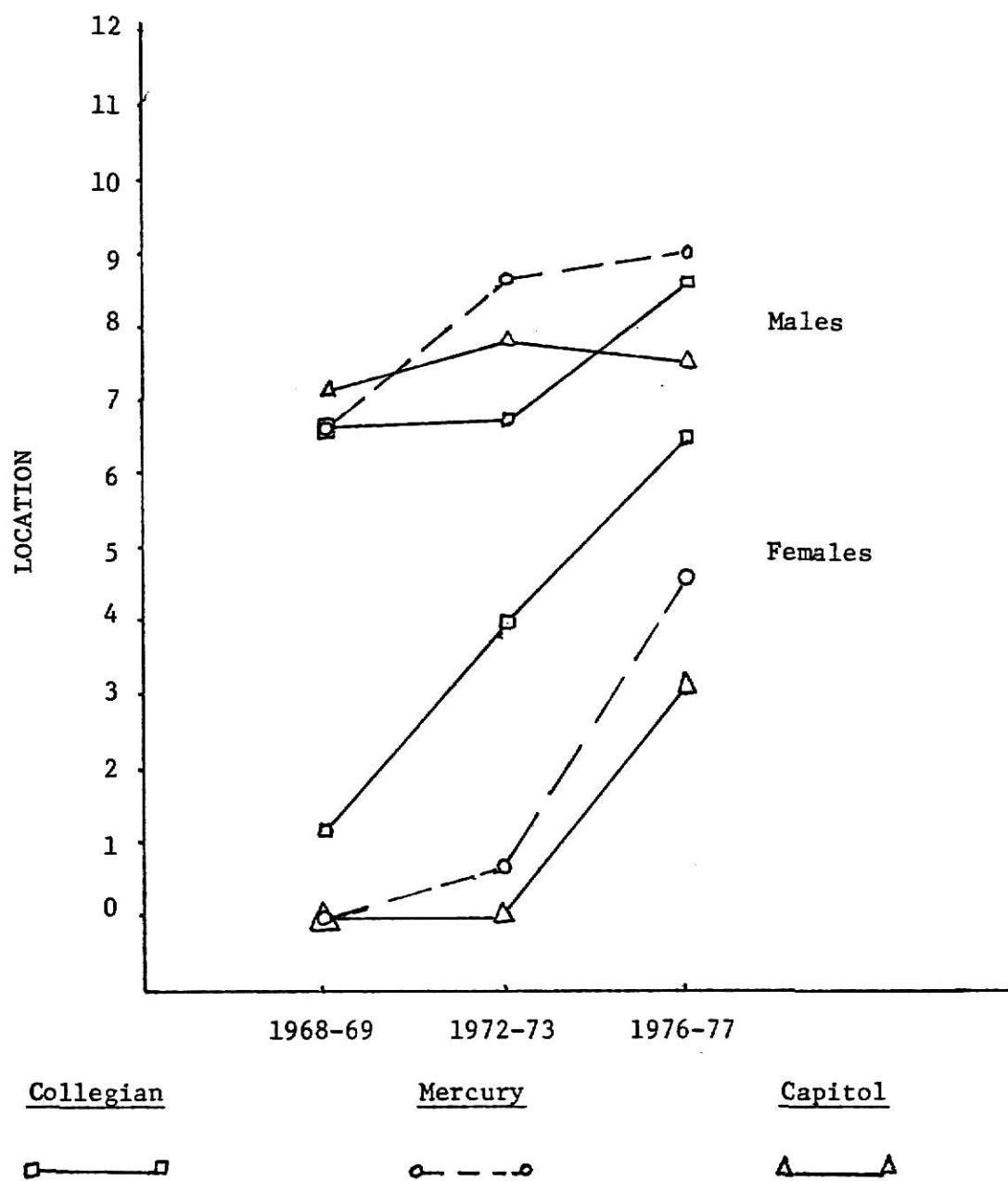


Figure 18
Means for CV-V (By Years)

DISCUSSION FOR CV-V

Paper

Table 13 and Figure 18 show that there was a significant difference between the Capitol and Collegian. The Collegian appeared to have devoted more importance to basketball coverage than the other two papers. Coverage occurred most often on the first page of the sports section in the Mercury and the Collegian, but on a secondary page in the Capitol. This is logical considering the closer proximity and relationship that the Collegian has to both basketball teams at Kansas State University. However, these differences must be viewed cautiously since they do not adequately reflect the large differences in priority given to men's and women's coverage.

