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## An Exploratory Case Study of Post-Scandal Media Representations of Athlete Philanthropic Foundations

Yue Ji



FLORIDA STATE UNIVERSITY  
COLLEGE OF EDUCATION

AN EXPLORATORY CASE STUDY OF POST-SCANDAL MEDIA REPRESENTATIONS  
OF ATHLETE PHILANTHROPIC FOUNDATIONS

By  
YUE JI

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The members of the supervisory committee were:

Joshua Newman  
Professor Directing Thesis

Jeffrey James  
Committee Member

Amy Kim  
Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the thesis has been approved in accordance with university requirements.

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## **LIST OF ABBRAVIATIONS AND SYMBOLS**

AIG	American International Group
CNN	Cable News Network
DUI	Driving Under Influence
HAWC	Houston Area Women's Center
MLB	Major League Baseball
NBA	National Basketball Association
NFL	National Football League
NHL	National Hockey League
NHLPA	National Hockey League Player Association
PEDs	Performance-enhancing drugs
PGA	Professional Golf Association
TdF	Tour de France
TWLC	Tiger Woods Learning Center
USADA	United States Anti-Doping Agency

## **ABSTRACT**

As a central component of the sports industry, athletes are now filling roles far beyond what they do on the field of play, including making contributions to society as philanthropists. Many professional athletes from around the world have established their own philanthropic foundations. However, given that professional athletes are under frequent media scrutiny because of their celebrity status and perceived financial standing—and particularly once there are scandals or transgressions involving those celebrity athletes—the media will likely attenuate to those incidents via their respective platforms. Subsequently, this mass mediation will likely affect the general public's perceptions towards their philanthropic foundations, since these organizations are in direct link with these famous athletes. Therefore, the aim of this research is to shed some light on the ways in which the media frames athletes' transgressions as they relate to those athletes' philanthropic foundations. In order to achieve this purpose, a content analysis was utilized to study the media coverage of a specific case: Tiger Woods' adultery affairs with multiple women behind his wife's back in 2009. By identifying what the multi-media have suggested about the impacts Woods' infidelity scandal has on the Tiger Woods Foundation, the extent to which the foundation is implicated in media due to his personal controversies will be assessed.

Key words: athlete transgressions, media, athlete foundation, Tiger Woods, infidelity

## CHAPTER ONE

### INTRODUCTION

#### 1.1 From Lance Armstrong to Livestrong, Behind the Name Transition: Timeline

- Aug. 24 2012            Lance Armstrong's seven Tour de France (TdF) wins are stripped and he is been banned for life by the United States Anti-Doping Agency (USADA) due to the evidence found against him regarding his use of performance-enhancing drugs (PEDs)
- Oct. 17 2012            Nike terminates its sponsorship deal with Lance Armstrong, stating:  
                                 "Due to the seemingly insurmountable evidence that Lance Armstrong participated in doping and misled Nike for more than a decade, it is with great sadness that we have terminated our contract with him. Nike does not condone the use of illegal performance enhancing drugs in any manner. Nike plans to continue support of the Livestrong initiatives created to unite, inspire and empower people affected by cancer." ("Nike statement on," 2012)
- Oct. 17 2012            Lance Armstrong resigns as chairman of the foundation. He makes the following statement:  
                                 "Today therefore, to spare the foundation any negative effects as a result of controversy surrounding my cycling career, I will conclude my chairmanship." (quoted in McLane, 2012)
- Nov. 2012                Lance Armstrong resigned from the foundation's board of directors ("Armstrong resigns," 2012)

- Nov. 2012                    The Foundation changed its name to the Livestrong Foundation from the Lance Armstrong Foundation (MacLaggan, 2012)
- Jan. 16, 2013                Livestrong Foundation releases a statement the day before Lance's interview with Oprah Winfrey:
- "We expect Lance to be completely truthful and forthcoming in his interview and with all of us in the cancer community."
- (MacLaggan, 2013)
- Jan. 17-18, 2013            Lance Armstrong confesses his use of PEDs in the interview with Oprah Winfrey
- May 28, 2013                As a result of Lance Armstrong's scandal, Nike ends the partnership with the foundation that started nine years prior, and announces that after the 2013 holiday season, the production of its LIVESTRONG line of products will be terminated. (Vertuno, 2013)

