

Professional Tennis Players as Endorsers in *Tennis* Magazine: A Content Analysis of
Advertisements Over 40 Years

Rachel Pikus

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Abstract

A celebrity endorser is “a famous person who uses public recognition to recommend or co-present with a product in an ad” (Stafford et al. 2003, p.1). The portrayal of professional athletes in magazines and on television has often been studied in the past. Research results indicate that athletes are frequently stereotyped according to gender and sport. This study is a content analysis of these athletes in a different role, as an endorser, specifically in a gender-neutral media, over a 40-year time span.

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Effective persuasive arguments contain three elements: logos or logic, ethos or credibility, and pathos or emotion. Combinations of these elements have been used throughout history and in modern society to create persuasive speeches, literature, and advertisements.

Celebrity endorsers of a product in advertisements contribute to the message's persuasive appeal. Names or photos of celebrities can be seen as symbols of a certain product. A celebrity testimonial, whether verbal or visual, can help bring attention to a product and, in some cases, add to the credibility of the source.

Professional athletes, in particular, when endorsing an athletic product, can be viewed as experts in their field. Popular and accomplished athletes strengthen the persuasive argument by associating their success with a product. On the other hand, the same professional athlete could be perceived by the public as endorsing the product simply to make money. Some popular and successful athletes, such as Michael Jordan, earn as much as \$40 million dollars a year in endorsements alone (Tellis 2004).

Professional tennis players are one group of celebrities utilized in advertising. Both male and female tennis athletes participate in advertisers' marketing strategy on television, in newspapers, in magazines, and in other forms of media. Famous tennis players are not just international symbols of their sport, but international symbols of brands and products. The present study investigates magazine advertisements to determine the traits of both male and female tennis players who are emphasized as celebrity endorsers.

Proposal Statement of Topic

This study is a content analysis of advertisements in *Tennis* magazine between the years 1965 to 2005 that feature professional tennis players. Over this 40-year time span, *Tennis* magazine has covered both men's and women's professional tennis with "unmatched credibility" and "editorial expertise" (Tennis Magazine Media Kit, para. 6). The frequency of athletes featured in articles may depend mainly upon on-court accomplishments. Advertisements in the magazine, on the other hand, depict a mixture of accomplished and not-so-accomplished athletes to sell products. This research project compares and contrasts tennis players off of the court and in front of the advertising camera in order to look at a part of the history of endorsements in the sport of tennis.

Research Questions

RQ1. Who are the professional tennis players featured in advertisements in *Tennis* magazine?

- What is the percentage of male and female athletes in advertisements?
- What is the race of the athletes featured in advertisements?
- What is the age of the athletes featured in advertisements?
- What is the professional ranking of the tennis player at the time the advertisement?

RQ2. What are the products advertised by tennis players in *Tennis* magazine?

- What percentage of advertisements feature tennis-specific products?
- What percentage of advertisements feature non-tennis-specific products?

RQ3. How are the advertisements featuring professional tennis players presented in *Tennis* magazine?

- How is the athlete posed in the advertisement?
- How large is the image of the product in relation to the athlete in the advertisement?
- What percentage of all advertisements in *Tennis* magazine feature endorsers?

RQ4. How has the use of different types of tennis players in *Tennis* magazine advertisements changed over time?

Rationale

Between communication and marketing scholars, the subject of advertising and persuasive messages is frequently investigated. Comparing and contrasting men and women in advertising and the effect of advertising on audiences is an ever-evolving field of research. For example, the study “Talent, Looks, or Brains? New Zealand Advertising Practitioners’ Views on Celebrity and Athlete Endorsers” (May 2005) is a qualitative research project that investigated the use of athletes as endorsers from the advertising practitioner’s perspective, but states “The exploratory qualitative research carried out in this study has laid the foundations for more systematic and rigorous quantitative study” (Charbonneau & Garland, 2005, p.7). Other content studies focus on the effect of advertising on audiences. Quantitative studies, such as “Use of Endorsers in Magazine Advertisements” (Stout & Moon 1990), investigate celebrity endorsers in consumer magazines over a period of time, focusing on product and type of endorser (i.e. celebrity, typical consumer, corporate official, or expert). The current study contributes to this

widespread body of research by combining analysis of advertising trends in gender and race with athlete endorsers.