Sex

The priority given to men's coverage as opposed to women's is obvious after checking means in Table 12, and Figures 15, 16, and 17. The grand mean for men was 7.63 and 2.28 for women. These means indicate that men's coverage was consistently occurring on the upper half of the first page of the sports section. On the other hand, women's coverage was consistently found in the lower left quadrant of a secondary page of the newspaper.

Year

As can be seen from Table 13 and Figure 18, regardless of sex and paper, the importance given to game coverage has progressively increased over the three seasons surveyed. The increase was significant from one season to the next. Coverage has moved from secondary pages to

the first page of the sports section. These increases were influenced more by the rise in women's coverage than any change in men's coverage. The increase could also be attributed to the rising popularity of basketball, especially when both teams have winning traditions and are nationally recognized.

Paper x Sex

The results in Table 13 reflect the significant affect that sex has on article placement in the three papers surveyed. In all papers men's coverage tended to be the lead story of the sports section. The women's team in the Capitol and Mercury were covered in the lower half of a secondary page of the newspaper. The Collegian did, however, give added significance by placing coverage in the upper quadrant of a secondary page.

Sex x Year

Table 13 and Figure 18 show significant differences between various combinations of sex and year. Article placement of men's coverage did not experience much change over time. Time saw article placement move from lower half to upper left quadrant of the first page of the sports section. It was women's coverage that experienced the greatest change in article priority. From the worse priority position in 1968, women's coverage moved to the upper left quadrant of secondary page and occasionally the first page of the sports section. The greatest change occurred between 1972 and 1976 with means of 1.6 and 4.8 respectively.

GENERAL DISCUSSION

The analysis of variance revealed which variables and interactions had factors that were significantly different at the .05 level. A summary of these results are presented in Table 14. For every criterion variable, data for each sex was significantly different. Data for the factors of year and the paper x sex interaction were significantly different for criterion variables I, II, and V. Significant differences were found for factors of paper and sex x year interaction for criterion variables II and V. The strong influence of sex on coverage was evident.

TABLE 14
RESULTS OF ANALYSIS OF VARIANCE FOR CRITERION VARIABLES

	I	II	III	IV	V
Paper		X			X
Sex	X	X	X	X	X
Year	X	X			X
Paper x Sex	X	X			X
Paper x Year		X			
Sex x Year		X			X
Paper x Sex x Year		X			

X - Significant at .05 level

Differences in Criterion Variables Between Basketball Teams

Grand means for each criterion variable between sexes, as presented in Table 15, illustrate how men's coverage completely dominated

the sports news. On the average men received almost $5\frac{1}{2}$ times more copy than women. Heading height corresponded with the priority given article placement. For example, men's stories were usually located in the upper half of the first page of the sport section. The average heading for men's coverage corresponded to the size of headings used most often for the lead story. Women's stories were usually on the lower half of a secondary page. Thus, their average heading heights were small enough not to catch most readers attention.

TABLE 15
GRAND MEANS FOR CRITERION VARIABLES (By Sex)

CV	Male	Female
1	19.31	3.92
2	49.66	12.08
3	1.49	.14
4	35.34	2.84
5	7.63	2.28

When comparing grand means of the number of pictures of men to women, the ratio was 11 to 1. This ratio was slightly better than the ratio of 13 to 1 found by Miller (28) in her study.

The grand means for number of pictures and percentage width must be interpreted carefully. It was very rare for coverage of men's games to not include at least one photograph. Therefore, the grand means are an accurate reflection of men's coverage. On the other hand, women's coverage did not include pictures each game. As a result, the

grand means for picture width is misleading. The minimum width of women's pictures comprised 16 to 20% of the page width. With this in mind, the difference in average picture widths was not as drastic as it first appeared.