## **1.2 Philanthropy in Professional Sports**

The demise of the Lance Armstrong Foundation is demonstrative of a number of confluent factors that now loom large over the contemporary sports landscape, including but certainly not limited to: sport celebrity, athlete transgressions (and media representations thereof), and the impermanence of philanthropic work. For the purposes of introduction, I will start with that lattermost construct: philanthropy. Philanthropy is defined by Marts (1953) as the "love of mankind, especially as manifested in deed of practical beneficence" (p.3). It is:

...that kind of 'good will to men' which induces people to give voluntarily of their money, property, time, and strength to co-operative causes and institutions which serve

the welfare, the health, the character, the mind, the soul, and the advancing culture of the human race (Marts, 1953, p. 3).

According to Bremner (1988), the goal of philanthropy is to improve the quality of human life, and it acts as one of the key approaches to propel social advances and contributions. Sport philanthropy, accordingly, as noted by Extejt (2004), refers to philanthropic activities that are undertaken in the context of sports through various formations, including “cash donations to causes or nonprofit organizations, in-kind donations such as free tickets, sponsorship of community events, and active employee volunteerism” (as cited in Sheth & Babiak, 2010, p. 437).

As Smith and Westerbeek (2007) noted, sport plays many important roles and the many qualities it possesses can be utilized to benefit our society. It is a unique social space, some would argue, replete with philanthropic potential. First, due to its cultural importance, sport has the ability to “...generate social capital for people, organizations and institutions involved in it” (Dyreson, 2001, p. 21). Further, it possesses the ability to boost the world economy, as evidenced by Dyreson (2001) suggesting that; “sport contributes to fighting economic maladies from the Great Depression to the transition to post-industry dislocations” (p. 21). Additionally, Smith and Westerbeek (2007) noted that instinctively, sport “...offers an ideal platform to encourage activity and health awareness” (p. 8). For such reasons, Smith and Westerbeek concluded that sport could be specifically tailored in order to positively influence both societies as whole, and local communities in particular, making it a capable force to deploy philanthropy.

Moreover, the globalization of sport “has led to the elevation of sport organizations as influential members of the global community, especially as they have become big businesses themselves” (Walker & Kent, 2009, p. 746). Beyond sport franchises, according to Smith and

Westerbeek (2007), a number of corporations such as Nike and Adidas could also be categorized into “sport” organizations because they are major sport equipment manufacturers. However, those corporations were not considered in this study as sport organizations in that “...they do not organize (participation and spectator) sport but rather they provide products to supplement sport with the intention of furthering their private business objectives” (Smith & Westerbeek, 2007, p. 45). As many researchers have noted, over the past 10 years, leagues and teams in the North American sport industry have placed more emphasis on activities that will contribute to society, and philanthropy is believed to be an important way of giving back (Babiak, Mills, Tainsky & Juravich, 2012; Babiak & Wolfe, 2009; Sheth & Babiak, 2010; Sports Philanthropy Project, 2007).

Even though sport organizations such as leagues and teams may not be equated to business corporations such as McDonalds or Microsoft per se, the significant economic impact they are able to generate makes them no different from non-sport businesses when it comes to positively influencing the local communities where they operate (Sheth & Babiak, 2010). Smith and Westerbeek (2007) also indicated that both sport organizations and corporations “...are members of the community subject to the expectations of society and both can potentially generate social benefits” (p. 48). Compared to businesses in other industries, the organizations in the sport industry possess many unique features when propelling social advances (Sheth & Babiak, 2010). These unique features of the sport industry include: mass media distribution and communication power, the appeal to young people, positive health influence, sustainability awareness, social interaction and cultural understanding and integration (Smith & Westerbeek, 2007). Therefore, although some may have argued that “sport philanthropy is basically in its rookie years” and it “...is a new language that we didn’t have 10 years ago” (Sport Philanthropy

Project, 2007, pp. 12-13), it has already been articulated in the professional sports world (Babiak, et al., 2012).

According to Babiak, Wolfe, Kent, Bradish, and Johnson (2007), more than 400 public charities and private philanthropic foundations currently exist in relation to professional teams and athletes. Further, numerous philanthropic initiatives aimed at addressing different social concerns such as cancer, poverty, and youth education have been launched at different levels in the world of professional sports. At the league level, in 1998, the National Hockey League (NHL) and National Hockey League Player Association (NHLPA) worked together to create a philanthropic initiative called “Hockey Fights Cancer” to raise money and awareness for cancer (“Hockey fights cancer,”). The National Basketball Association (NBA) operates a league-wide philanthropic initiative called “NBA Cares,” which is about “...positively impacting children and family worldwide” (NBA Cares, n.d. para. 1). At the team level, “virtually all professional teams participate in some kind of philanthropic activities” (Sheth & Babiak, 2010, p. 437; Babiak & Wolfe, 2007). More than 77% of the teams in each of the “big four” professional leagues are reported to have philanthropic foundations (Babiak & Wolfe, 2009). The Jacksonville Jaguars of the National Football League (NFL), for example, established the Jaguars Foundation mainly to help the endangered youth population in the local community (Jacksonville Jaguars, n.d. para. 2). The Buffalo Bills of the NFL founded the Buffalo Bills Youth Foundation to support an active youth football program and offer free tickets to those who are dedicated in community service efforts (Sport Philanthropy Project, 2007).

“Given the relatively recent emergence of sport philanthropy,” write Tainsky and Babiak (2011, p. 134), and considering its increasing prevalence in the sport industry (Walker & Kent, 2009), as mentioned before, people may wonder why it gathers attention in the world of

professional sports. Put another way, what motivates people in the sport industry to care about philanthropy? While Bremner (1988) has argued that philanthropy instinctively is about benefitting our society regardless of what kind of motives are behind it, other researchers (e.g. Walker & Kent, 2009; Babiak, 2010; Sheth & Babiak, 2010; Walker & Kent, 2012; Babiak & Wolfe, 2006) have called this into question, namely, are the philanthropic efforts in the sport industry purely out of the goodness of human heart? The answer is certainly debatable.

Some external factors are said to be the reasons for sport related organizations to get involved in philanthropic efforts, including a need to comply with state and governmental requirements (Ratten, 2010; Desbordes, Ohl & Tribou, 2004), and the increased pressure from fans, franchise staff, business partners, and other stakeholders to have a philanthropic mind (Babiak & Wolfe, 2006). Internally, philanthropy is seen by many executives in the sport industry as a core business strategy to create added value and encourage inspiration (Ratten, 2010; Mullin, Hardy & Sutton, 2007). This is to say; sport organizations are able to benefit from undertaking philanthropic activities by obtaining many “secondary values” those activities create such as “improved reputation, higher employee morale, and increased customer goodwill” (Savitz & Weber, 2007, p. 27). In addition, it has been suggested by contributors to the Sport Philanthropy Project (2007) that philanthropic initiatives are able to help sport leagues and teams “attract new partners, generate favorable brand imaging, strengthen fan loyalty, and support sport development” (as cited in Babiak, 2010, p. 546). Take the Professional Golf Association (PGA) for example; according to Walker and Kent (2012), philanthropy is utilized by this organization to “...garner secondary value and a strong market orientation beyond the scope of their core product of golf” (p. 342). The authors further explained this by stating that charitable giving has become an effective way for the PGA to increase the effectiveness in promoting and marketing

their core business since its debut (Walker & Kent, 2012). As sport-related organizations such as the PGA gradually realize the necessity and benefits of philanthropic work, a more strategic model of philanthropy is applied in order to leverage organization names and generate community impact as well as a positive return on investment (Walker & Kent, 2012). Under the perspective of strategic philanthropy, sport organizations' resources can be synergistically used to serve both organizational and social benefits (Babiak, et al., 2012; Waddock & Post, 1995; Saiia, Carroll & Buchholtz, 2003; Porter & Kramer, 1999, 2006). McAlister and Ferrell (2002) confirmed this by suggesting, "strategic philanthropy initiatives demonstrate altruism, legitimacy, and social responsibility but on the other hand, seek to favorably influence opinions about the organizations themselves" (Walker & Kent, 2012, p. 1).

According to Tainsky and Babiak (2011), utilizing professional athletes is one way that sport organizations implement strategic philanthropy, because at times, they are seen as "...bastions of exemplary sporting behavior, courage, loyalty and bravery" (as cited in Summer & Johnson Morgan, 2008, p. 4). Also, because of their huge financial success and high profile celebrity status, athletes should demonstrate good behaviors, including philanthropic ones (Kudlac, 2010). As Meng and Pan (2013) indicated, athletes are often idolized by the public, and due to this halo effect, they are often expected to be great in every aspect, not only on the playing field, but also in their private lives. These subjective norms and high expectations from the public are, as Babiak, et al. (2012) have concluded, important factors for athletes to get involved in philanthropy. Thus, numerous athletes have also undertaken philanthropic initiatives over the past decade, including having their own philanthropic foundations established (Babiak, et al., 2011). Athlete philanthropic foundations are established and funded by professional athletes, whose names are usually affiliated with the names of the foundations. Examples are easy to find

such as the Peyton Manning Payback Foundation, which was established by Peyton Manning, quarterback from the NFL's Denver Broncos; and the Tim Duncan Foundation, formed by basketball player Tim Duncan, who is playing for the San Antonio Spurs of the NBA.

### **1.3 Philanthropy and the Fragility of Stardom**

For sport stars like Duncan and Manning, establishing philanthropic foundations is just one more way to present themselves as positive role models because in this way they are able to fulfill the expectation of giving back (Babiak, et al., 2012). While Manning and Duncan are identified as two of the top 25 sport role models in the past 25 years—as they have been considered great individuals both on and off the field and court respectively (Riggio, 2012)—many athletes did not live up to the expectations from the public due to their negative behaviors. These incidents could in turn impact their ability to reach the goals of their foundations because, as stated by Brown (2012), the image of the foundations will be tarnished by athletes' bad behaviors such as transgressions, since athletes are directly linked to these organizations. Athlete transgressions are defined as "...sport or non-sport related incidences that are atypical, and bring negative ramifications against stakeholders associated with the athlete (i.e. their brand)" (Agyemang, 2011, p. 138). In their study, Hughes and Shank (2005) identified four consistent characteristics of athlete transgressions, they are: 1) illegal or unethical, 2) involve multiple parties, 3) over a sustained period of time, and 4) affect the integrity of the sport with which athletes are associated. Take Tiger Woods' infidelity scandal as an example. According to Lamport-Stokes (2010), Woods "...had affairs with multiple women behind his wife's back over the course of several years" (as cited in Ginman, 2010, p. 7). Lamport-Stokes's description demonstrated the first three characteristics. As for affected the integrity of the sport with which

athletes are associated, according to Johnson (2011), this factor defines athlete transgressions as a direct link to the image of a sport.

The impact of athlete transgressions has been examined by researchers, especially in relation to athlete branding and endorsements (Wilson, Stavros, & Westberg, 2008; Milligan, 2009; Lohneiss & Hill, 2013; Knittel & Stango, 2010; Ginman, 2010). As Brown (2012) noted, athlete transgressions are said to influence the consumption behaviors of sport fans and their interest towards a certain sport. For example, both the TV ratings and game attendance of the PGA Tour declined in 2010 due to the Tiger Woods's infidelity scandal in 2009 (McCarthy, 2010). Moreover, this scandal had led multiple sponsors such as Gatorade, AT&T and Accenture to drop Woods as an endorser (Kelley, n.d.). Despite the fruitful and impactful studies of athlete transgressions in relation to those above-mentioned areas, few studies have been conducted regarding the influence of athlete transgressions on those athletes' personal philanthropic foundations. Given the incredible volume of attention professional athletes are able to gain, and the increased philanthropic involvement expectations being placed on them by stakeholders (Babiak et al., 2012; Roy & Graeff, 2003), this is an issue that is worth studying.

According to Brown (2012), professional sport has developed in large part because of the impact and growth of sports media. Under this circumstance, Craig (1994) has noted that professional athletes often need to deal with intensive media scrutiny. As stated by Lohneiss and Hill (2013), celebrity athletes "...develop their image from the way they behave within a society and how they are portrayed in media" (p. 3). Furthermore, media, according to Burch and Murray (1999), often contribute to the way athletes are viewed. With that being said, the media portrayal of how athletes behave could lead to an attitude change from the public towards the image of those athletes. As for the negative information of professional athletes generated from

their transgressions or scandals, according to Hughes and Shank (2005), the media plays a key role in disclosing details regarding these incidences in news reports, and then impacts how the public perceives those incidences through news reports (Joslyn, 2003). For instance, in November 2009, professional golfer Tiger Woods was involved in an infidelity scandal and “the media quickly became obsessed with the details of the scandal and Wood’s personal life” (Meng & Pan, 2013, p. 91). As “the media exploited the whole topic to the extreme” (Bühler & Lurati, 2012, p. 55), Wood’s “previous image as a poised, generous, honest man who cared about his family” collapsed. Meng and Pan (2013) also confirmed in their study that, the widespread and consistent media attention regarding Mr. Wood’s extramarital affairs with multiple women seriously damaged his public image and his professional career.

As stated in the research of Brown (2012), “the more negative the athlete’s image is perceived, the more negative word of mouth generated about the athlete” (p. 92). Accordingly, the negative publicity toward an athlete will be transferred to the brands with which he or she is associated (White, Goddard & Wilbur, 2009). That being said, once athletes get involved in transgressions or scandals, the public’s actual support activities such as donation behaviors towards those athletes’ personal philanthropic foundations could be affected, since the brands of those foundations are so closely related to their sport celebrity founders. Take the golfer Tiger Woods for example, there are currently three related nonprofits bearing his name: the Tiger Woods Charity Event Corporation, the Tiger Woods Learning Center in Anaheim and the more well-known Tiger Woods Foundation in Irvine, which is the primary source to distribute grants and scholarships (Fish, 2010). Founded in 1996 by Tiger Woods and his father Earl, “the Tiger Woods Foundation has reached millions of young people by delivering unique experiences and innovative educational opportunities for youth world-wide” (About the foundation, n.d., Para. 1).

According to Fish (2010), many experts who monitor nonprofit foundations all agree that few athletes can compare with Tiger Woods with regard to the philanthropic endeavors he has done through his foundation. Figure 1.1 provides an illustration of the annual contributions of Mr. Woods' foundation, the Tiger Woods Foundation, from 2006 to 2010 with the fiscal year ending in September each year. The data in this chart is from charitynavigaor.com, a website that “works to guide intelligent giving” and “to advance a more efficient and responsive philanthropic marketplace” (Mission, n.d, para. 2).

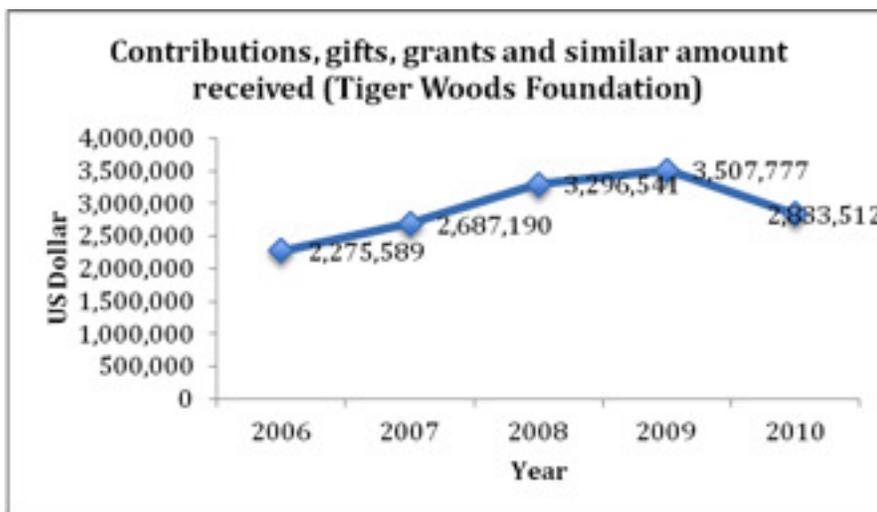


Figure 1.1 Contributions, gifts, grants and similar amount received

As illustrated in figure 1.1, from 2006 to 2009, there was a constant increase in contributions, gifts, grants and similar amounts received by this foundation. However, from September 2009 to the same month in 2010, we can clearly identify that the foundation faced a drastic drop, from \$3,507,777 to \$ 2,883,512. The time line of this decrease coincides with that

of Mr. Woods' scandal, which, as mentioned before, began in November 2009, just two months after the 2009 fiscal year started, and since then, this scandal had been under heavy media scrutiny.

Given these trends about the contributions of the Tiger Woods Foundation, and the perceptible impact that publically-revealed transgressions may have on the major philanthropic efforts of professional athletes, in what follows I will explore what media representations have suggested about the interrelationship between Tiger Woods' transgressions and his philanthropic foundation through a case study of the Tiger Woods Foundation. The following analysis is divided into several parts. First, in the review of literature chapter, I address individual philanthropic practices in professional sports, and I place an emphasis on various normative aspects regarding athlete philanthropic foundations. Most importantly, as "the scandalous behavior of sport people is being increasingly reported by a media that seeks sensational copy to sell its product" (Connor & Mazanov, 2010, p. 212), in this section I elaborate on the mutuality of media, athlete image, and athlete transgression behaviors. Since the professional sport world and media are relying on each other for success and prosperity, and many of the celebrity athletes "...gather attention beyond what they do on the field of play" (Tainsky & Babiak, 2011, p. 135), they are often under frequent media coverage (Bruce & Tini, 2008). Based on this rationale, I then outline my methodological approach to answer a series of research questions related to the impact the media have suggested Tiger's infidelity have on things he does off the field of play, his philanthropic foundation. Here, an overarching question is: To what extent is the Tiger Woods Foundation implicated in media representations as a consequence of the transgression/scandal involving the named athlete?

As outlined by Cunningham and Bopp (2010), the news from the now diversified media

(e.g. internet, television, print, radio) significantly influences how people think. Johnson-Cartee (2004) elaborated this by stating, “newsgathering processes affect how issues are named and defined by reporters, thus shaping the raw materials from which people inevitably draw to form their own versions of reality” (p. 31). That said, different media outlets may utilize different ways of representing athlete transgressions and foundations as their own perspective and interests towards a same topic may vary. Therefore, two research questions were raised to address primary lines of inquiry which guide this study:

RQ1: Based on the media platforms, is the Tiger Woods Foundation implicated (directly or indirectly) in media representations because of athletes’ transgressions/scandals? If yes, how the Tiger Woods Foundation was implicated?

RQ2: Is there a difference in the volume or elements of media representation depending on type of media platforms?

The third chapter addresses the goal and the nature of this study. The content analysis method was introduced and then utilized to answer the research questions raised above.

Using the method of content analysis, Chapter 4 exhibited the results generated upon the examination of the sample. Based on the research questions raised, the trends that have been identified from the sample were presented.

Chapter 5 provides an interpretation of what has been found from the previous chapter. This chapter also applied theories and findings in Chapter 2 to the patterns that have been emerging. Also, the limitations of the study, as well as suggestions for future research on the topic, were provided in this chapter.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Individual Philanthropy Practices by Professional Sports Personnel

In addition to philanthropic endeavors structured by sport organizations, individuals in professional sports actively engage in philanthropy (Sheth & Babiak, 2010). Besides their own duties, many sport managers and executives also show concerns for the well-being and welfare of other people. At the same time, a lot of us see these people "...as public leaders that play a leadership role regarding social issues and their societal roles go beyond shareholder obligations" (Ratten, 2010, p. 489). For example, the former owner of New York Yankees of the Major League Baseball (MLB) George Steinbrenner took money out of his own pocket to support philanthropic causes such as "the Silver Shield Foundation in New York and the Gold Shield Foundation in Florida" (Sheth & Babiak, 2010, p. 437; see also Bernard, 1998). In addition, usually because of the influences these people have in the decision-making process in professional sports, it is convenient for them to utilize the sport leagues and teams they own or operate as powerful forces to deploy philanthropic activities, even though they themselves are sometimes not highly recognized by the public. According to Bowman-Littler (2002),

When the Atlanta Falcons transferred ownership to Arthur Blank, former CEO of Home Depot, the team's foundation budget dramatically increased, and he indicated that:

"Giving back is not part of the 'brand', it's part of what's the right thing to do" (as cited in Sheth & Babiak, 2010, p. 437).

Because of their inherent "star power" (Walker & Kent, 2009), athletes, especially those who excel in the sports they play, possess a much higher visibility compared to other individuals such as team owners and executives in the world of professional sports. Shuart (2007) explained

the rationale of athletes' celebrity power by stating that, American society has an "...obsession with fleeting moments of fame, and our centuries-long tendency to place elite athletes upon social pedestal for athletic acts deemed as 'heroic'" (p. 127). It is believed that the celebrity-driven cultures we are living in can easily dazzle us when it comes to the accomplishments professional athletes have achieved (Sport Philanthropy Project, 2007), making them the focal points in our society. Moreover, athletes have the ability to make huge fortunes from sponsorships and their lucrative salaries; this places their actions both on and off the field of play acutely into the realm of public scrutiny (Babiak, et al., 2012; Charbonneau & Garland, 2006; Kim & Na, 2007; Stewart, 1999). Because of their high profile status, professional athletes are now no longer acting merely as sportsmen; instead they are playing many roles far beyond what they do on the field of play, including making contributions to the society as philanthropists: "At times, athletes are encouraged, expected, and sometimes required to contribute to and volunteer for team and league charity events" (Burch & Murray, 1999, p. 260). Tainsky and Babiak (2011) expressed a similar notion, "as an important source for a professional team, athletes are expected and encouraged to also participate in the teams' community outreach and philanthropic activities" (Tainsky & Babiak, 2011, p. 137).

Professional athletes' involvement in philanthropy is just one of the many ways they give back to society (Burch & Murray, 1999), and their philanthropic effort "...has been recognized since 1994 by USA Today through its Most Caring Athlete Award" (Babiak, et al., 2012, p. 160). Similar to the question raised previously regarding why sport leagues and teams engage in philanthropy, many people may also be curious about what motivates athletes to undertake philanthropic activities. Tainsky and Babiak (2007) expressed this thought when noting, "at the core of all donor activity is the question to what extent is the work motivated by egoism versus

altruism” (p. 265). Egoism, as defined by Martin (1994), refers to the motivation to increase one’s own welfare, and the philanthropy efforts many professional athletes have accomplished could be considered a result of egoism, or self-interests. Under this point of view, athletes’ philanthropic conduct will eventually serve to contribute to their own good. Pelozo and Hassay (2006) indicated that factors such as tax-exempt benefits for doing charitable activities, high public recognition, and the social pressure of being a good citizen are believed to be incentives for engagement in philanthropic behaviors. Babiak, et al. (2012) demonstrated this in a sport setting by stating “...philanthropic activities provide the athletes (and their teams and leagues) with a benefit (financial, political, social capital) to themselves and their brand or image as well as social benefits for the causes they support” (p. 161).

As Hemingway (2005) argued, even though professional athletes’ philanthropy efforts are more or less self-interest, “it may also be the case that they are championed as a result of a personal morality, inspired by employees’ own socially-oriented values” (as cited in Tainsky & Babiak, 2011, p. 137), namely altruism. Altruism, according to Kerr, Godfrey-Smith, and Feldman (2004), is defined as “...behavior that benefits others at a personal cost to the behaving individual” (p. 135). The altruistic motivation behind much philanthropic engagement is “often referred to as ‘warm glow’ feelings (Andreoni, 1990) which capture the emotion connected with pro-social helping behavior” (Babiak, et al., 2012, p. 146). According to Burch and Murray (1999), although professional athletes are among the very wealthy, they are still human beings so that their philanthropic interests could originate from a genuine appreciation of the importance of helping those less fortunate. Therefore, many professional athletes believe that they have the responsibility to care about the society and help solve social problems, as one player in the work by Sturgeon (1998) stated:

A lot of us feel we've been blessed with a certain talent, and they pay us a lot of money to do something we love. It's a world where it's hard to find that sometimes. So we try to give something to people who are less fortunate. (as cited in Burch & Murray, 1999, p. 259)

In general, both altruistic and egotistic motives will potentially drive athletes to get involved in philanthropic activities.

## **2.2 Professional Athlete Philanthropic Foundations**

While many professional athletes may simply choose to be affiliated with already established philanthropic foundations, some have started to establish their own philanthropic foundations, particularly during the past 10 years (Mull, 2011; Babiak, et al., 2012). Examples are the Andy Roddick Foundation established in 2000 by professional tennis player Andy Roddick, