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Women in Sports Broadcasting: Three Women's Stories

Courtney Christine Molinaro
Lehigh University

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**Women in Sports Broadcasting:
Three Women's Stories**

by

Courtney Christine Molinaro

A Thesis

Presented to the Graduate and Research Committee

of Lehigh University

in Candidacy for the Degree of

Master of Arts

in

American Studies

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Courtney Christine Molinaro

Thesis is accepted and approved in partial fulfillment of the requirements for the
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Women in Sports Broadcasting:
Three Women's Stories

Courtney Christine Molinaro

May 6, 2011

Date Approved

John Jirik, Ph.D.
Advisor

Hugo Ceron-Anaya, Ph.D.
Co-Advisor

Edward Whitley, Ph.D.
Department Chair Person

Dedication

This thesis is dedicated to my family who has always supported me in all my endeavors.

I love you all!

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Abstract

This thesis examines two women who work in the sports broadcasting industry as on-air broadcasters and a third woman who was an on-air sports broadcaster for 17 years. Data on these women was collected through interviews and background research. The goals of this study are to introduce these three women and to use French sociologist Pierre Bourdieu's theory of capital, field, and habitus as a tool to understand their success in the sports broadcasting industry as on-air broadcasters. Also, I introduce the idea of 'bodily capital,' which the researcher associates with Bourdieu's concept of corporeal capital, as acting as an element prominent in the entertainment industry, including sports broadcasting.

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Chapter I: Introduction

Purpose Statement

This thesis is a case study of three women sports broadcasters. I undertook the research to add to our understanding of the role of women on-air in television sports broadcasting in the United States. To better contextualize these women's stories, I first recount women's role in society throughout the nation's history. I then look at the emergence of sports broadcasting. Finally, as background, I provide an overview of the history of women in broadcasting. The three case studies of women who have either worked as sports broadcasters or still do, were developed through research and interviews. Pierre Bourdieu's theory of capital, field, and habitus is used as a tool to analyze the women's experiences in the industry, expanding the application of the theory to include the sports broadcasting industry. As part of the analysis I shall discuss an aspect of cultural and social capital, which I call 'bodily capital.'

Significance

The significance of this study is that it examines the emergence of women in sports broadcasting, within the context of the changing roles of women in society and development of television. By using Pierre Bourdieu's theory of capital, habitus, and field and applying these concepts to the role of women in the specific field of on-air sports broadcasting, I will show the necessary factors which enabled success (here defined as obtaining a career as a television on-air sports broadcaster) for the three case studies. The three women in this study are Mimi Griffin, Beth Mowins, and Suzy Kolber. Griffin

worked for ESPN between 1983 through 1999 and CBS Sports from 1985 through 1991. Mowins began her career with ESPN in 1994 and Kolber worked for CBS Sports after she graduated from the University of Miami in 1986. She then worked for WPEC- TV in West Palm in 1991 before joining ESPN in 1993. The time period when they worked in the sports broadcasting industry as on-air sports broadcasters dates from 1981 to the present.

Definition of Terms

Current Role: The time period from 2010 through Spring of 2011.

On-air women in television sports broadcasting: Women who work on-air in the sports broadcasting industry. She could be a play-by-play announcer, color commentator/analyst, and/or a sideline reporter who works in the television medium. A color commentator is the person who provides expert analysis of the game and converses with the play-by-play commentator. A play-by-play commentator describes what happens during the game.

Finally, this work should be seen as exploratory. With only three case studies it would be impossible to generalize about women in sports broadcasting. However, the stories presented here provide insight into how these women have succeeded, and can help future research formulate the kinds of questions that will further our understanding of the evolving role of women in sports broadcasting.

Chapter II: Literature Review

Many newspaper articles have been written concerning the subject of women in television sports broadcasting, although there has been limited systematic scholarly research. To arrive at the present circumstances of women and their relation to the sports broadcasting industry, it is necessary to briefly review the past and specific people and events that are of significance to this study. In this section, I will break down three social influences necessary to provide a backdrop that will lead us into the period in which the interviewees have worked as on-air sports broadcasters. "Women in Society" provides an outline of important advances women have made in the United States from the country's birth in 1776. The "Emergence of Sports in Television Broadcasting" is an important topic to review because it provides the context for the three case studies that make up the core of the thesis, building on the pioneering role of women in society more broadly. The final section is "Emergence of Women in Sports Broadcasting" which discusses the history of women who entered the sports broadcasting industry working as on-air broadcasters.

Women in American Society since the 1900s

Women in the Workplace

In the book entitled, *Working Women in America: Split Dreams*, Sharlene Hesse-Biber and Gregg Lee Carter, note in their research that by the 1900s, women and girls 10 years old and above, were being paid for services they offered outside the domestic home setting. These authors concluded that there were 5 million females in the work force at

this point in time, working from data presented in Elizabeth F. Baker's book, "Technology and Women's Work". Hesse-Biber and Carter broke down the statistics and grouped the jobs into those in industry, farming, and other professional jobs. They stated:

About 25 percent (1.3 million) of employed women worked in the manufacturing industries: in cotton mills, in the manufacture of woolen and worsted goods, silk goods, hosiery, and knit wear. The third largest group of employed women (over 18%) were working on farms. Women in the trade and transportation industries (about 10%) worked as saleswomen, telegraph and telephone operators, stenographers, clerks, copyists, accountants, and bookkeepers. Women in the professions (about 9 percent, and typically young, educated, and single, of native-born parentage) were employed primarily in elementary and secondary teaching or nursing. Other professions – law, medicine, business, college teaching – tended to exclude women (Hesse-Biber and Carter 28).

Even though women's domestic service for their families declined at the turn of the century, Hesse-Biber and Carter suggested there was still the mindset that a woman's place was at home, not in a factory. "Fewer manufacturing jobs were being defined as suitable for white women, especially with the rising dominance of heavy industry employment for which female workers were considered too delicate" (Hesse-Biber and Carter 30).

African American women had a different set of realities they had to live with. Service work was the best opportunity for them to gain employment. It was mainly through the tobacco and textile industry where African American women would be able

to find factory employment. "The legacy of slavery may partly account for the relatively high labor-forced participation rate of African American women" (Hesse-Biber and Carter 31).

Women's Movements in the Late 19th and Early 20th Century

Close related to the rising visibility of women as workers outside of the home, women won the right to vote in 1920 with the passage of the 19th amendment. This was a significant victory for women who were seeking social change as it gave them an equal right to actively participate in politics. However, it was not an easy battle and did not come all at once. "The process began when the Wyoming Territory broke new ground in 1869 and 1870 by giving women equal rights with men to vote in all elections and to hold office. Twenty years later, Wyoming entered the Union as the first woman-suffrage state. Colorado, Utah, and Idaho soon followed suit" (Amar 30). Early influential women activist were Elizabeth Cady Stanton, Susan B. Anthony, and Lucy Stone. These women, along with others, "...succeeded in spreading woman suffrage to neighboring western states. From this broad and expanding base the movement began to successfully colonize the East" (Amar 32).

Kirsten Delegard, who wrote about women's movements between the 1880s and 1920s, found that the growing number of women's groups gained popularity because of the emerging ideas and messages women were advocating. They developed political campaigns to deal with their modern day problems. One specific group was the Working Women's Society. Leonora O'Reilly was the founder of this society and her "activism illuminates the connections between gender, class, and consumption" (Vapnek 8).

According to Lara Vapnek, author of *Breadwinners*, Leonora O'Reilly became a labor activist in 1886 joining the Knights of Labor which was the beginning of her social activism in the labor movement. During that year, she joined a group of women who came together to compare their working conditions and how to improve them. Their goal was to increase the rights of female workers. By establishing themselves as women, they separated themselves from women's organizations who focused solely on the role of women in a domestic setting (Vapnek 73). O'Reilly and the women in the Working Women's Society "sought the same goals being won by organized men, including high wages, an eight-hour day, and greater control of their working conditions" (Vapnek 73,74). This is one of the many examples of women organizing themselves into groups to battle for improved working conditions and rights, in particular the right to equality with men in the workplace.

Nevertheless, it was not simply a case of women asserting themselves in a 'man's world.' Different groups of women from all walks of life fought for different rights and resolutions. Delegard stated in her research that while women fought for societal changes, such as prohibition and the establishment of parks and playgrounds, each group fought separate battles categorized by their race, class, and ethnicity. At times, this resulted in conflict: "Even as they sought to achieve social harmony, for instance, few white middle-class women were able to shed the blinders of race and class privilege in order to make common causes with African American, working-class, or immigrant women. (Delegard 329: Edited by Hewitt). According to Hesse-Biber and Carter, while white-women were labeled inferior to white men, they did not have the additional battle against racism African American women had to deal with. These authors also state that African

American women's "employment and economic opportunities were limited, in part because the skills they had learned on the plantation transferred to relatively few jobs, and those only of low pay and stature" (Hesse-Biber and Carter 30). However, when compared to white women's participation in the labor-force, African American women had a much higher percentage of labor-force participation. Hesse-Biber and Carter attribute this to the United States legacy of slavery of the African American people.

The Impact of World War I, World War II, and The Depression

The end of slavery may have been a partial victory for women. But the 20th Century saw just how much more work had to be done to make women fully empowered members of society. During both World Wars, women were able to increase their numbers in the workforce. The United States felt the pressure of, "war production and" because of the "shortage of male industrial workers..." it was necessary to facilitate "the hiring of women for what had been male-dominated occupations" (Hesse-Biber and Carter 31). However, as Hesse-Biber and Carter note, these changes during World War I did not last. "Instead, women filled an urgent need during the wartime years and were relegated to their former positions as soon as peace returned" (Hesse-Biber and Carter 32). These authors quoted reformer Mary Von Kleeck, who wrote: "When the immediate dangers...were passed, the prejudices came to life once more (quoted in Chafe, 1972, p. 54)" (Hesse-Biber and Carter 32).

In contrast to World War I, Hesse-Biber and Carter argue that World War II was significant for women in relation to their ability to participate in the paid labor force: "The social prohibition concerning married women working gave way under wartime

pressure, and women wartime workers demonstrated that it was possible for women to maintain their households while also assuming the role of the breadwinner with outside employment" (Hesse-Biber and Carter 36). As a result, after World War II more single and married women workers entered the work force (Hesse-Biber and Carter 38).

As for women of color, because they faced discriminatory hiring practices in office and sales jobs, domestic service was the best opportunity for these women: "For the next three decades [1940 - 1970], African American women remained the single largest group in domestic service" (Hesse-Biber 40).

Second Wave Feminism

If winning the vote and forcing their way into the some areas of the workforce characterized the early feminist movement in the United States, the second wave of feminism started in the 1960s with a direct demand for full equality for women. The roles of women in society were being strongly questioned as well as inequality of laws and cultural identities. Women were seeking change in many areas and formed countless groups to combine their efforts to fight as one. In 1963, Betty Friedan's book, *The Feminism Mystique*, was published and is still considered to be one source that added a positive force to the movement: "Rarely has a single book been responsible for such sweeping, tumultuous and continuing social transformation" (Fox). She was also responsible for establishing the National Organization for Women (NOW) in 1966 and served as the president until 1970.

Pierrette Hondagneu-Sotelo stated in his essay "Feminism and Immigration", published in *The Annals of the American Academy of Political and Social Science*, that

the civil rights movement in the 1950s and 1960s was the driving force which began the demise of legal discrimination. One discriminatory practice, which as we shall see below is still a battle today, was the struggle for equality and opportunities in the work place. Women demanded the right to work outside of the home. "Feminists responded that they did not oppose the family as such but only the institution of the family as it then existed in American institution in which women were deeply vulnerable to violence, to exploitation, and to cultural marginalization precisely because of their economic dependency" (Stoper 152). Becky Thompson wrote in *Multiracial Feminism: Recasting the Chronology of Second Wave Feminism*, that protestors wanted to "contradict the older generation" (Thompson 338): "For younger women, the leadership women had demonstrated in the 1960s' activism belied the sex roles that traditionally defined domestic, economic, and political relations and opened new possibilities for action" (Thompson 338).

The wage gap between men and women was a tangible way of examining the economic issues women dealt with. The 1970s and 1980s were two decades when women began to push hard for equal wage rights...and saw results: "As of 1988, women working full-time earned 70.2 percent of men's weekly full-time earnings, or 70 cents for every dollar men earned, a figure that rose steadily from a low of 61.9 percent in 1977" (Stoper 152). Though it may have been slow, women were winning the battle of unequal payment in wages.

One example of protesting was when Friedan called on "every working women" to stand together and strike against their male bosses by joining in a march on August 26th 1970. She argued that women working in a job in which a man is paid more for the

same work should strike in rebellion against unequal wages. Gail Collins wrote in her book *When Everything Changed* (2009) that on the day of the strike, Friedan arrived at Central Park in New York City, where the march was set to begin, and she saw thousands of women, children, and men in attendance. Collins continued: "The strike for equality, which was marked by parades and demonstrations in cities around the country, drew the kind of bemused tone of superiority from male commentators that women had come to expect" (Collins 206).

Title IX

But it was not only in the home and workplace that women were demanding equal rights and opportunities. The long struggle for the emancipation of women, and equal rights in every field in 1972 made its way onto the sports field. Title XI, The Equal Education Act of 1972, was another monumental victory for women. Prior to this Act, traditional gender roles were reinforced by the education system and public school curriculum as well as extracurricular activities (Hesse-Biber and Carter 97). Title IX was passed in 1972 to provide equal opportunities for each sex involved in such activities. As a result, women could no longer be discriminated against because of their gender in any federally funded educational activity. Hesse-Biber and Carter emphasized the importance this had for women's participation in sports; specifically that not only did women have increased access to a variety of sports, but also now were able to compete as a team, which social scientists have determined helps cultivate social skills (Hesse-Biber and Carter 98). Another description of this Act is that, "Title IX essentially requires that all institutes of higher education provide student access to sport participation on a gender-

neutral basis. As a result, athletic opportunities for female undergraduates have expanded significantly..." (Anderson, Cheslock, Ehrenberg 225).

The importance of Title IX for women in sport cannot be over-emphasized. I return to it below. But in order to understand how women move into sports broadcasting, I now outline the development of the sports broadcasting industry.

The emergence of sports in broadcasting

Television was first introduced into the United States in 1939 and on May 17, 1939, the first televised sporting event was aired. The National Broadcasting Company, now known as NBC, owned only one camera at the time but still decided to cover a baseball game between Princeton and Columbia. John Catsis recalls the event in his book *Sports Broadcasting* (1996) on the subject of sports broadcasting and notes that the newspaper reviews of this first sports broadcast was not favorable to NBC. As Catsis (1996) notes, perhaps this was understandable since the station was new and just developing their talent and learning how to do a sports broadcast (Catsis 29).

According to Catsis, because there was "limited equipment, limited skills, and limited ability to cover games utilizing large areas such as baseball and football stadiums, television executives quickly realized they needed to cover sports that were confined to smaller areas..." (Catsis 29). This led them to broadcast wrestling and boxing matches (Catsis 29).

This new medium of communication, television, continued to develop at a slow pace until World War II, when scientists changed their focus to the demands of a country at war. In 1946, they turned their attention back to the development and improvement of

television. During that year, a boxing match between Joe Louis and Billy Conn for the heavy weight title was estimated to have had 100,000 viewers. By 1949, Catsis notes that the boxing matches that were aired outnumbered the amount of football games being broadcast.

Similar to the emergence of radio broadcasting, television broadcasting was not yet strictly governed by rules and regulations and everyone in the industry learned through time and experience.

In 1956, the Columbia Broadcasting System, CBS, aired the first full season of the National Football League, the NFL, on the CBS Television Network. This network went through rough beginnings but managed to create a lasting product:

"While overcoming substantial technical and contractual challenges, CBS also established an enduring system of regional telecasts and shifted control of broadcasting professional football from local broadcasters to networks. The relationship helped bring viewers to CBS Television on Sundays and influenced both the game and its bond with fans" (Cressmen and Swenson 479).

Sports Broadcasting and Business

In an essay written by David L. Altheide and Robert P. Snow entitled, "The Television Effect", the authors state that in the 1978-79 NFL season, The American Broadcasting Company, ABC, along with CBS and NBC, all together spent approximately \$160 million to have the broadcasting rights to cover the games. They also recorded that the professional baseball league received a total of \$54 million for the 1979 season; the NBA, \$40 million and the PGA \$30 million for NBC and CBS to broadcast

tournaments between 1979 and 1981. This shows that from early on, professional sports in the United States existed in a close relationship with television, begging the question whether either could now exist without the other? One example of the power television had in the 1970s was when ABC offered to broadcast a football game between Notre Dame and Georgia but only under the condition that the colleges move the game from Saturday November 9, to Monday, September 9.

Sports television was quickly becoming a business and both station executives and athletes knew it. In the mid 1990s, the NFL earned two-thirds of their annual salary from contracts with stations to have broadcast rights and the remaining amount was produced through ticket sales (Catsis 77). Advertising during sporting events was a way for the stations to make money. Presently, the most watched football game of the year is the Super Bowl and companies spend around a million dollars for a thirty second advertisement to be aired during the game.

Not only do television stations make money from broadcasting professional sports through advertising, they also have expanded networks sports broadcasts to sporting events at major colleges and universities around the United States. For example, college football bowl games are a high priority to air on television because of the popularity and importance of the games. Advertising became and remains at a premium through highly viewed games which monetarily benefits the networks. Because of the contracts between networks and the higher education institutions, not only did the NCAA gain profits, but the colleges and universities who competed in the broadcast games also made money from being in the bowl games, a part of which comes from the television contracts. Catsis states that networks do tend to pay a significant amount to broadcast college

basketball games; "Approximately 85 to 90 percent of the NCAA's total income comes from the broadcasting rights to college basketball," (Catsis 82).

ESPN

As the popularity and profitability of sports broadcasting grew, technological changes, in particular the invention of satellite and cable television, made it possible to expand the sports' menu on television. One of the most influential and significant developments within the sports broadcasting industry was the creation of ESPN, a network that covered only sports news, games, highlights, sports talk-shows, and interviews with athletes, coaches, staff and owners. First airing on September 7, 1979, their debut sports program was called *Sportscenter* and was the first television show of its kind in the United States. Over the years, ESPN has continued to expand its range of coverage. Highlights include the NFL draft, the baseball Hall of Fame induction ceremonies, the Boston marathon, as well as countless other professional and amateur sporting events. As a result of ESPN's success, many local cable companies started their own sports broadcasting networks. These networks focused on their local and regional sports teams.

Women and broadcasting

Since the beginnings of sports broadcasting, including radio sports broadcasting, generally men have dominated the profession, especially the role of on air television personalities. The first woman to be a television sports announcer at a major network was Phyllis George. She was signed by CBS in 1975 to become a member of the on air broadcasting team for the program called *The NFL Show*. She was and is noted to have

broken the barrier for woman to enter this profession, specifically as an on air sports broadcaster. George was a former Miss America in 1971 and was criticized for her lack of knowledge about sports (Catsis 38). Many believed, and some still do, that she was hired because of her good looks. These perceptions society had about Phyllis's job as a female sports broadcaster set the foundational standard of the image a woman must have to enter the industry. Through this example, we see how a woman's appearance was associated with whether she will be hired as a sports announcer.

Looking back at the history of women's struggle first for the vote, then for the right to work, then for an equal wage, and then for the right to the same opportunities that men take for granted, the type-casting of George as a 'pretty face' was almost inevitable. Given the predominance of men's sport on television, despite Title X in the schools, that she was able to break into the industry at all is testament to how far women have come, but also, in the criticism she has faced, how far women still have to go.

From the earliest years of the development of the television industry, as we have seen from the previous section, for the most part only men were deemed suitable for work as on air sports broadcasters. However, even in so male dominated a field as sports broadcasting, women were fighting to be seen and heard. Donna Halper wrote a detailed history of women's involvement with broadcasting in her book, *Invisible Stars: The History of Women in Broadcasting*.

Radio Broadcasting

As is well known, the radio industry was the first broadcasting system the United States developed. It began early in the 20th century. The origins of the industry lie in the

work of amateur hobbyists and engineers who mainly used radio for sending Morse code. Traditional gender roles at the turn of the century and in the following two decades limited women's access to the emerging radio industry as a career. In the 1920s, some broadcasters, known as "hams" at the time, began playing phonograph records and reporting sports scores; "Given that ham radio required a solid knowledge of mathematics and engineering principles....it is not surprising that the majority of the early amateur radio operators were males, since these particular subjects had not been commonly taught to girls" (Halper 11). Women were mostly associated with a passive association to radio, being seen as listeners only. Halper reported that some women convinced their male family members to teach them more about radio and this allowed a few women to enter the industry in the 1920s.

Women in Radio Broadcasting

With the end of World War I in 1918 and the passage of the 19th Amendment in 1920 which gave women the vote, the 1920s overall were a great decade of social change for women. But as they continued to push against the "norms" of their roles in society, their presence in radio broadcasting was not inherently egalitarian. Because many of the newly established stations had small budgets and had to pay for on air talent, by dint of the weaker earning power women and other minorities were given the opportunity to provide entertainment over the airwaves -- given that they had an engineering and mathematical background. As radio developed the opportunities for being on air began to develop too.

At the same time, often, it was a woman who was assigned the task of finding talent and making sure different performers were available. Women, in fact, became the

first program directors in radio because of this role. For example, Jean Campbell Crowe was involved with musical education. Formerly a concert pianist, she was a program director first at the station KPO in San Francisco: "In the early 1930s, she was hired away by NBC to work with the network's artist bureau, hiring the best musical talent for West Coast programming.

Some notable women who began in the industry during this time were Bertha Brinard, Marie Ciesielski, and Eunice Randall. "... as the 1930s began, a few of radio's pioneering women, in addition to Brainard, were still working in the industry" (Halper 58). Women broadcasters would report mainly educational and musical programs as well as conduct interviews and host celebrity gossip shows. Known as the "Golden Age of Radio", the 1930s presented new opportunities again. Besides commercial radio, radio drama became popular: "Because of the Depression, people became dependent on radio for escape and for information, and some of the most innovative shows with the biggest stars were on the air to take people's minds off their troubles." (Halper 59).

Even with the success women had in becoming involved as talent, there was also criticism. According to Halper, in March of 1931, an article in "Variety" heavily criticized women who were broadcasting on air: "The unnamed author, citing unnamed sources, accused women in radio of being vain, self-centered, and temperamental, unlike men, who were much more professional" (Halper 61). As for the 1940's, the beginning of this decade saw the development of television and FM radio although AM radio still dominated the industry. With World War II taking place in this decade, women were cast into roles that they deemed would fulfill their patriotic duties. In the 1950s, television

was becoming more popular and those who were on air were glamorous and exciting compared to their producers who worked behind the scenes.

As we have seen above, the 60s and 70s were decades of much social change. Up to this point, women had been expected to take care of their family, raise children, and to be a housewife. Women demanded equal rights although the media negatively framed this liberation movement as an angry, man-hating movement carried out by "bra burning lesbians" (Halper 202). Barbara Walters, who at the time was a reporter for the "Today" show stated "that women were finally being hired for their intelligence rather than just for their plunging necklines or good looks...." (Halper 202).

Meanwhile, women were making inroads on camera and off camera in television. But they still had barriers to cross when it came to covering hard news. In many cases successful women reporters were still assigned to human interest stories as well as celebrity gossip. Marlene Sanders, who began her broadcasting career in 1955 as a producer for CBS under the direction of Mike Wallace, is an example of a successful news correspondent who won a Golden Mike Award, yet was still being assigned to human interest stories. She complied because she wanted to show she could work together to achieve a common goal. "Assigning women to report the serious stories was still new territory for the networks, and the handful of women correspondents only sometimes were given good assignments...all too often, the men for whom they worked still had preconceived notions about what women reporters were capable of doing" (Halper 210).

Government regulations on women in sports

The government was also involved in boosting the status of women in broadcasting. Between 1970 and 1973, new regulations were introduced that required the hiring of women and minorities: "In fact, many of today's best-known TV reporter found jobs during that period of time: Connie Chung, one of the first Chinese-American reporters (1971); producer and correspondent Sylvia Chase (also 1971); "60 Minutes" correspondent Lesley Stahl, another former woman researcher who had been denied the chance to become a reporter for far too long (1972); CNN's Judy Woodruff (1970)" (Halper 213-214).

As already noted, in 1972, Congress passed Title IX. Schools and colleges were no longer permitted to virtually ignore women's sports -- they were forced by law to use their resources equally. But the direct impact of Title IX on broadcasting was minimal: "Sports-talk radio stations were slow to champion the idea of equality in athletics; the audience tended to be mostly male..." (Halper 216). The main battle for women during the 1970s was getting the opportunity to cover hard news whereas women sports reporters still were not seen as socially acceptable.

However, the push for equality and the impact of Title IX was slowly raising the profile and participation of women in sports. As a result, women were becoming more visible in sports media. "One of the major breakthroughs in acceptance of women doing men's sports came first with Hannah Storm, who joined CNN in the late 1980s and began anchoring one of their sports shows, as well as doing interviews with various athletes" (Halper 250). Storm has won over her mostly male audience because of her knowledge and passion for sports.

More women appearing on-air

By the early 1990s, women were rapidly finding acceptance as professional athletes in sports such as basketball and soccer. Not only did this benefit many amateur and professional female athletes, but it also increased the opportunity for women athletes to move into the broadcasting profession either as an on air commentator and/or a play-by-play announcer for those sports: “The Lifetime cable channel even began airing a regular schedule of WNBA games, with Michele Tafoya, who formerly worked for ESPN, doing play-by-play, along with former WNBA player...Fran Harris” (Halper 251).

However, sexism still prevailed in the media industry when the subject was women’s bodies. As Halper (1999) notes, media focused on women athletes as much for their ‘looks’ as their achievements. Media preferred stars such as Mia Hamm and Brandi Chastain who were “attractive”. I believe we can assume that because these female athletes received more attention than other female athletes who were not as ‘attractive,’ they had a better opportunity to become an on air broadcaster because of their popularity and no doubt, their looks.

Women today are seen covering a variety of sports but are mainly sideline reporters for the most popular sports such as football and men's basketball. Women often do play-by-play commentary and analysis for women's sports, but to break into covering a men's game from the booth is not common. In a 2009 article in *The Washington Post* Paul Farhi noted that even though women have had success in the sports broadcasting industry, they will rarely be seen doing commentary or analysis for a big game, such as

the Super Bowl. Farhi reported that Laurie Orlando, a top executive at ESPN stated, "Women have historically moved toward sideline reporters because that is what has been acceptable...The industry is changing, and of course, this, too, will change" (Farhi).

Several women however have managed to break into the booth. Pam Ward was given the opportunity by ESPN to announce three college football games in 2000 and now she can be seen as a regular football announcer for the network. Doris Burke has broadcast men's and women's basketball games, while Beth Mowins has done women's games. When it comes to the NFL, there was one woman by the name of Gayle Sierens who was given the opportunity to call a game between the Chiefs and Seahawks, although that was her first and last time to do so.

From the history of women's struggle for equal opportunities in the workforce, through the development of television broadcasting as an industry and then sport as a major part of that industry, clearly the path for women who strove to enter sports broadcasting as on-air personalities has not been easy. If women had not battled as hard as they did in the decades leading up to and through the emergence of sports broadcasting, women's rights and acceptance into the industry would have been even more challenging than it is today.

Women have battled sexism for thousands of years and it was not until the mid 1800s that women in groups began to fight back. America has a history of viewing women as second class citizens and it dates back to the founding of our country. This is the foundation woman activists had battled and continue to battle today. Every new industry was another challenge for women to enter into throughout the 20th century and

the emergence of the radio and television broadcasting industry was no different. It has been only within the past 25 years that women are having on-air sports broadcasting careers. This is a young battle women are fighting and one example is women's ability to work in the booth as a color commentator or play-by-play commentator. As I shall show with my three case studies below, women can succeed in sports broadcasting. However in order to understand their success, I now want to introduce the theoretical frame of my analysis of their success, and the manner in which I carried out my research, before I move onto the case studies themselves.

Chapter III: Theory

Pierre Bourdieu is a French sociologist who studied the dynamics of “social hierarchies and class formation”(Ceron-Anaya 4) through analysis of different cultures and those practices which create each specific culture. One way Bourdieu came to analyze these cultural structures was through his theoretical and analytical model which focuses on the notions of capital, field and habitus. These three components work together to create social action in society. “Bourdieu’s wide-ranging work cuts across established academic disciplines and provides a powerful and highly productive model for social analysis in diverse fields of activity” (Johnson 1). By breaking down all the aspects of society (people, places and environments) we can come to conclusions as to how specific social structures of cultures work. Johnson states that within Bourdieu’s “highly elaborate theoretical framework” is the concept that each societal culture impacts and reinforces the dynamic social structure, which equates to different levels of power held by agencies. Continuing through his explanation of this central concept, he states that these different levels of power, if gone unidentified and deemed legitimate, will be ingrained as classifications which serve to infiltrate a social structure’s way to identify and discuss daily life, especially within that culture, in general. This shapes the perception of the world around those within the social structure.

Habitus and Capital

Bourdieu's theory of capital is that it exists in many various forms other than economic, although the economy is still basic to his overall understanding of power: "Capital may take multiple forms, such as economic, cultural, social, political, or

symbolic (Bourdieu, 1986b)" (Ceron-Anaya 4). These general forms are, when applied to different fields, able to account for more or less significance and impact, depending on the specific field. Capitals are tools used by agents to obtain the ends they are striving for although having different capitals does not directly relate to obtaining the agents goal by utilizing them. According to Bourdieu, "Capital, which, in its objectified or embodied forms, takes time to accumulate and which, as a potential capacity to produce profits and to reproduce itself in identical or expanded form, contains a tendency to persist in its being, is a force inscribed in the objectivity of things so that everything is not equally possible or impossible" (Bourdieu 1986).

Habitus is the concept that different agents develop perceptions in result of the objective conditions surrounding those agents. Simply put, it is "...a notion of the agent...without falling into the idealism of Romantic conceptions of the artist as a creator..." (Johnson 2). It relates to the perspective a person has in that environment of themselves. It is the bias that is developed in a person to orient themselves in a specific field. Because of these acquired rules a person creates at an early age, it influences their decisions and directly relate to the habitus. In an article by Susan A. Dumais entitled, "Culture Capital, Gender, and School: The Role of Habitus", the author makes the important additional point that, "The consequences of the development of habitus are large: Bourdieu argued that the reproduction of the social structure results from the habitus of individuals" (Dumais 46).

Corporeal and image capital

Two types of capital that are synonymous with success in sport and sports broadcasting are firstly what Bourdieu calls 'corporeal capital' (physical ability) and

secondly what I call 'bodily capital' (appearance). Because beauty is studied as physical characteristic in this thesis it directly relates to Bourdieu's concept of corporeal capital.

Chris Shilling wrote a descriptive piece concerning the concept of corporeal capital called *Physical Capital and Situated Action: A New Direction for Corporeal Sociology*. Shilling stated:

Bourdieu developed this capital approach "in order to avoid those 'theoretically debilitating' dualisms (the object/subject, structure/agency, culture/nature and public/private divisions) that fragmented the study of society into artificially divided segments (Bourdieu, 1980, p. 25; 1990a; 1999, pp. 613, 620)" (Shilling 478).

Shilling explains that Bourdieu believed the body is an agent in society but at the same time, society is instilled in the agent's physical body which constructs "human relationships and identities that has centered the socially shaped embodied structure (Shilling 478). Belinda Wheaton, author of *Understanding Lifestyle Sports:*

Consumption, Identity and Difference uses Bourdieu's theory to explain how physical attributes in surfers, such as skills, strength and endurance, are a form of corporeal capital because if a surfer has a high quality of each, they will acquire prestige which is one of their goals. She argues that the value of corporeal capital "rests on the ability of the owner to convert it to other forms..." (Wheaton 117).

In relation to the sports broadcasting industry, corporeal capital can be translated from the playing field into the broadcast booth as well as the development and implementation of women's socially constructed idea of beauty. But more is asked of women than men in this field (see below for a discussion of field). Put simply a man on

air is more likely to succeed the more cultural and symbolic capital he has. Corporeal capital is not required, although possession of it is an asset. Corporeal capital is a bonus, since a successful sporting career can add distinction to a broadcasting career. But more is required of women in broadcasting. Specifically, what I call "bodily capital" or put bluntly appearance can determine not only whether a woman is hired but how long she can keep the job even after she has earned it, no matter how much of other forms of capital she has accumulated

Bodily Capital

When applying the concepts of habitus and capital to women in sports broadcasting, the fact that the focus for women in this industry initially was their appearance, as in the case with Phyllis George, women who aspired to be in the industry and managed to accomplish this had, in addition to their skills, knowledge and passion for sports and sports broadcasting, in a way not required by their male counterparts, to focus on their image as being attractive to insure their career. I want to call this "bodily capital". I define bodily capital as the physical elements of the agents in the sports broadcasting field. Height, weight, hair color, eye color, and overall image appeal to the viewing audience together act as a deciding factor of whether an agent will wield bodily capital. Each sporting event draws a audience with varying male to female ratios who watch the televised sporting event. The goal of a television network is to have the highest ratings possible so they can sell time to advertisers at a high price since the show is viewed by many people (which relates to the ratings). A natural deduction from this equation is networks want to keep the audience intrigued and not change the channel, therefore, attractive people could be part of the solution. But standards for attractiveness

in men and women vary. Whereas an attractive man is characterized by a range of capitals – for the most part cultural and symbolic – that may or may not include bodily capital, for a woman bodily capital is an asset without which success is made that much more difficult. Also, this form of capital may vary in different demographics. For example, different forms of bodily capital matter differently at television stations which are searching for a specific race or gender to work on-air to demonstrate the station's attempt at diversification. These two agent distinctions, race and gender, can be classified in the social structure of the sports broadcasting industry as forms of capital, although I include them in the realm of bodily capital because an agent's skin tone and autonomy create the physical appearance which is the central concept of bodily capital. Unlike Wheaton's comparison of athletes converting their corporeal capital from the actual physicality that they possess, bodily capital in the sports broadcasting industry strictly relates to an agent's image and physical attributes. Bodily capital focuses more on an agent's appearance and may only be applicable to the entertainment industry, such as sports broadcasting, whereas corporeal capital can be applied more generally throughout specific fields.

Bodily capital is specific to the social norms of the society an agent is interacting in. As I have mentioned earlier, bodily capital is incorporated within the idea of cultural and corporeal capital. Richard Shusterman wrote in a journal article entitled "Somaesthetics: A Disciplinary Proposal" summarized Bourdieu's idea of beauty as socially constructed: "the body is both shaped by power and employed as an instrument to maintain it, how bodily norms of health, skill, and beauty, and even the most basic

categories of sex and gender, are constructed to reflect and sustain social forces" (Shusterman 304).

Shusterman continued by his statement:

"Bourdieu's work extends this descriptive approach with a sociologically detailed synchronic analysis of the social constitution and deployment of body norms, which can be further complemented by comparative analyses that contrast the body views and practices of two or more synchronic cultures" (Shusterman 304).

Bourdieu views beauty not as a natural development but a learned formulation of what beauty is within a culture. This can be analyzed through comparing different cultures recognition of beauty (Shusterman 304).

Field and capital

Field is the social structure "where the position of agents is placed" (Ceron-Anaya 4). Two classes of power, the dominant and subordinate, toil to control resources in a given field (Dumais 46). In the sports broadcasting industry, these resources equate to on-air jobs as a sports broadcaster. Capital does determine which class in the field a person falls into and to what level within that class, therefore capital and field cannot be separated.

Two examples of field would be the education field and the sports field. Each field has a specific set of rules which define them. In an education field, it does not matter if you are 6-foot-5 or 5 foot-6 because a person is using their mental abilities to perform the duties required in such a field. Although in the sports field, a person's height would have an impact depending on what sport you play. Here, identification of the

structured social spaces and conditions is what Bourdieu determines to be field.

Dumais also points out the specific connection Bourdieu makes between field and capital: "Fields are spaces in which dominant and subordinate groups struggle for control over resources; each field is related to one or more types of capital" (Dumais 46).

Because this is so, certain capitals become more important than others, depending on the field. There can be multiple types of capital other than just economic and political. Some other cases of capital can be social and symbolic capital. An example of social capital would be benefiting from one's family connections. Symbolic capital is the capital associated with distinction in any given field. Capital in all its forms is what directly functions in the field and determines who has power and who does not.

Having established the idea that social hierarchies are developed in each field by means of capital, it is accurate to state that different capitals provide different levels of power within every social structure. The various forms of capital and their unique relationship with the power derived from these capitals will determine the amount of power an individual has in the field. In an essay written by Craig Calhoun entitled, "Habitus, Field, and Capital: The Question of Historical Specificity", Calhoun reaffirms that Bourdieu's social fields are governed by power: "Power is always fundamental to Bourdieu, and it involves domination and/or differential distribution. For Bourdieu, in other words, power is always used, if sometimes unconsciously; it is not simply and impersonally systemic" (Calhoun 64). Power is linked to status which plays out in relationships of relative power, control or domination.

Moreover, as is evident from the previous example of the education and athletic fields, one type of capital, and therefore relative power in one field does not necessarily

translate into the same relative power in another field. i.e. tall women do not have any particular advantage when it comes to education: “Bourdieu’s account of capital is an account of the resources that people use in” (Calhoun, 70) the pursuit of power and leads them to it (fame, profits, wealth, etc.). Because of this distinct quality, I suggest that in order to understand sports broadcasting, we should extend Bourdieu's notion of corporeal capital to include what I have called bodily capital, as the latter is usually more relevant for women in the broadcasting industry than it is for men. Moreover, for women, bodily capital is an asset that depreciates in value as a woman ages. Age does not affect men in sports broadcasting the same way. In short, whereas for women bodily capital is a highly prized asset, men are valued more for their cultural and symbolic capital. As a result, bodily capital is for women both an asset and a liability. I shall discuss the problems this creates for women in the analysis section of each case study presented in the data section of this thesis.

Chapter IV: Method

The topic of women in sports broadcasting has not been extensively researched. In fact, to the best of my knowledge, my work on this topic is the first of its kind, at least in the English-language literature. Because of the exploratory character of this work, I decided to develop an extremely small set of case studies in order to find out whether a more extended study was warranted. Therefore I chose to focus only on three women to whom, as I explain below, I had relatively easy access: Mimi Griffins, Beth Mowins and Suzy Kolber.

The decision to develop a small set of case studies prompted my second decision, to develop the studies in depth, in order to gather as much information about each of my informants as possible. However, constraints on time, the scope of the thesis and its exploratory character, all pointed to a relatively restricted data set being generated at best. Nevertheless, despite the constraints that prevented a more expanded set of case studies and greater depth in the three studies undertaken, I believe my research method generated valuable results that add to our understanding of why these three particular women succeeded in sports broadcasting.

Data collection

Research on this topic began at the middle of January in 2010. Three interviews were completed through a type of conversational interview. Two out of three were conducted in the Spring; Mimi Griffins on March 12, 2010 and Beth Mowins on March 20, 2010. Both were face-to-face interviews and were at places convenient for them, as

Griffins was conducted at her office in Allentown, Pennsylvania, while Mowins was in Durham, North Carolina before the first round of the women's NCAA basketball tournament were Mowins was schedule to work as the play-by-play commentator that afternoon after the interview. The third interview was of Suzy Kolber on September 19, 2010 and was an over the phone interview which Kolber noted she was on her way home from a work related appointment. The average length of the interviews was 42 minutes.

Before each interview, research on the subject's sports broadcasting background was done to provide direction for the interview questions. Therefore, each interview had a specifically different set of questions depending on the history of each subject interviewed, although a number of questions were asked in common, given my intention of comparing and contrasting their life experiences. In addition, I decided to conduct each interview less as a question and answer session and more as a conversation in order to give myself the option to seek further input on a topic if thought necessary to do so. This approach also allowed my informants to expand on any topic they wished to. Also, this determined flexibility on my part as the researcher to either add questions or not, based on the answers the subject gave. In short, rather than an interview, the research was conducted more as a conversation with the three subjects, in order to generate as broad and in depth a data set as was possible under the circumstances.

In adopting this open-ended approach to the interviews, I was guided by my thesis advisor, a professor in the Department of Journalism and Communications at Lehigh University. The reasoning behind our decision was the goal of maintaining an informal and relaxed line of communication which we believed would allow the subjects to feel

comfortable and at ease in speaking with me, enabling them to express themselves openly and without the constraints of a more rigid interview style.

Researchers role

I conducted each of the interviews personally. My own life story heavily influenced my decision to conduct this research. My B.A. degree is in Journalism with a minor in Communications and was completed at Lehigh University in Spring of 2009. While at Lehigh, I was a member of the Women's basketball team, from 2007 to 2009. Prior to transferring to Lehigh in the summer of 2007, I was studying at Penn State and was a student athlete on the women basketball team on Penn State's main campus. Through my undergraduate career, I became even more passionate than I had before about having a career in sports broadcasting. My desire to pursue this topic for my graduate thesis in the American Studies M.A. program at Lehigh University was because, at the time of deciding my thesis subject, I was still very passionate about the sports broadcasting industry and had entered the field as a sports reporter for Service Electric Cable Television's Sports Station called TV2Sports. As a female in this industry, I wanted to investigate different women's success and what enabled them to obtain the position they are in life as a sports broadcaster.

Each interview was a result of social networking through personal relationships I had formed. Mimi Griffins son, Kyle Griffin, attended Allentown Central Catholic High School in Allentown, Pennsylvania with myself and was a grade below me. I also meet Mimi when I was in high school and Mimi's husband, Bill Griffin, works for the athletic department at Lehigh University, where I attended to obtained my undergraduate degree

as well as participated on the women's basketball team. Therefore, Mimi was quite familiar with me and that may have had an influence on the answers Mimi gave to her throughout the interview, along with the length of time she allotted me for the interview.

Mowins interview came about through the request of Mimi via e-mail since she had worked with Mowins and maintained a relationship with her. Mowins and I corresponded through e-mails and after she agreed to participate in this study, a date, time, and location was set for the interview. I flew to Greensboro, North Carolina on March 20th. After arriving in Greensboro, I received an e-mail from Mowins requesting to change the time of our interview from Saturday afternoon to the morning. Mowins stated an unexpected family issue had come up and if it was too late to reschedule, then she would find time for the interview in the morning before she worked her assigned basketball game.

The next morning, we met Mowins at Duke University. Mowins was about 20 – 30 minutes late to the interview and when she had arrived, informed me she only had 30 minutes for the interview as she had to prepare for her job, as the interview took place before a division one basketball game Mowins was covering as a television play-by-play commentator.

In my search for another female sports broadcaster to interview for my thesis, I was able to contact Suzy Kolber through a friend of her father. Jim Feenstra was a friend of Kolber's father, and once I had this information, I decided to ask if he would be willing to ask her father if Suzy would be willing to participate in this study. I knew Feenstra because I had previously interned at Penske Truck Leasing, where he is the

Director of Marketing. I had formed relationships with many employees in different departments and because of social networking again, Feenstra was able to put me in contact with Suzy.

In short, I used my 'social capital' in the manner Bourdieu discusses the term in order to organize this research. Because of the relationships I had developed, I was able to convert that social capital in the case studies which are the basis of my research.

Limitations

If social capital enabled me to set up the interviews, the familiarity and comfort levels between the subjects and myself are two factors which may have had an influence on the subjects' eagerness to participate in the research, their responses, and well as the time allotted for the interviews. However, it may also have impacted the types of questions I asked, and how I responded to their answers. Although I do not believe that familiarity and comfort prevented me from pursuing valuable avenues of enquiry, I cannot rule out that I was influenced by my love of sport, and respect from women who have made the transition into the broadcasting profession, my own career aspiration. Hopefully I have overcome this issue to the best of my abilities.

Time restrictions may be the prevalent obstacle during research on any subject. In this study, the main component of the data was completed through interviews of each subject. They allotted a varied and limited amount of time for the interview primarily because of their own busy work schedules. In consultation with my supervisor, follow-up interviews were not conducted because the richness of the extant data was considered sufficient for the limited scope of the topic and because of time constraints on finishing

the thesis. As noted, two of the three interviews were conducted in person, while one was conducted over the telephone. This could have an effect on the interviewee's answers, either positively or negatively, but I have no way of knowing whether this was the case, and must leave it as an unanswered question.

Conflict of interest also resulted during specific stories recounted by the interviewees. Two of my informants gave "off the record" statements. On the one hand, research ethics prevented me from using those parts of their accounts. On the other hand, I wanted to protect the integrity of the experience which each subject had, in order to leave them with a positive experience of participation in academic research. I believe this is important because other researchers may want to expand on this study and conduct their own interviews with any of the subjects. If "off the record" statements the subjects made appear in this study, it may hinder the subjects' willingness to participate in further research. This could also have a ripple effect if subjects were to relate a negative experience to others in the industry, resulting in potentially interesting research avenues being closed.

Finally, in consultation with my supervisor, no Institutional Review Board (IRB) protocol was developed for this study. Put simply, this work did not meet the definition of 'research' in the sense that is defined by the IRB. The interviews were loosely structured and deliberately not systematic, so as to generate as broad and in depth a data set as possible. Each case study was unique and therefore could not contribute to generalizable knowledge. At best my findings were exploratory and could only provide insight into the types of data researchers might collect in order to study this field systematically at some point in the future.

Chapter V: Data

Case Studies

To reiterate, the three case studies consist of recorded, one-on-one interviews with Mimi Griffin, Beth Mowins, and Suzy Kolber. Griffin and Mowins interviews were in person, while Kolber's interview was over the phone. The purpose of these interviews was to seek understanding of these three women's journey into sports broadcasting. To aid this understanding I apply Bourdieu's concepts of capital, field, and habitus.

First Case Study – Mimi Griffin



http://msgpromotions.com/MSG/Mimi_Griffin_MSG_Promotions.html

Mimi Griffin was raised outside of Philadelphia in a family of women athletes, passionate about basketball. Not only her mother, but her grandmother as well played basketball and being the third generation of women in her family who had a passion for the sport, she knew the history of women's basketball very well. "I can remember to this day sitting in the kitchen while my mom is preparing dinner and watching on TV Big 5

basketball, I mean it was a religion with us growing up so I always had an interest in it and came by it naturally” said Griffin.

Her passion grew once she began playing and recognized her natural talent for the game. Her high school coach, Pat Wallace, was a major influence in her life, not only on the court, but in life. “The thing that made my high school coach such an influence is that she didn’t just teach you how to play the game, she taught you why you played the game and why you did what you did...She made you think the game and not just play the game” Griffin recalled. She also continued to watch basketball on television, although it was only men’s basketball since women’s games were not on television.

She decided to attend the University of Delaware and pursue a degree in computer science while playing on the basketball team. After three semesters, she transferred to the University of Pittsburg on a scholarship to play basketball. During her summers in college, in need of a job, she decided to apply for positions as a camp councilor. Following her natural ambitious desires Griffin sought to work at some of the best women’s basketball camps in the country. “...I wrote away to the Pat Kennedys of the world and Kathy Rush, and all the people who were running camps...The great thing was all the best players in the country were working the camps...so I not only got the chance to work in something I love, but we played against and became friends with the best players who became the best coaches in the country” Griffin said.

One specific friendship was to Fay and Kay Young who played for North Carolina State. Their friendship continued through the Young sisters time in the ABA, the first women’s basketball league, and as they worked for Manufacturers Hanover in New York City. During one visit to NYC to spend time with Fay and Kay, Griffin went

into work with them and met their executive vice president of marketing, Charlie McCain. “They were one of the only companies in the country that had a special events sports marketing department and that’s what Fray and Kay worked for in the off season” said Griffin. According to Griffin, they, she and McCain “hit it off” when they first met. Apparently McCain was a trustee at Iona College, which happened to be the college where Patrick Kennedy’s brother-in-law was an assistant coach . McCain knew about Griffin since she worked Patrick Kennedy’s camps, which is where his brother-in-law worked as well.

Griffin kept in touch with McCain during her time at Lehigh University when she was getting her MBA. When she was graduating from Lehigh, she heard that there was a position open at Manufacturers Hanover in the sports marketing department. She called McCain up to inquire about an interview for the position and he said, “you don’t have to interview, you have the job”. Griffin noted of the moment, “So I go from Lehigh to my dream job that I didn’t even know existed”. After a year and a half working for Manufacturers Hanover, traveling the country running different athletic tournaments, she decided to move back to the Lehigh Valley to get married. She then decided to start her own business, but realized she needed a broader base of contacts.

Because she was best friends with many players who became top basketball coaches in the country, such as Pat Summit and Jay Blouski, she would be invited by her friends to attend the final four every year. It was in Norfolk Virginia where she met a woman who worked for Converse who was their national director of promotions for women’s athletics. “She was looking for someone to head up their whole initiative with women’s basketball. So I happened to meet her, we hit it off, she offered me the job, and

worked out of her home instead of moving to Boston where they asked her to go. She worked for Converse for a year and a half and she stated that it gave her a “perfect opportunity to develop a broader base of contacts across the country... and I literally would go to the top programs in the country and sign them to Converse shoes.”

One initiative Converse started was a woman’s basketball game of the week. They connected with an independent producer out of Louisiana which produced 6 games, although none were ever aired because the producer “couldn’t come up with what he was supposed to be doing” Griffin recalled. Even though the games never aired, they still were produced and the play by play for the game was a women named Leandra Reilly, the only female broadcaster in the country at the time. Griffin was the color analyst. She was told by her boss, Sara Rhyme, that she had to do the color commentary, but that they had no money to pay her. “So I’m like ok I know basketball but I don’t know anything about TV...” said Griffin. “We hit it off and she then recommended me to ESPN.” The next year, Griffin got a call from ESPN to do a National High School cheerleading competition and she took the job.

Analysis of First Case Study

Through the relationships Griffin had created and maintained, she was presented different opportunities which ultimately led Griffin to her career in sports broadcasting. She remained friends with many of the players she met at summer camps who went on to have careers which lead Griffin through a path where she came across the opportunity to try on-air sports broadcasting. This is an example of Bourdieu's theory of capital at work, specifically as social capital.

Griffin was raised in a family with women who had a deep passion for basketball. She became comfortable working with women through her experiences on different female basketball teams since a young age. Once she became the primary women's basketball analyst for ESPN, she had developed a comfortable association between women who play the game. She also worked with other female sports broadcasters, such as Robin Roberts, and connected with each woman to make their booth commentary and studio shows the best they could be. Bourdieu would view this as Griffin's accumulation of cultural capital. Cultural capital is about the culture which an agent is brought up in from an early age and here its effect is Griffin's ease when dealing with the game of basketball and more importantly, the ease with her female peers.

Griffin described to me how she has a very high basketball IQ. She attributes this to her high school basketball coach, Pat Wallace, who herself understood many aspects of the game. Griffin recalled, "The thing that made my high school coach such an influence is she didn't just teach you how to play the game, she taught you why you played the game and why you did what you did." Before Griffin was on her high school team, she would watch her older sister practice with coach Wallace and her team. Griffin stated Wallace studied the game of basketball with Dean Smith and some of the other higher profile coaches in her day and this knowledge was passed onto her players to build the best team in the state. This knowledge Griffin had accumulated helped her work as a color commentator for women's and men's basketball games. This is another example of what Bourdieu would categorize as cultural capital.

Griffin was able to enter and maintain a career in sports broadcasting because she was financially stable. During the interview, she stated, "...one of the reasons I was one of

the only women commentators was because I was able to afford it." Her husband had a job and she had started a business she said was doing well. To her, the sports broadcasting was a fun second job for her: "I dictated my own schedule and I didn't have to make a lot of money so, I did it because I loved it," said Griffin.

Her ability to work in an industry where women at the time were paid at a very low rate in the industry is one example of Bourdieu's idea on economic capital. Because she had the monetary opportunity to support herself, money was not a major factor in determining whether she would work in the industry. She had the necessary monetary support to continue a career in sports broadcasting since at the time, Griffin recounted women were certainly not nearly being paid as much as a man was and her pay varied between different networks. She explains, "when I did CBS games, because it was unionized, I was getting 5000 a game and I was doing the exact same thing for ESPN and I was getting paid 1200 dollars a game. So, even back in the day, when I was doing 25 games, you still couldn't make a living." Economic capital contributed to Griffin's ability to afford to work as a sports broadcaster.

Looking at Bourdieu's theory of field in this case study, the sports broadcasting industry was at a time when women were not as involved in the industry as they are now. At the time, the social structure in the industry was male dominated. One example can be found through how much money Griffin made compared to her male counterparts. The huge difference in pay was a way to show that women were not the best option when assigning them to work as on air sports broadcasters.

Griffin's family were sports, specifically basketball, enthusiasts and this cultivated a specific bias in their beliefs and relationship to the games. Griffin was being habitually

subjected to the sport of basketball, whether it was watching it on television or by playing herself. One of the memories she shared with me was watching the Big 5 Philadelphia colleges compete against each other in a tournament specifically for them, while her mother was in the kitchen making dinner. She said it was like a religion with her and the women in her family. The sports of basketball became her passion because of her family's objective influence on her through their love of the game and her passion increased once she realized she had talent to play the game. These observations coincide with the theory of habitus which Bourdieu identifies as the perception an agent acquires from their objective surroundings.

Griffin's talent as a basketball player lead to her forming relations with those who provided her with social capital. Her talent enabled her to acquire a position on a collegiate women's basketball team which was one reason she was hired to work as a basketball counselor at the top summer camps in the nation. This is where formed relationships with those who provided her with social capital that lead her to a career as an on-air sports broadcaster. Bourdieu would view this as her corporeal capital and this contributed to her success in having an on-air sports broadcasting career.

When analyzed, the photograph of Griffin, shown at the beginning of the case study, identifies that she implemented her cultures idea of beauty. Bourdieu would link this to her usage of corporeal capital in a different way than stated above as well as an example of cultural capital. Her appearance, at the least, provided an additional form of capital that assisted her in obtaining a career as an on-air sports broadcaster. Although she does not identify her beauty as a factor of her obtaining a position as an on-air sports broadcaster, through using Bourdieu's concept of cultural and corporeal capital in relation

to bodily capital, a tool is provided to explain her success in becoming an on-air sports broadcaster.

Second Case Study – Beth Mowins



http://www.espnmediazone3.com/us/2009/11/12/mowins_bet/

Beth Mowins was born in Syracuse, New York in 1967. She grew up with three brothers and two parents who had a passion for sports. Her dad was a basketball coach and her mom followed ice hockey. According to Mowins, sports were always on television at her family's house and everyone was involved with them in some way or another. She recalls playing with her many neighborhood friends in an adjacent gymnasium where her father and his team conducted practice. Included in her memory of her childhood influence was the "big field" behind her family's house where she and her childhood friends would also gather to play sports. "It was just a natural progression to get involved and to be a part of all that," said Mowins.

Mowins passion for broadcasting came at an early age. She witnessed one of the first women sports broadcasters in television on the show entitled, "NFL Today". That women Mowins saw making history was Phyllis George who was a Miss America.

Recalling that she was around the age of 9 or 10, Mowins knew that she would enjoy that type of a job. “I was a big Dallas Cowboys fan and she got to meet all the Dallas Cowboys... I loved sports and I knew I loved to talk and it was just sort of a right fit,” said Mowins.

“Even when we were playing games when I was younger, I would play and if I would come over to the sideline I would always pretend I was calling a game...all of the other kids would listen to me and laugh and I would try to crack them up and that’s how it all started,” recalled Mowins.

In high school, Mowins played on the varsity basketball and soccer teams. She also began working for some local television stations where she lived. Through the assistance of her high school’s guidance councilors as well as those she worked with at the local television stations, she decided to pursue a degree not in journalism, but in a “good liberal arts degree with lots of reading and writing,” said Mowins.

She then proceeded to attend Lafayette College in Easton, Pennsylvania where she was on her school’s intercollegiate women’s basketball team and was a captain for two years. “... Lafayette was a good fit for me and it was all about other opportunities,” said Mowins. She filled her time with internships, working for the college radio station by DJing and giving news and sports updates, as well as working for television stations in the summers when she would go back to Syracuse. Mowins one goal was to “meet as many people as I could and eventually they started to recognize my face and my name and when it was time to hire me, at least I had some good contacts to get going.”

Mowins credits the start of her career as being located in Syracuse, New York. After college, she decided to travel back to her hometown and pursue a master's degree in communications. While in graduate school, Mowins worked at a local radio station while also moonlighting for one of the television stations. She started out covering Syracuse athletics and did "a little bit of reporting." She mentioned that many of the color commentators she witnessed on television were all "star athletes" and decided that she could be the play-by-play announcer.

She was hired by ESPN in 1994 to be a play-by-play commentator covering different sporting events including men's and women's basketball. She also worked for ESPN as a sideline reporter for various football, volleyball, and men's basketball games.

Analysis of Second Case Study

Mowins credits her success to breaking into the sports broadcasting industry by stating, "I think being in the northeast really helped and I think that timing was...it was just really luck." What was also important for Mowins was her relationships she formed with others in the industry. "It's a matter of keeping in front of people's minds and it's getting back on their minds about opportunities that might come up" said Mowins. Although she does not give specific names of those who offered her opportunities, her acknowledgement of relationships that were formed acted as a key component from the beginning of her career. Through these unique relationships she had with different people in the sports broadcasting industry and by maintaining them, opportunities were presented to her that may not have been if she did not have those work relationships. This is emblematic of Bourdieu's concept of social capital.

Her relationship with her father and his association with a local high school when she was younger gave her the opportunity to practice her future career in sports broadcasting. She recalls performing as the public address announcer during basketball and football games – another example of how social capital, this time through her father's connection with the high school, gave her what Bourdieu would consider an advantage others may not have had with this specific type of social capital.

Mowins grew up with three brothers and she told me this had played a factor in working in her profession: "In an industry where anyone pursuing a important and dream like goal, I think one of the critical thing was growing up with all those brothers, growing up at the gym playing with a lot of guys. I always felt very comfortable with a room full of men and sometimes you look around you you're the only one there." Mowins' reflection on this topic is an example of cultural capital. The culture that she grew up in allowed her to work effectively in an industry which she is a minority. Her culture growing up enabled her to be unaffected by the pressures of being the only female sports broadcaster at a press conference or other events with other male sports broadcasters. Mowins' cultural capital enabled her to work in a male dominated industry where she was not uncomfortable being the only female present during different work events she was required to attend. At a young age, she adapted to the normalcy of interacting with males. This enabled her to be more at ease and more likely to focus on her work at hand during different situations where she was with mostly men in the sports broadcasting industry, whether that was during media conferences or in the studio.

Growing up in a sports oriented family and consistently participating in athletics from a young age, she was knowledgeable about many aspects of different game. One

example would be her college years at Lafayette College as a member of the basketball team. She was a captain her junior and senior year which means she not only developed leadership skills, but also at least a solid understanding of the game. Although she is not an analyst as Griffin was, we can confidently assume that her involvement with the game gave her an advantage over others who may not have played basketball in college. Her experience working in the broadcasting industry through internships and summer jobs while attending college is an advantage she had over others who did not get involved with those activities. Through acquiring this knowledge through experiences as an athlete and through working in the broadcasting industry through internships in her college years, she developed another form of cultural capital.

Like Griffins, Mowins clearly had corporeal capital through her developed basketball skills and training her body to conform to societies idea of beauty within her culture. Corporeal capital, even if it can be converted into a job in sports broadcasting, is, as I noted above, different from bodily capital, and bodily capital for one has a limited use by date. When she was asked about her future plans, Mowins said she was unsure at this moment. She would like to continue working on air as long as she can but she stated the challenge she could possible face:

"...can there be a women in sports [broadcasting] that can continue until she is 50 or 60 like Dick Enberg can or like Marv Albert can? Will they be willing to put an older women on the air that long? I don't know. You have to have a certain look to be on the air on the women's side more so then on the men's side."

In short, Mowins acknowledges that bodily capital has a use by date and that in this respect the standards set for men and women sports broadcasters are quite different.

Mowins began her career during a time which did not have many female mentors to look up to and imitate. She was aware of Phyllis George and Mimi Griffin, who mentored her for some time, and decided to chase the dream despite the challenges. Women continued to be paid little compared to the same work completed by a man, which has been a battle women have been fighting since they began working in the industry. This is the field Mowins entered into and had conditions similar to Griffins, although the field of sports broadcasting was changing, slowly.

The Mowins family participated in many different sports. Mowins' parents had an influence on their children's behaviors, attitudes, and desire concerning sports. Her father brought his children and their neighborhood friends with him to the gymnasium where he would coach his high school boys basketball team. This repeated action, as well as the years spent playing sports with her friends, created what Bourdieu would consider her habitus. Mowins' life perceptions evolved around sports and because she was receptive to them and enjoyed them immensely, it had shaped the world which she came to know as a growing child.

Third Case Study – Suzy Kolber



http://www.espnmediazone3.com/us/2010/03/21/kolber_suzy/

Suzy Kolber stated that she has always had a love of sports, starting at a young age. She participated on different athletic teams in middle and high school, which took up most of her time. As Kolber puts it, "...that was my passion, my hobby, my love...". She explains that her passion for sports came naturally for her. "...I believe, some part of it was in my soul, I was born with it. I mean who could really explain to an 8-year-old girl who wanted to watch NFL football by herself with nobody else in the house? I loved it," stated Kolber. She was naturally driven towards sports and it was a significant factor in her life growing up.

Besides her passion for sports, her family also had an impact on her enthusiasm for sports. She recalled her grandfather was a "huge sports fan" and would watch anything at any time...all the time. Her father had the same character. He would take his family to Phillies and 76ers games, and once in a while, she recounted they would go see the Eagles and Flyers play. She said her vacations were all about fitness and that her family was very active and sports oriented. Her primary passion, perhaps because of

growing up with her brothers, was always for football, more than for other sports. “The way I loved football so much (was) just in my soul...” said Kolber, acknowledging that no single member of her family was solely responsible for the passion she developed for the game.

In her collegiate years at the University of Miami, Kolber decided to join the school of communication. She said she was not necessarily thinking that she wanted to get into sports broadcasting, but more broadly, liked communications as a whole. It was only when she had her first internship at a CBS affiliate in Miami that she knew she loved being around the sports broadcasting industry specifically. She interned for this station every semester for the rest of her college years.

After she graduated, she went to work for a fellowship in New York with the international radio and television society. She worked in the team library at CBS Sports and during the time she had spent working in that fellowship program, Kolber was called to work for a station in Miami. They offered her a freelance position which eventually became a full-time job, although it wasn't as a sports broadcaster...but as a producer. This was initially how Kolber entered the industry.

Eventually, Kolber got her shot to work on-air when she was working as a producer in West Palm beach, Florida. She had never anchored on set and she recalled being extremely anxious. “It was the whole combination of producing the show and then being on the air, it was all of it together,” said Kolber. Despite Kolber being “unbelievably nervous”, she recalled at the moment the news anchor turned towards her to give her report she felt something unique. “...I felt this warmth come over my entire

body and I was totally relaxed. And I think it was a matter of if you are prepared, and this is how I always felt, if I'm prepared, then I'm fine" said Kolber.

According to Kolbers bio on ESPNmediazone.com, she was hired by ESPN in 1993 to be the co-anchor of *SportsNight*, for the network debut of ESPN2, which began October 1, 1993. Before Kolber left ESPN to work for Fox Sports in November of 1996, Kolber served as an anchor on ESPN's *SportsCenter*, a reporter on *College GameDay*, worked the *X Games* as a co-host in 1995 and 1996, and continued to appear on *SportsNight*.

Kolber said one of her favorite moments in her career was when she was involved in the very first XGame which was then known as the Xtreme Games. Kolber remembers that it was a massive undertaking for ESPN and when they first asked her to participate in it, she had no idea how big it was going to be. They had asked her to do the "tape which sold the whole concept" said Kolber. They asked her to host and when it came down to the script, a major change was made. "...we wound up throwing away the script because I knew a lot about a lot of those sports....we sort of threw the script away and winged it..." said Kolber. Then, Kolber recalled the producers choosing to go ahead with her as the host and she recalled, at the time, she had no idea what this really meant for her career. "I just loved it" said Kolber. "And that, seeing that I could handle that kind of a show and that many hours on-air and all the times we just had to wing it really helped propel me into a lot of other things in a lot of areas."

At Fox Sports, between 1996 and 1999, Kolber anchored a nightly sports news program and was involved as an NFL reporter. Her broadcasting sports boundaries were

expanded when she also hosted figure skating and weekend NHL coverage during her time at Fox Sports.

She rejoined ESPN in 1999 and is working for the station to this day. She has hosted a number of significant sporting events, which included her role as an anchor on *SportsCenter* and on-site host for the French Open in 2004 through 2008 and for Wimbledon from 2003 through 2009. She hosted the XGames and Winter XGames in 2000 and 2001 and returned as a co-host of the event when it was held in Aspen in 2006.

From 1999 to 2003, she was the host of *NFL Matchup* and previously contributed towards “Backstage” on *Monday Night Countdown*. Kolber was added to ESPN’s new show, *Monday Night Football* in 2006 as a sideline reporter. She did have previous experience in this role, as she was on the *Sunday Night Football* broadcasting team for the previous five years. In this role on *Monday Night Football*, she and female sports broadcaster Michele Tafoya, would provide updates on different ESPN programs of the team participating in the upcoming *Monday Night Football* game.

In 2006, Kolber broke the glass ceiling for women in sports broadcasting by receiving the Maxwell Football Club’s Sports Broadcaster of the Year. Up until that point in time, no woman had ever won this award. Earlier in 2004, Kolber had also been recognized when she “...was named to *Sports Business Daily*’s 2004 list of the top ten favorite sports TV personalities of the past 10 years.”

Analysis of Third Case Study

During Kolber's college years at the University of Miami, she had interned for the local channel 4. She said initially, Tony Segreto, who was a long time sports director at

the station in Miami where she interned, was the one who approached her and asked if she wanted to be an intern at the station. He kept giving her many different types of assignments and different things to accomplish at the station and even though I was at school I had a ton of responsibility. Although Kolber did not mention specific names of people who she had known and kept in contact with, she was able to obtain her first on air anchor job because the general manager of the Miami station "pushed" to have her on the air even though she had never anchored. She stated:

"I was good as a producer and I was really green as an anchor and he [the general manager of the station] just felt there was something there and he gave me a shot...I think all along the way, those kinds of things happen.... same thing with ESPN2, here I am I had only been an anchor for a year and a half at a local station at West Palm beach and I wound up the first on air person hired for the launch of ESPN2. Now they took a chance too, so all along the way there has to be people who see something and are willing to take that chance and then you grab it and take advantage of the opportunity...each stop at each station where I worked, there was always somebody who was willing to take a chance and maybe ask me to bite off a little more than I thought I could chew but I think to me that's the way to really climb the later..."

This is an example of social capital. Through her experience and interactions with people in the sports broadcasting industry, these people in power positions, such as the general manager at the station in West Palm beach, gave her an opportunity because they knew her and the type of work she does.

Kolber's knowledge of sports broadcasting came from her passion for sports, her degree she obtained from the University of Miami in Communications, her internships, as well as her time at the New York Fellows program. She learned about sports by watching and discussing them from a young age and her knowledge of the sports broadcasting industry was developed through her obtaining a bachelor of arts in communications, her internships, and her fellowship with NBC in New York City. She accumulated a wealth of knowledge about sports, broadcasting, and the industry all together through multiple sources which equate to cultural capital.

Kolber's family social structure helped nurture her passion for sports, which she had an excitement for from a very early age in her life. The family trips were oriented around sports and a variety of sports as she recalled. Her grandfather and father would take her and her family to different Philadelphia professional sports teams event, such as the Eagles, Phillies, 76ers, and the Flyers. Such trips were central to the development of another form of her cultural capital.

Kolber was active in many different sporting programs and teams because she loved a wide variety of them: "Ever since I was a little kid I was always on a team, so that took up after school time and that was my passion, my hobby, my love..." said Kolber. She had a wide range of interest in different sports which shaped her experiences and perceptions of them. Bourdieu would identify this as her habitus because she became so comfortable with learning and participating in any different sport, she was hired for a wide range of sporting events, everything from the XGames to sideline reporting at the SuperBowl. She could adapt to different sports and wasn't tied down to one perception of a specific sport. Also, her family's interest in a variety of sports which they participated on family vacations also shaped Kolber's habitus.

Kolber stated that she didn't disagree with the opinion that there are more unattractive men who have on-air television careers than women. However, she attributed this to the higher male percentages working as on-air sports broadcasters as compared to women. She stated that because of a stronger male presence, there is a wider variety of looks and therefore is the reason there are more unattractive men than women seen in this career. This references the idea of bodily capital although Kolber's comments strictly refer to the disproportion of the male to female ratio as contributing to the reason there are more unattractive men than women in this career.

Woman slowly were becoming more visible in on-air sports broadcasting roles during the time Kolber began her career. Stations and networks were looking to diversify somewhat as far as hiring minorities such as women and African Americans. She gave an account in passing that she was in a position where she was being considered against an African American male, and she said that one of the reasons she got the job was the fact that the station was in more of a need to hire a woman. This is an example of Bourdieu's concept of the field. It helped determined her success to a certain point, by providing her an opportunity which wasn't available to men because of the needs of the station at that time. The field is sports broadcasting and this was the need of the station at the time.

Chapter VI: Discussion

The most common element among the three case studies is their families' influence on these three women from an early age. Sports was a passion for each family and that characteristic was passed down and fostered in these women. It would seem logical that each woman would gravitate toward a career involving sports. Specific beliefs and attitudes towards sports formed early on in their lives guided them through their journey to the point at which they are today in their careers. Bourdieu would link this commonality to his idea of habitus. This is also how they developed specific mannerisms and reactions to sports in general. The sports environment became second nature to them as they grew accustomed to the rules of the game. Each woman learned about sports and television broadcasting through different forms and each was provided the necessary knowledge to have a successful career in the industry. Bourdieu would consider this commonality between these women as cultural capital.

Bodily capital was another common element between the three women studied. Each internalized the socially constructed idea of beauty within their culture and in the sports broadcasting field can be linked to one aspect of their success in obtaining a position as an on-air sports broadcaster whether they acknowledge this or not.

Another characteristic found in all three case studies is their ability to form relationships with people in the industry and to maintain them. These relationships provided each woman a unique opportunity to enter and advance in the sports broadcasting industry as on-air personalities. This is social capital at work.

The final common trait was the emphasis each woman had on the hard work that they put into becoming a successful sports broadcaster. While this was a key component to their success and made them stand out as the top women in the profession, we can also pinpoint other factors which worked together to bring them where they are today.

What was unique about each case study was their different careers in which they came to be at this point in their lives. Mowins sought to become a play-by-play commentator for multiple sports, while Kolber was a host and sideline reporter, and Griffin was a color analyst and a show host. Each woman had a separate path which led them into the sports broadcasting industry as on air talent.

An element of their lives which was unique to Mowins' experience only was her comfort with large groups of men. She utilized this skill unknowingly because she was so familiar with it from her childhood that it came naturally. This skill allowed Mowins to complete her job without the added pressure males may present for female sports reporters. This is in result of her habitus since she attributed this skill to growing up with different groups of boys and men. She learned the specific trait which contributed to her success in a male dominated industry.

All these experiences and factors in each woman's life accounts for the journey they took and the career position they are in today. Analyzed through Bourdieu's theory of capital, field, and habitus, I was able to explain how many different parts made up these women's success in the industry. Overall, this theory aims to explain social structures and how they developed and maintained. The three case studies presented here are evidence of that through the accumulation of the different types of capital.

Bodily capital should be explored further since I believe this form of capital is key to success in the entertainment industry, including the sports broadcasting industry. To generalize bodily capital and not separate it from corporeal capital would leave out a detail specific to this social structure. Bodily capital focuses on the appearance and overall image of the person. Networks use female sports broadcasters bodily capital to increase ratings, and in turn, have an effect on who they hire. Each of the women profiled above had to some degree an accumulation of bodily capital, as bodily capital among women is highly prized in the field. Nevertheless, as Mowins acknowledged, bodily capital has a downside, a use by date that tends to push women out of the field, while men are permitted to stay on.

Bourdieu's theory enabled me to draw conclusions about the specific types of capital that make a successful sports broadcaster. Without the theory, these three success stories might not seem so obviously related, in particular in terms of childhood and family (social capital), familiarity with sport and preparation for a post-sporting life (cultural capital), and bodily capital. Nevertheless, we do need to realize that just because these capitals worked for these three women, their life stories cannot be taken as a guide on how to become a successful sports broadcaster. Other conjunctures of capital could just as easily produce success, while duplication of the capitals associated with Griffin, Mowins and Kolber does not guarantee success. Each of the women profiled here succeeded because of a mix of capitals that they were able to put to work to benefit their career. Each succeeded in her own unique way.

Chapter VII: Conclusion

In this thesis, I have shared data compiled referencing interviews with three women in the sports broadcasting industry. My goal was to better understand the role of women in the on-air sports broadcasting industry through telling these three women's stories. I have used French sociologist Pierre Bourdieu's theory of capital, habitus and field as a tool to analyze the experience each woman had which ultimately led them to on air sports broadcasting jobs. The method I used reflected what I was studying in relation to Bourdieu's idea of social capital. Through my relationships I had formed with those who happen to be involved in the industry, I was able to collect enough data to formulate what made these women successful. I found similarities between each subject which was exciting. But three case studies can only lay the foundation for further study. Other women in the sports broadcasting industry may well have succeeded for reasons not addressed in this thesis. So that is why this work was exploratory.

This study helped me to understand how I am being socially constructed in relation to my own career as an on-air sports broadcaster. I can also use Bourdieu's theory of capital, field, and habitus as a tool when analyzing all aspects of my life. I have learned how social structures form a person's personality, lifestyle, career path, and additional elements of their life which provides a tool for understanding people in general.

As I have mentioned above, I can identify the social structures that shaped my career as an on-air sports broadcaster. I have formed relationships with people in the sports broadcasting industry who have helped me acquire a career as an on-air sports

broadcaster. Bourdieu would distinguish this as social capital. My family is passionate about sports and I grew up being encouraged to try different sports and to become the best athlete I could train to be. This is the culture I grew up in which developed and cultivated my own passion and interest in sports. Bourdieu would view this as cultural capital.

The society I grew up in has instilled in me its concept of beauty which I internalized to represent what is the social norm in my culture. This is corporeal and bodily capital since I have learned to train my body in a way that my beauty is socially accepted. Financially, my family paid for me to attend a private Catholic high school that was known for having a distinguished basketball program. This helped me acquire a division I basketball scholarship which paid for my college education. Therefore, I did not have any student loans to pay off once I graduated and I was able to work with very little income. Clearly this is Bourdieus concept of economic capital.

The long history of the struggle for equal rights for women, and for access to work on an equal footing to men is reflected in the success of Griffins, Mowins and Kolber. Without the work of the suffragette movement, the passage of Title IX and the demand for full equality voiced by second-wave feminists, the doors would not have been opened for my interviewees to enter the field. So, regardless of their talent, determination and hard work, Bourdieu's theory suggests that their success was also the result of historical struggles that are still not won, and environmental factors over which the women had little control. Fated to be born into sports-active families, able to play sport throughout their childhoods and as young adults, and eased into the industry by willing advocates, each of these women benefited in unseen ways from the slow accumulation of

various capitals that enabled their success. But those various capitals would have meant nothing if each of the woman involved was not in her own unique way talented, driven and determined to succeed.

Suggestions for further research

There are several suggestions I have for further research on this topic. First, at best I have provided a tentative outline of certain background qualities (capitals) that might help a woman succeed as a sports broadcaster. However, one must assume that these qualities – a particular kind of home life, educational experience, etc. – are not exhaustive. Therefore a much more accurate index of capitals necessary for success in the field could be developed by expanding the data pool. Second, a researcher could interview producers on this topic and analyze whether or not Bourdieu's theory of capital, field, and habitus are applicable to all aspects of the industry. This would provide a richer explanation of the industry than the exploratory case studies recounted here.

Interviewing a larger group of women in television sports broadcasting would provide a greater sense of whether Bourdieu's theory is an appropriate tool for analyzing this industry. As this study was focused on three individuals, it cannot conclude that Bourdieu's theory is applicable to the entire industry or to women in general in the industry, only these three case studies.

A study similar to this could look at the ethnicity of women in the television sports broadcasting industry. Does the Equal Employment Act of 1972 included networks that look for on-air talent to fit their demographic? This could be related to interviewing producers and hiring managers mentioned prior. This Act makes it illegal in the United

States to discriminate amongst employees on the basis of race, gender, color, national origin, age, disability, religion, political beliefs, and marital or familial status.

A study comparing Bourdieu's ideas and a feminist view point would also be an interesting topic for research. Such a study could take the same topic as mine and use the data set to determine which theoretical perspective or perspectives are most appropriate for analyzing this kind of data.

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Curriculum Vitae

Courtney C. Molinaro

E-mail: courtney.molinaro@gmail.com

OBJECTIVE

To obtain a position in marketing or communications that utilizes my leadership skills.

EDUCATION

Lehigh University, Bethlehem, Pa

Masters in American Studies: Sports Media Concentration, May 2011

GPA: 3.51

Course Include: Propaganda, Media, and American Policy, Techniques in Public History, The History of Women in Sports Broadcasting

Honors: Recipient of Elizabeth Major-Nevius Award for outstanding leadership, citizenship, and scholarship

Lehigh University, Bethlehem, Pa

B.A. Journalism, minor in Communications, May 2009

Major GPA: 3.3

Courses Included: Public Relations, Critical Studies in Journalism, Editing, Feature Writing

Honors: Two time Dean's List Recipient

RELATED EXPERIENCE

Sports Reporter, Service Electric Cable Television, Allentown, Pa, April 2010 – Present

- Create sports news segments for the show "Sports Scene" that focuses on local high school sports and airs daily.
- Report, interview, edit, produce, and write entire 3 minute packages daily.
- Work as a sideline reporter for Lehigh Valley high school football games. Interview players and coaches and create packages for viewing during the broadcasted game.

Graduate Assistant, Office of Student Activities, Lehigh University, Bethlehem, Pa, Fall 2009 – Present

- Market, create, and manage student events on campus.
- Manage staff of 15. Delegated duties and responsibilities to staff of 15 undergraduates.
- Created and host "Lehigh's Lowdown", a radio show on WLVR 91.3 Bethlehem that talks about student events.
- Mentor undergraduate students; provided guidance and support on managing college life.
- Use power point to educate students on safety programs on campus.

ADDITIONAL EXPERIENCE

Intern, Lehigh University Sports Media, Bethlehem, Pa, Fall 2008 – Present

- Develop, research, script writing, edit, and upload stories for lehighsports.com.
- Direct live video casts of various sports games.
- Film games and shoot B-roll for creative video.
- Compile and analyze statistics for various athletic events.
- Manage video webcasts database and utilized Yahoo video to upload stories.
- Write and assist in the development of press releases.

Intern, MSG Promotions, Bethlehem, Pa, April – June 2010

- Worked under the direction of company president Mimi Griffin for the 2010 Men's Golf U.S. Open in Pebble Beach, Calif.
- Managed and prepared corporate hospitality tents the week of the Open and greeted and entertained corporate hospitality customers.
- Worked with 18 other members to accomplish daily tasks and goals.

Reporter, Brown and White Newspaper, Bethlehem, Pa, Fall 2007 – Spring 2009

- Reported and wrote on sport events at Lehigh University.
- Interviewed players and coaches after games.
- Researched sports teams to prepare for reporting of event.

Public Relations and Marketing Intern, Penske Truck Leasing, Reading, Pa, Summer 2008

- Wrote and edited press releases concerning outstanding employee achievements and upcoming news about the company.
- Assisted in the creation and development of marketing events which involved local charities through United Way.
- Contributed to the development of corporate video that encouraged employees to give to United Way.

Extern, NBC Studios, Philadelphia, Pa, Summer 2006

- Shadowed news reporter in the field during murder investigations, illegal gambling busts, and city hall meetings.
- Observed sports reporters in the field during the Philadelphia Eagles training camp.
- Shadowed editor and producers in the news room and on the 10! Show.
- Held the anchor position during a mock news broadcast.

Co – Host, radio talk show, Service Electric Sports Talk Saturdays, Spring 2004 - Fall 2004

- Assisted in the creation on the show's weekly content.
- Interviewed sports guest which included local high school athletes and coaches as well as former professional football player.
- Setup equipment such as microphones, Comrex, headphones, tables, chairs, etc. for on-site broadcasts at Sportsfest in Allentown, and different golf courses.

SKILLS

Computer: MS Word, Excel, Power Point, Adobe Premier Pro, Final Cut, Publisher, Adobe InDesign, and CoolEdit Pro

LEADERSHIP EXPERIENCE

Guard/Forward, Lehigh University Women's Varsity Basketball, June 2007 – May 2009

- Won the 2009 Patriot League Championship and competed in the Division I NCAA tournament.
- Involved in the recruiting of athletes; talk to prospects and their families about the university and basketball programs.
- Assisted with Lehigh's Adopt –A-Family program where each team would support a family during the holiday season.
- Time commitment: spent 4 to 7 hours daily training and conditioning, studying opponents film, practicing with team, bonding with teammates, and working with charities as a team.

Forward, Penn State University Women's Varsity Basketball Team, State College, Pa June 2005 - May 200

- Competed in the Big Ten Conference against top athletes.
- Assisted in the recruiting of athletes.
- Time commitment: spent 4 to 7 hours daily training and conditioning, studying opponents film, practicing with team, bonding with teammates, and working with charities as a team.
- Involved in weekly photo shoots and interviews with local and national news outlets.

Member, Lehigh University's Lehigh Athletics Leadership Academy, Fall 2008

- Attended weekly meetings where we learned and developed leadership skills to use on and off the court.
- Mentored younger student-athletes regarding class work, athletic competition, and student life.

Two-time captain, Allentown Central Catholic Varsity Basketball; won 4 state championships in a row, 04', 05'