Differences in Criterion Variables Between Years of Participation

The changes that occurred during three basketball seasons which covered an eight year span were progressive increases. This is illustrated in Table 16. The only exception was a slight decrease in the amount of copy during 1972-73 season. As mentioned previously, this may have been a result of change in editorial staff and priorities by one paper.

The amount of copy, heading height, and article placement have shown the most significant increases while number of pictures and picture widths have changed little over time. Since papers do not change their format drastically, it would be logical to presume that the changes will follow the same trend over the next several years until practical limits are reached.

TABLE 16
GRAND MEANS FOR CRITERION VARIABLES (By Year)

CV	1968-69	1972-73	1976-77
1	10.64	9.82	14.36
2	25.07	30.93	36.62
3	.79	.73	.92
4	15.79	19.10	22.37
5	3.60	4.66	6.60

Looking at men's and women's coverage separately over time, revealed some interesting facts. First, women's coverage showed significant increases for most criterion variables after 1972. This may have been a result of growing social approval of women in sport and the effects of Title IX. The men's coverage within each paper maintained its level of coverage after 1972. Men's basketball coverage did not suffer as a result of the increase in women's coverage.

Second, the accuracy in women's coverage was not the best in 1968. Discrepancies existed between scores printed in the Collegian and scores obtained from the Sports Information Office at Kansas State University. Many times during the 1968-69, coverage of women's games did not appear until 2 or 3 days after the contest if it appeared at all.

This study also found some interesting facts concerning the application of terms "Wildkittens" and "Wildcats" to university basketball teams. Over the three seasons surveyed, the men's varsity basketball team has always been called the "Wildcats". In 1968 the men's freshman team was called the "Wildkittens", but by 1972 they had relinquished this name to the women's team. The women's team dropped "Wildkittens" for "Wildcats" in 1976. It would appear that the combining of men's and women's athletic departments and a push for equality among all varsity teams may have brought about the name change.

Differences in Criterion Variables Between Newspapers

Collectively viewing the grand means between newspapers surveyed in Table 17, it appears that coverage was not really that much different; but, a closer look at paper characteristics and sex of players indicate larger differences.

TABLE 17

GRAND MEANS FOR CRITERION VARIABLES (By Year)

CV	Collegian	Mercury	Capitol
1	11.52	12.64	10.68
2	28.41	30.75	33.46
3	.98	.87	.58
4	20.46	17.36	19.44
5	5.61	4.96	4.29

The Collegian is the Kansas State University paper. It circulates mostly among the student body and alumni. Because of its unique position and reading public, it has covered the women's basketball team during the three seasons surveyed. Coverage was very sparse in 1968, but has steadily grown with the men's coverage each year.

The Manhattan Mercury is the only newspaper published in Manhattan, Kansas. Since Kansas State University comprises a major part of Manhattan's cultural and economic existence, it is natural that the Mercury devotes space to K-State's activities. The Mercury circulates to a much larger and more diverse clientele than the Collegian. Its coverage of the men's basketball team has been consistently greater than that of the Collegian for all three seasons. Coverage of the women's team has been a different story. The Mercury did not provide coverage for the women in 1968, but did so in 1972 and 1976. Although increasing each year, women's coverage in the Mercury is still less than coverage in the Collegian.

The Topeka Capitol is the major newspaper in Topeka, Kansas. Topeka is the capitol city of Kansas and is located approximately fifty miles from Kansas State University. It has a larger circulation than the other two papers and is circulated over a larger geographic area. Its circulation also includes a large readership within Manhattan. Many of its reading public would be unable to attend home basketball games at Kansas State. The coverage for men's games has, for the most part, equaled that of the Mercury. The Capitol tends to print fewer pictures, but print larger headings than the Mercury. Women's coverage was non-existent during the first two seasons surveyed. During the 1976-77 season, articles were usually half-spaced on a secondary page.

