

Women in Sports Journalism: Hiring Practices Through a Feminist Lens

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Abstract

This research was designed to find out how women are evaluated during the hiring process for positions in sports broadcast journalism. Interviews with a talent agent for broadcast news personnel, with the associate managing sports editor for a major Chicago daily newspaper, and with the assistant news director at a top-25 market size news station, were conducted because the literature suggested that the individuals holding these positions evaluate applicants and make hiring decisions. A case study of two women – one who is a successful on-air sports reporter and one who chose to leave the field to pursue a different career outside of sports – added insight into the characteristics of a woman who is successful in this field. Together, these results show that women with strong, general journalism skills (presence, voice, storytelling) are more likely to advance in their careers in sports journalism. This research also suggests that women who choose not to marry or have children are more likely to spend their entire career in sports broadcast.