Most gender research on sport media coverage has shown that men generally receive more overall coverage than women regardless of the sport or type of medium (e.g., Eagleman, Pedersen, & Wharton, 2009; Sagas, Cunningham, Wigley, & Ashley, 2000). Moreover, when covering women's sport, media are more likely to minimize female athletes' accomplishments and skill by regularly comparing their abilities to men, delve into athletes' personal lives, and provide far greater attention to those female athletes who offer more sex appeal to heterosexual males (Fink & Kensicki, 2002; Kian, Mondello, & Vincent, 2009).

Men have long dominated the ranks and hierarchy of sport media (Creedon, 1994; Lapchick, Little, Matthew, & Zahn, 2008). Much like they have as recourse for the lack of women in sport administration, women's sport advocates have called for increasing the female body count in sport media, which, they contend, would result in additional coverage of women's sport and less bias in how media frame female athletes (Carpenter & Acosta, 2005; Staurowsky & DiManno, 2002). However, the limited research in this area has found conflicting results in number of articles on men's and women's sport based on the gender of editors or sports writers (Kian & Hardin, 2009; Shain, 1997; Pedersen, Whisenant, & Schneider, 2003; Urquhart & Crossman, 1999). The Internet, though, may offer a challenge to traditional sport media coverage. Scholars have argued the communal nature of the Internet is more accommodating to news on women and feminine interests than other forms of media (Royal, 2008; Turkle, 1995). However, no research has directly compared Internet sport media content to coverage from a traditional medium. This content analysis examined effects of the sex of sports writers on the framing of athletes in newspaper and Internet byline (name of author included) articles on the men's and women's U.S. Open Tennis tournaments published over a 16-day period. Six hypotheses were formulated based on previous sport media research. The number of articles by female and male authors, and frames used were analyzed. All descriptors in articles from three selected popular newspapers and three mainstream Internet sport sites were coded using categories derived from previous sport media researchers (e.g., Harris & Clayton, 2002; Vincent, Pedersen, Whisenant, & Massey, 2007), with the authors' names initially hidden.

As expected, results showed both female and male newspaper and Internet writers wrote a higher percentage of articles exclusively on men's tennis than on women's tennis. However, female newspaper writers were significantly more likely to write articles on women's tennis or on both men's and women's tennis when compared with male newspaper reporters. Surprisingly, Internet male reporters wrote a higher percentage of their articles on women's tennis or on both sexes than Internet female sports writers.

Results in terms of use of gender-related descriptors were mixed. In contrast to most previous sport media research, male newspaper reporters were significantly more likely to use a higher proportion of descriptors for athletic prowess when writing about women's tennis, but as expected they did employ a higher proportion of descriptors for positive skill level in men's tennis. Newspaper female writers were more likely to re-enforce gender bias, since they used a significantly higher proportion of descriptors related to physical appearances and family roles for women's tennis players, and positive skill level and psychological strengths for men's players. Surprisingly, male Internet writers employed a significantly higher proportion of descriptors on psychological strengths for female players, but as expected they were more likely to discuss family roles and personal relationships in articles on women's tennis. Female Internet journalists used a significantly higher proportion of descriptors for psychological strengths when writing about men's tennis. These results and their relevance to gender-related output in the sport management/media context will be discussed in more detail.