It appears that men's coverage has been increasing in the Collegian, but has reached its peak and has leveled off in the Mercury and Capitol. Women's coverage has been increasing in the Collegian and Mercury. The investigator expects this trend to continue. It is difficult to say just what trend the Capitol will follow in women's coverage, particularly, because of its characteristics. Overall, the men's team received better coverage in the Mercury and Capitol while the women's team received better coverage in the Collegian.

The greater coverage for men in the Mercury and Capitol might be attributable to greater page size and number of pages for the Mercury and Capitol as compared to the Collegian. More coverage could be printed even though there might have been no differences in priorities between the papers.

Interactions Among Sex, Paper, and Year

Interactions occurred among sex and year; paper and sex; and paper, sex, and year for various criterion variables. Sex has been the

most predominate influence because of difference in social and cultural ties to sport for men and women. Man has been the dominating force in sport so it is little wonder that this has been reflected in sports coverage.

Newspapers, as discussed in the preceding section, vary their coverage priorities according to location of teams, characteristics of readership, and sex of players.

The year of participation has also affected coverage. Definite improvements have occurred since 1972, but maybe not as much as many expected. The implementation of Title IX and changing of social attitudes have been slow in coming.

All in all, sex has been the most predominate factor in determining coverage of sport teams.

Chapter 5

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

SUMMARY

The purpose of this study was to determine the differences in newspaper coverage of intercollegiate basketball teams with respect to three variables: year of participation, sex of players, and different newspapers surveyed. More specifically, the study attempted to:

1. Determine differences in length of copy, size of heading, number of pictures, width of pictures, and article placement between men's and women's intercollegiate basketball teams.
2. Determine if any differences have existed in men's and women's sports coverage over an eight year span.
3. Determine differences in sports coverage between different newspapers.
4. Determine if interactions exist between the three variables.

A random sample of eight basketball games was drawn from games won during each season surveyed for men's and women's teams. The seasons surveyed were 1968-69, 1972-73, and 1976-77.

Coverage was measured the day after each game was played in the following papers: The Collegian, The Manhattan Mercury, and The Topeka Capitol. Data was collected for five criterion variables:

1. Amount of copy
2. Size of heading

3. Number of pictures
4. Width of pictures
5. Priority of article placement

Results were analyzed for each criterion variable by means of an analysis of variance for a 2x3x3 factorial design and least significant difference techniques when significant differences occurred.

CONCLUSIONS

On the basis of the results of this study and within its limitations, the following conclusions appear warranted:

1. Men's basketball coverage at Kansas State University was significantly greater than women's coverage. All criterion variable means for men's coverage were greater. The most indicative statistic was the mean for copy inches. The grand mean for men was 19.31 as compared to 3.92 for women. The criterion variable means indicated that men's coverage was representative of priorities given to lead stories on the sports page. On the other hand, all indications for women were that they were gradually receiving some coverage on the first section of the sports page.

2. The passage of Title IX and the Women's Liberation Movement appears to have given some impetus to the increase in women's basketball coverage; but, the increase was not as drastic as many speculated. The most significant increases for criterion variable means occurred between 1972-73 and 1976-77. This would lend credence to the speculation that Title IX has had a positive effect on coverage; but, its effect has been minimal since the highest mean for any criterion variable for women has been far less than the lowest criterion variable mean for men.

3. Men's coverage has not decreased as a result of the increase in women's coverage.

4. Men's and women's coverage has tended to fluctuate in the same direction, but not by the same proportion.

5. Newspapers located furthest from the team's location gave women the poorest coverage while these same papers gave the men's team more coverage than the Collegian. When considering this conclusion, it must be remembered that The Topeka Capitol was approximately located 50 miles from Kansas State University. This distance may have not been great enough for the theory to hold for men's coverage that as distance from the event or team increased, coverage would decrease.

6. Men's coverage, particularly, in the Mercury and Capitol has peaked and leveled off while women's coverage is continuing to rise.

RECOMMENDATIONS

Results and discussion of this study indicate the need for further investigation in the following areas:

1. It is recommended that further studies be conducted investigating newspaper coverage of men's and women's basketball teams at many universities throughout the United States.