What makes this study unique is that the type of endorser is already known: professional tennis athlete. According to Matteo (1986), the sport of tennis is a neutral sport, meaning it is equally “appropriate” for both males and females. One may argue that because tennis is considered a neutral sport, that all of the athletes, regardless of sex, will be featured equally in advertisements. But previous research in the field of advertising, gender trends, and sports suggest otherwise. It will be interesting to investigate whether already researched stereotypes exist in advertisements featured in a gender-neutral sport magazine. By narrowing the type of endorser to an equal playing field, this quantitative study can investigate more deeply into advertising trends over 40 years, specific characteristics of the endorser, and specific products in the advertisements.

While the content analysis will give insight into physical characteristics of professional tennis players used in advertisements, the random sample over the 40-year time period will also uncover some social trends examining the frequency of women and minorities featured in advertisements throughout the years. Tennis players such as Billy Jean King and Arthur Ashe in the 1960s, to John McEnroe and Chris Evert in the 1970s, and most recently Anna Kournikova and Andre Agassi have been symbols to society as the faces of tennis. Audiences identify with these athletes. And their exposure in the media may reflect society’s attitudes. For example, King’s “Battle of the Sexes” match against Bobby Riggs in 1973 helped jump-start the women’s equal rights movement in professional sports. Most recently, the Williams sisters’ dominance in Grand Slam tennis

tournaments reflect the equal rights and abilities of minorities in a traditionally white, upper-class dominated sport.

Personally, the topic of tennis is of great interest to me. I am a varsity tennis player for RIT and have been a *Tennis* magazine subscriber for ten years. I've purchased products based on endorsements of my favorite players because I identify with them. This research project is an opportunity for me to look at the history of tennis through advertisements, while investigating the frequency with which advertisements feature specific athletes and products.

Literature Review

A specific content analysis of magazine advertisements, over a period of time, featuring professional tennis players as endorsers of a product is a unique study in mass communication research. However, multiple studies have analyzed celebrity endorsers as well as gender differences of athletes in the media. Understanding these previous studies, and combining the many related results, helps to create a solid background of expectations going into the current study.

Stout and Moon (1990) performed a content analysis of 655 full-page advertisements sampled from *Reader's Digest*, *Newsweek*, *Ladies' Home Journal*, and *Esquire* from 1980 and 1986 to investigate the relationship between information content and the use of endorser type.

To do this, Stout and Moon (1990) approached the study from multiple angles. The first angle of the study investigated the frequency of occurrence of endorsers of all types in consumer print advertising over time. Results found that more than half (56.6%)

of the ads did not use endorsers. For those ads that did use endorsers, 51% were celebrities. The use of celebrities also increased between the two years from 44.1% in 1980 to 58.2% in 1986.

The second facet of the study deals with previous research indicating that there is less of a need for additional information in an ad when a more credible source is presented in the ad. Results suggest this to be true as ads featuring an endorser tended to contain less information than ads that did not feature endorsers. The information content was measured using Resnik and Stern's (1981) list of 14 information cues that evaluate the product characteristics, such as price, safety, and performance, potentially useful to the customer. Research also found that the type of endorser featured in the ad was not significantly related to the information of the content in the ad. All product categories created by the researchers (service/industrial, food/drug/liquor, durables/household, and personal care) were more likely to be endorsed by a celebrity than any other credible source.

While this study investigates the use of celebrity endorsers versus non-celebrity endorsers, it fails to look at type of celebrity, sex of the celebrity, and race of the celebrity. The study could also provide a better analysis of change and frequency by expanding the sample size to a greater number of years.

