

Sports Journalism and Coming Out Stories

William P. Cassidy

Sports Journalism and Coming Out Stories

Jason Collins and Michael Sam

palgrave
macmillan

William P. Cassidy
Department of Communication
Northern Illinois University
DeKalb, IL
USA

ISBN 978-3-319-62769-4 ISBN 978-3-319-62770-0 (eBook)
DOI 10.1007/978-3-319-62770-0

Library of Congress Control Number: 2017945821

© The Editor(s) (if applicable) and The Author(s) 2017

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Cover illustration: © saulgranda/Getty

Printed on acid-free paper

This Palgrave Macmillan imprint is published by Springer Nature
The registered company is Springer International Publishing AG
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

ACKNOWLEDGEMENTS

First and foremost, my sincere thanks to Shaun Vigil of Palgrave Macmillan for looking at my work in this area and seeing the potential for a book.

Thank you to Sage Publishing and *Communication & Sport* for allowing the use of my article “Inching Away From the Toy Department: Daily Newspaper Sports Coverage of Jason Collins’ and Michael Sam’s Coming Out.”

Thanks very much to Matthew Bebar, Frank Gogola, Ryan Mack, Pat Nix and Reynaldo Sustaita for serving as coders for the research studies conducted for this book.

Thank you to Nick Bosshart for his coding help and excellent work as my research assistant.

Sam Babin, gentleman and budding scholar, took a huge load off of my shoulders by offering to put together the index for this book. I truly appreciate his kindness.

Kim Rinker, Dr. Leo Chan, and Dr. Kate Cady, great friends and colleagues, were always strong sources of enthusiasm and encouragement along the way. Thanks also to Dr. Joe Abisaid and Dr. Andrea Guzman for their support.

Dr. Betty La France, also a great friend and colleague, deserves special recognition for putting up with my endless ruminations about issues both big and small as I slogged my way through this work. She provided impeccable advice that was always administered with an abundance of grace, wit, and wisdom. Thank you.

I am eternally grateful to Chris Hine of the *Chicago Tribune* and Cyd Zeigler of *Outsports* for taking time out of their busy schedules to speak with me. Their insights and comments have been invaluable.

Finally, thank you to Jason Collins and Michael Sam for their bravery.

CONTENTS

1	Sports Journalism, Jason Collins and Michael Sam	1
2	An Overview of Media Coverage of Gay Male Athletes	37
3	Comparing Sports Journalism Coverage of Collins and Sam	57
4	The Kiss	77
5	The Status of the Conversation	91
	Index	105

LIST OF TABLES

Table 3.1	Distribution of stories about Jason and Michael Sam by 5-day time periods	62
Table 3.2	Three dimensions of framing in coverage of Jason Collins and Michael Sam	63
Table 3.3	Overall frequency of attributed comments by source affiliation ($N = 1972$)	69
Table 3.4	Frequency of attributed comments about Jason Collins and Michael Sam by source affiliation ($N = 1972$)	70
Table 3.5	Overall paragraph block distribution of attributed comments by eight prominent source types ($n = 1454$)	71
Table 3.6	Paragraph block distribution of attributed comments about Jason Collins and Michael Sam by eight prominent source types ($n = 1454$)	72
Table 3.7	Overall views expressed in attributed comments about Jason Collins and Michael Sam ($N = 1281$)	73
Table 3.8	Views expressed in attributed comments by seven prominent source types about Jason Collins and Michael Sam ($n = 871$)	73
Table 4.1	Overall frequency of attributed comments about “The Kiss” by source affiliation ($N = 207$)	85
Table 4.2	Overall views expressed in attributed comments about “The Kiss” in stories by Sports Journalists and Non-sports Journalists ($N = 207$)	86
Table 4.3	Means of tone of attributed comments about “The Kiss” by four prominent source types	86
Table 4.4	Means of overall tone of stories about “The Kiss” by Sports and Non-sports Journalists	87