2. It is recommended that further studies be conducted to compare coverage between different sports for men and women.

3. It is recommended that further studies be conducted to compare coverage of United States men and women Olympic athletes.

REFERENCES

REFERENCES

1. Abinanti, Abby. "The Communications Media and Women in Sports," Journal of Health, Physical Education and Recreation, 42:69, January, 1971.
2. "Block That Myth: Nine Quick Comebacks," Womensports, 1:43, September, 1974.
3. Brown, Kevin, and Kristi Short, "Title IX: IAC's Formula for Equality Creates Confusion, Anger," Kansas State Collegian, April 4, 1977.
4. Collins, Bud. "Billie Jean King Evens the Score," MS., 2:39-43, July, 1973.
5. Corrigan, M. "Societal Acceptance of the Female Athlete As Seen Through the Analysis of Content of a Sports Magazine," Unpublished paper, May, 1972.
6. Dickey, Glenn. The Jock Empire. Radner, Pennsylvania: Chilton Book Company, 1974.
7. Edwards, Harry. Sociology of Sport. Homewood, Illinois: The Dorsey Press, 1973.
8. Gehlbach, Debbie. "Akers Keeps Fighting for Women's Sports," Dimensions. A supplement to Kansas State Collegian, November 5, 1976.
9. Gelfand, Louis I., and Harry E. Heath, Jr. Modern Sportswriting. Ames, Iowa: The Iowa State University Press, 1969.
10. Gerber, Ellen W. "The Changing Female Image: A Brief Commentary on Sport Competition for Women," Journal of Health, Physical Education and Recreation, 42: 59-61, October, 1971.
11. _____ and others. The American Woman in Sport. Reading, Massachusetts: Addison-Wesley, 1974.
12. Gilbert, Bil, and Nancy Williamson. "Are You Being Two-Faced?" Sports Illustrated, 38:46-54, June 4, 1973.
13. _____. "Programmed To Be Losers," Sports Illustrated, 38:60-73, June 11, 1973.
14. _____. "Women in Sport: A Progress Report," Sports Illustrated, 41:26-31, July 29, 1974.

15. Green, Ted. "Basketball Goes Big-Time at UCLA," Womensports, 4:26-30, March, 1977.
16. Greybill, Larry. "Good Writing, Rewriting Key," Editorially Speaking, 30:6, January, 1976.
17. Harris, Dorothy V. "The Spectrum of Sport: The Female's Changing Role." Paper presented at CAPECW Conference, Lake of the Ozarks, Mo., Fall, 1974.
18. Hart, Marie, ed. Sport in the Sociocultural Process. 2d ed. Dubuque, Iowa: William C. Brown, 1976.
19. Hoepner, Barbara J., ed. Women's Athletics: Coping with Controversy. Washington, D. C.: AAHPER Publications, 1974.
20. Hogan, Candace L. "Title IX Progress Report: Fair Shake or Shakedown?" Womensports, 3:50-54, September, 1976.
21. Hyde, Grant M. Newspaper Reporting. New York: Prentice-Hall, 1952.
22. Ibrahim, Hilmi. Sport and Society. Long Beach, California: Hwong Publishing Company, 1975.
23. Kenney, Bob. "Women's Coverage Here, Like It or Not," Editorially Speaking, 30:3, January, 1976.
24. King, Billie Jean. "Publisher's Letter," Womensports, 4:4, June, 1977.
25. Leavy, Jane. "Chic," Womensports, 4:53-57, March, 1977.
26. Meany, Tom. There've Been Some Changes in the World of Sports. New York: Thomas Nelson and Sons, 1962.
27. Michener, James A. Sports in America. New York: Random House, 1976.
28. Miller, Susan H. "The Content of News Photos: Women's and Men's Roles," Journalism Quarterly, 52:70-75, Spring, 1975.
29. Napier, William James. "The Sports Section of The Los Angeles Times: 1898, 1918, 1943, 1968." Unpublished PhD dissertation, University of Southern California, 1971.
30. Poulton, E.C. "Searching For Newspaper Headlines Printed in Capitals or Lower-Case Letters," Journal of Applied Psychology, 51:417-425, May, 1967.
31. Rockmore, Milton. "How Well Is the Press Covering Sports?" Editor and Publisher, 109:12, August 21, 1976.