Stafford, Spears, and Hsu (2003) analyzed 232 magazine advertisements featuring either male or female celebrities applying the visual rhetoric model to understand the relationship between the celebrity gender and the product type and presentation type of the ad. The magazine ads were a convenience sample collected from national magazines from 1999; however, these magazines are not specified in the article.

Results found that 62.9% of the celebrities in the ads using a verbal-plus-visual presentation style were male compared to 37.1% females. Ads that were pure visual in presentation style were more likely to feature female celebrities (65.1%) compared to 34.9% of them being male. The study also found that more female celebrities (67.6%) are associated with undefined “psychosocial” product benefits as compared to 32.4% of male celebrities. On the other hand, 56.5% of male celebrities were associated with “functional product benefits” as compared to 43.5% of female celebrities.

While this study goes further in depth to investigate gender roles in endorsements, it fails to come to any specific conclusions regarding products. The term “psychosocial” is never defined in the article and “functional product benefits” fails to give the reader a clear conclusion about the content in the ads.

Jones, Murrell, and Jackson (1999) investigated 769 new stories in print media covering the U.S. women’s Olympic gold medal winning teams in the 1996 Summer Olympics and 1998 Winter Olympics. The study examined each passage for task relevance and the use of gender stereotypes.

The researchers used Matteo’s (1986) classification of sex type sports: male appropriate (basketball, soccer, and football), female appropriate (gymnastics, figure skating, and ballet), and neutral (tennis, golf, volleyball, and softball).

Jones et al. extended the work of Matteo by finding that all five of the gold medal winning contests described in the print media contained high frequency of gender stereotypic comments related to the gendered nature of the sport. As expected, there was a higher frequency of task-relevant comments in descriptions of females playing the female-appropriate sport (57.1%) and the neutral sport (53.7%) than in descriptions of

females playing the male appropriate sport (36.9%). Results also found that females playing female appropriate sports contained a higher frequency of female stereotypes (66.7%). There were also a higher frequency of male comparison comments made when describing females playing male appropriate sports (20.8%) than were made when describing females playing female appropriate sport (8%).

The researchers concluded that this study supports the idea that descriptions of female athletes' performance reflect social beliefs about gender. Although this study does not compare athletes in advertising and their gender in a visual context, the study does offer insight into stereotypical views of female athletes in the sporting world.

Salwen and Wood (1994) performed a content analysis of depictions of female athletes on *Sports Illustrated* covers between the years 1957-1989. The researchers justified studying the cover photographs stating that the "covers represent the magazine producers' perceptions and understandings of their readers' interests and needs."

Results found that fewer females appeared on the covers of *Sports Illustrated* (55) compared to 783 males – only 4.4% of the athletes on the covers were females. The largest percentage of females appeared on the covers in the 1950s (14.3%). This was a statistically significant change compared to the 1960-70s (4%) and the 1980s (6.6%).

The analysis also found that male athletes were photographed in active poses (97.8%) compared to female athletes (2.2%). The largest percentage of female athletes in active poses occurred during the 1950s (10.3%).

Narrowing the media involved in this content analysis helps to gain a perspective on the sports fan audience through *Sports Illustrated*. Even though advertisements were not of particular interest to these researchers, the idea that covers are used to sell the

magazine to a reader indicates that these findings are relevant to the current study. An aspect of the covers not investigated in this study is the frequency of race over the 30-year time span. Insight into readers' interests and beliefs about race could have been analyzed through photographs on the cover of *Sports Illustrated* as well.

Fink and Kensicki (2002) analyzed both visual and literary texts to determine changes, if any, to female sport coverage in *Sports Illustrated* magazine. The study found that of the 817 articles in the sample, 82 (10%) were stories covering female athletes or female sports. Also, of the 958 photographs sampled, 96 (10%) were of female athletes.

Fifty-six percent of the photographs of female athletes were non-action shots, compared to 66% of the male photographs were action shots. Fink et al. thought these results indicate that the accomplishments of females as athletes are being trivialized by the media's depiction of them in more feminine roles. For example: "Venus and Serena Williams, arguably two of the best tennis players in the world, were shown off-court, clad in street clothes, makeup, and numerous pieces of jewelry" (p. 331).

One can argue that this depiction of female athletes just takes a different perspective on athletes – off the playing field or court, making them more human than trivializing their talents. Fink et al.'s study focuses on a magazine editor's depiction of athletes, as opposed to the current study, that compares the advertiser's depiction of athletes when endorsing a product. Results from the proposed study may offer an interesting comparison with Fink et al.'s study. For example, are male and female athletes photographed differently in advertisements compared to journalistic photographs?

Goodman, Duke, and Sutherland (2002) compare how female athletes are considered heroic against male athletes in advertising. This study looked at television commercials featuring athletes aired during the 2000 NBC Summer Olympic telecasts. In a sample of 31 commercials, 98 of the athletes featured were male and 76 were female. Thirty of the 31 commercials depicted the male and female characters as “warriors.” One third of these commercials sexualized or presented the female athlete in stereotypical feminine roles while “sexualization” did not occur in commercials featuring males. Olympic athletes were frequently chosen to endorse high performance products such as cars, athletic gear, and electronics to associate the power of the athlete with the product.

While Goodman et al.’s study looked at athletes in their role as an endorser, the primary focus of the study was on the hero/warrior role of the featured athlete. This provides a good base in advertising and athletes for the current study; however, a television commercial allows time for a story to be told or a situation to be played out, making it easier for the advertiser to depict the athlete in a chosen role. A print advertisement, analyzed in the current study, relies on the pose and other symbolic visual elements conveyed without using movement.

The Fink et al. study of the visual and textual constructions of femininity in *Sports Illustrated* and *Sports Illustrated for Women* is most pertinent to the current study because of its analysis of visuals of people in sports magazines. Fink et al.’s results uncovered representations by gender in photographs. These results give a solid background of data to compare to the current study of gender representations in *Tennis* magazine advertisements featuring professional tennis endorsers. Also, the Fink et al.

study provides a scale of measurement for the type of pose variable. This scale will be helpful when constructing a method of analysis for the proposed study.

Method

Sources of Data:

The current study will perform a content analysis of a random sample of *Tennis* magazine issues containing advertisements featuring professional tennis endorsers over the past 40 years. *Tennis* magazine started monthly distribution in 1965 and has remained in print through 2005.

The researcher will obtain a random sample of *Tennis* magazine by assigning all issues of *Tennis* magazine a number from 1 to 480. A computer will then generate 200 numbers out of the 480 numbers given. The 200 numbers that are generated will be the random sample of issues to be analyzed in the study.

Data Gathering:

The coder for the study will either be the researcher or a communication student familiar with content analysis procedures and professional tennis. A coder will be trained to implement the coding system designed by the researcher. Using the Code Sheets (Appendices C & D) and Codebook (Appendix B), the coder will conduct a practice coding session twice with a smaller sample from the current study to measure reliability of at least 85%. The practice sessions will require the coder to code the given sample of advertisements from *Tennis* magazine using the coding sheet and the codebook for

reference. At the completion of both practice sessions, the consistency with which the coder coded the same data will be analyzed. Between the two test studies, a reliable test should give reasonably consistent results that are at least 85% the same.

Data gathering for the study will occur in two parts. The first step will be for the researcher to collect data about the individual *Tennis* magazine issues – recording what year/month the issue is from and how many total advertisements are in the issue using Code Sheet 1 (Appendix C). After the total number of advertisements in the magazine has been determined, the total number of advertisements featuring professional tennis players as endorsers will be counted for each issue and recorded on Code Sheet 1 (Appendix C). This will help to answer research questions #3 and #4, when all statistics have been collected, to find the total percentage of advertisements in *Tennis* magazine that feature endorsers per issue and over the past 40 years. The researcher of the study will be the judge in determining which advertisements feature endorsers and which do not. Using a combination of his or her expertise of professional tennis players, analysis of the advertisement's small print for the model's name and credentials, and *Total Tennis, Revised: The Ultimate Tennis Encyclopedia* (2003), the researcher should be able to sort out the majority of advertisements acceptable to be coded in the study. If the researcher cannot verify an endorser's identity and professional association with tennis, the researcher will mark this on Code Sheet 1 (Appendix C).

Once sorted for coding, only the endorser advertisements will be marked and numbered individually starting with the number 1, beginning with the first issue and not repeating numbers through the last issue. It is unknown at this point how many individual advertisements featuring endorsers there will be in each issue. Therefore,

numbering the advertisements featuring endorsers, without repeating numbers, will be a form of identification for the second step in the data collection.

The second step of collecting data will concentrate on coding the individual advertisements featuring endorsers from each issue. Before looking at the content of the advertisement, the coder will mark on Code Sheet 2 (Appendix D) the identification number assigned to the advertisement and what issue date the advertisement is from. The size of the advertisement will also be coded. Options are a two-page spread or more, full-page spread, half a page, or less than half a page. Then the coder will code the content from each advertisement using the coding sheet 2 (Appendix D).

The coder will first look at the endorsers themselves, recording how many are featured in each ad and the sex of the individual(s). Next, the coder will determine who the athlete is and the athlete's sex. Using the coder's knowledge of tennis and *Total Tennis, Revised: The Ultimate Tennis Encyclopedia* (2003) for reference, the name(s) of the athlete will be marked on the coding sheet. The coder will then record the age of the athlete at the time of the advertisement, once again referencing *Total Tennis, Revised: The Ultimate Tennis Encyclopedia* (2003) for date of birth. The ethnicity of the athlete will also be coded with choices of White, African American, Hispanic, Asian, or many ethnic backgrounds. If the coder cannot determine the ethnicity of the athlete, he/she will mark as unable to determine.

Next, the coder will mark the professional tennis ranking of the endorser at the time of the advertisement. To determine the rank of the professional tennis player, the coder will refer to the last page of the *Tennis* magazine issue in which the advertisement is found and refer to the professional ranking list provided. Numbers will range from 1 to

50. If the professional is not ranked within this scale, the coder will mark unable to determine.

Next, the coder will code the pose of the professional tennis player in the ad. The coding definitions for this variable were modified from the Fink et al. (2002) study of visual and textual constructions of femininity in *Sports Illustrated*. The first category offered is athletic action, meaning the athlete(s) is actively engaging in a tennis match and dressed in athletic apparel (e.g., photograph of athlete serving). The second category is dressed but poised and pretty, defined as the athlete(s) is dressed in athletic apparel, but posed for the photograph. The person(s) is not engaged in athletic activity (e.g., a trophy ceremony after a match). The third category for pose type is non-sport setting, meaning that the athlete(s) is “dressed in non-athletic apparel and photographed in a non-athletic setting (e.g., photograph of athlete at home with family)” (p. 325).

For additional coding of the endorser’s pose, the sexually suggestive nature of the pose will be analyzed. The coder will mark yes or no depending if the athlete is “dressed provocatively or photographed in such a way as to focus solely on sexual attributes (e.g., photograph framed on the athlete’s breasts)” or not (Fink et al. 2002, p. 325).

The coder will then look at the products being endorsed by the professional tennis players. Product type will be determined based on a list provided in the codebook that includes athletic equipment, athletic apparel, food, cars, jewelry, sporting events, financial, electronics, stores, or other. Using his or her background knowledge of tennis, the coder will then indicate whether the type of product is specifically associated with the sport of tennis by choosing yes, no, or unable to determine. This variable will distinguish tennis products from non-tennis products, for example, tennis court sneakers as opposed

to cross training sneakers. Relative to the athlete, the coder will mark whether the product is larger, smaller, equal, or not pictured in the advertisement.

Analysis of Data:

Data from the coding portion of the study will be analyzed using statistics and cross tabulation for each variable to determine answers to the research questions.

Research question #1: Who are the professional tennis players featured in the advertisements?, will be answered by calculating the percentages and graphing the variables on the completed Code Sheet #2 (Appendix D) of the male to female ratio, the ethnicities of the athletes, the ages of the athletes, and the professional rankings of the athletes. Statistics will be calculated per issue and then combined with all issues from the sample to get overall percentages.

Research question #2: What are the products advertised by tennis players?, will be answered by calculating the percentages of each product (athletic equipment, athletic apparel, food, cars, jewelry, sporting events, financial, electronics, stores, and other) per issue and separated as being tennis-specific or not tennis-specific. The data will then be combined with all issues from the sample to get overall percentages of tennis-specific versus non-tennis-specific products. These statistics will be compared with data used to answer research question #1 to find any trends between sex, ethnicity, age, and ranking and product type.

Research question #3: How are the advertisements presented?, will be answered using data collected from Code Sheet #1 (Appendix C) and Code Sheet #2 (Appendix D). From code sheet #1, the percentage of advertisements featuring endorsers will be

calculated per issue and then combined for an overall percentage. The statistics per issue will then be mapped out chronologically on a graph to look at the data span over time. On code sheet #2, data concerning the pose of the athlete and the size of the product in relation to the endorser will be analyzed. First, the statistics of the pose (athletic action, dressed but posed and pretty, and non-sport setting) will be calculated per issue and separated by the sexually suggestive variable. The product size data will also be collected per issue. Next, these statistics will be compared with other data from research questions #1 and #2 to find trends between variables.

Compiling all statistics from the data analysis and mapping out the data chronologically on a graph to look at the span over time will answer research question #4.

Conclusion

The proposed study analyzes the frequency and characteristics of advertisements in *Tennis* magazine that feature professional tennis players as endorsers. Through a content analysis, variables answering who are the endorsers, what are the products, and how are the advertisements presented will be investigated over a time span of 40 years through a random sampling method.

Limitations for the proposed study suggest directions for future research. One limitation is the small scope of the study. An investigation of advertisements only in *Tennis* magazine leaves room for many other studies of athletes in advertisements on television, in many other magazines, and on the Internet. Different media could uncover different results in a content analysis looking at similar variables. For example, *Tennis* magazine is considered a gender-neutral sport magazine. A comparison of the results of

this proposal with results from a similar study analyzing a different sport magazine that is not gender-neutral could offer greater insight into the gender variable of advertising endorsers. The current study does not analyze any written content in the advertisement. An analysis of written communication in athletic endorsement ads, combined with variables already investigated in the proposed study, could be another area of future research. Lastly, to look at the use of professional athletes as endorsers from multiple angles, a topic not considered in the proposed study, is the perspective of the reader or viewer of these magazine advertisements. How do the variables studied affect a reader's decision when buying a product? While an endorser of a product is chosen to increase the credibility of the message, does this tactic work well? How does the audience interpret the messages? Further studies on different perspectives and media will add to the proposed study's narrow analysis of advertising endorsements.

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Appendix A

Literature Search Process

Keywords:

Athletes, commercials, advertising, sports, male, female, gender, television, t.v. magazine, advertisements, content analysis, endorsements, endorsers, persuasion, ethos, credibility

Online Databases Searched (by subject) (September-October 2005):

Comabstracts, Einstein - RIT Library Catalog, ProQuest, Academic Search Elite via Ebsco, ComIndex, and Wilson Web Omnifile

Books:

Persuasion in Advertising

Visual Persuasion: The Role of Images in Advertising

Journals:

Mass Communication and Society (v.5, 2002)

Marketing Bulletin (v.16, 2005)

Journalism and Mass Communication Quarterly (v.79, 2002)

Journal of Sport and Social Issues (v.23, 1999)

Journal of Sport Behavior (v.17, 1994)

Journalism Quarterly (v.67, 1990)

Journal of Current Issues and Research in Advertising (v.25, 2003)

Newspapers & Magazines:

Advertising Age (v.76, Sept 2005)

Brandweek (v.46, Sept 2005)

Forbes (v.176, July 2005)

New York Times (v.154 (53163), March 2005)

Women's Wear Daily (v.188 (126 & 128), Dec 2004)

Internet:

Cyber Journal of Sport Marketing (v.2,3, & 4, 1998-2000)

Appendix B

Codebook

Part 1

Magazine Issue Data

Issue Year – Indicate the year of the Tennis magazine issue.

Issue Month – Indicate the month of the Tennis magazine issue.

Total Number of Advertisements – Indicate the total number of advertisements in the issue of Tennis magazine.

Number of Advertisements Featuring Professional Tennis Players as Endorsers – Indicate the number of advertisements that only feature professional tennis players as endorsers.

Part 2

Advertisement Data

Advertisement ID number – Indicate the ID number assigned to the individual advertisement.

Issue Date – Indicate the Tennis magazine issue month and year from which the advertisement was extracted.

Size of Advertisement – Indicate the size of the advertisement in Tennis magazine.

1. Two-page spread or more
2. Full page (8.5x11)

Number of endorsers – Indicate the number of endorsers featured in the advertisement.

1. One
2. Two
3. Three
4. Four or more
5. Unable to determine

Name(s) – Indicate the name(s) of the endorser(s).

Sex – Indicate the sex of the endorser(s).

1. Male
2. Female

- 3. Mixed
- 4. Unable to determine

Age – Indicate the age of the endorser(s).

- 1. Under 15
- 2. 16-19
- 3. 20-24
- 4. 25-29
- 5. 30 and over
- 6. Unable to determine

Ethnicity – Indicate the ethnicity of the endorser(s).

- 1. White
- 2. African American
- 3. Hispanic
- 4. Asian
- 5. More than one ethnic group
- 9. Unable to determine

Ranking – Indicate the professional ranking of the professional tennis player(s) at the time the advertisement is published the magazine issue. The ranking list is on the last page of every issue in Tennis magazine.

- 1-50
- Unable to determine

Pose – Indicate the type of pose the endorser(s) is in.

- 1. Athletic Action
- 2. Dressed, but poised and pretty
- 3. Non-sport setting
- 4. Unable to determine

Athletic Action	Athlete is actively engaging in a sport and dressed in athletic apparel (e.g., photograph of athlete in game action)
Dressed, but posed and pretty	Athlete is dressed in athletic apparel but posed for the photograph. Person(s) is not engaged in athletic activity (e.g., group shot of team)
Non-sport setting	Athlete is dressed in non-athletic apparel and photographed in a non-athletic setting (e.g., photograph of athlete at home with family)

Sexually Suggestive? – Indicate if the endorser is photographed provocatively or not in the advertisement.

- 1. Yes

2. No
3. Unable to determine

Sexually suggestive	Athlete is dressed provocatively or photographed in such a way as to focus solely on sexual attributes.
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Type of Product – Indicate the type of product being endorsed.

1. Athletic equipment
2. Athletic apparel
3. Food
4. Car
5. Jewelry
6. Sporting Events
7. Financial
8. Electronic
9. Stores
10. Other

Specific to Tennis? – Indicate whether the product in the advertisement is specifically associated with the sport of tennis.

1. Yes
2. No

Size of Product- Indicate the size of the product in the advertisement in relation to the endorser.

1. Larger
2. Smaller
3. Equal
4. Not pictured
5. Unable to determine

Appendix C

Code Sheet 1

Issue year	
Issue month	
Total number of advertisements	
Number of advertisements featuring professional tennis players as endorsers	

Appendix D

Code Sheet 2

Advertisement ID number	
Issue date	
Size of advertisement	
Number of endorsers	
Name(s)	
Sex	
Age	
Ethnicity	
Ranking	
Pose	
Sexually suggestive?	
Type of product	
Specific to tennis?	
Size of product	