32. Schwank, Walter C., ed. The Winning Edge. Washington, D.C.: AAHPER Publications, 1974.
33. Scott, Jack. The Athletic Revolution. New York: Free Press, 1971.
34. Shecter, Leonard. The Jocks. New York: The Bobbs-Merrill Company, 1969.
35. Stapler, Harry. Sports Editing. New York: Richards Rosen Press, Inc., 1964.
36. Stuart, Lee. "Hartman Keeps Cats Winners," Dimensions. A supplement to Kansas State Collegian, November 5, 1976.
37. Talamini, John T., and Charles Page. Sport and Society. Boston: Little, Brown and Company, 1973.
38. Weber, Ellen. "The Long March," Womensports, 1:34-40, September, 1974.
39. Wichita [Kansas] Eagle and Beacon; , November 14, 1976.
40. Wichita [Kansas] Eagle and Beacon, March 6, 1977.
41. Woodward, Stanley. Sports Page. New York: Greenwood Press, 1949.

APPENDIX

APPENDIX A

POINT SYSTEM FOR ARTICLE PLACEMENT

12	11
8	7
4	3
10	9
6	5
2	1

12-9 First Page of Newspaper

8-5 First Page of Sports Section

4-1 Secondary Page

DIFFERENCES IN NEWSPAPER COVERAGE BETWEEN MEN'S AND WOMEN'S
BASKETBALL TEAMS AT KANSAS STATE UNIVERSITY

by

MARILYN LOONEY

B. S., Southwest Missouri State University, 1974

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Health, Physical Education and Recreation

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1977

PURPOSE

The purpose of this study was to determine the differences in newspaper coverage of intercollegiate basketball teams with respect to three variables: year of participation, sex of players, and different newspapers surveyed. More specifically, the study attempted to:

1. Determine differences in length of copy, size of heading, number of pictures, width of pictures, and article placement between men's and women's intercollegiate basketball teams.
2. Determine if any differences have existed in men's and women's sports coverage over an eight year span.
3. Determine differences in sports coverage between different newspapers.
4. Determine if interactions exist between the three variables.

PROCEDURES

A random sample of eight basketball games was drawn from games won during each season surveyed for men's and women's teams. The seasons surveyed were 1968-69, 1972-73, and 1976-77. Coverage was measured the day after each game was played in the following papers: The Collegian, The Manhattan Mercury, and The Topeka Capitol. Data was collected for five criterion variables:

1. Amount of copy
2. Size of heading
3. Number of pictures
4. Width of pictures
5. Priority of article placement

RESULTS

Results were analyzed for each criterion variable by means of an analysis of variance for a 2x3x3 factorial design and least significant difference techniques when significant differences occurred. Significant differences existed between male and female for all criterion variables. For various criterion variables, significant differences existed between newspapers. Significant increases were found for each year surveyed. Main effects and interactions were strongly influenced by the large significant differences for coverage between sexes.

CONCLUSIONS

On the basis of the results of this study, the following conclusions appear warranted:

1. Men's basketball coverage at Kansas State University was significantly greater than women's coverage for all criterion variables.

2. The passage of Title IX and the Women's Liberation Movement appears to have given some impetus to the increase in women's basketball coverage; but, the increase was not as drastic as many speculated. The highest mean for any criterion variable for women was far less than the lowest criterion variable for men.

3. Men's coverage has not decreased as a result of the increase in women's coverage.

4. Men's and women's coverage has tended to fluctuate in the same direction, but not by the same proportion.

5. Newspapers located furthest from the teams' location gave

women the poorest coverage while these same papers gave the men's team their best coverage.

6. Men's coverage, particularly, in the Mercury and Capitol has peaked and leveled off while women's coverage is continuing to rise.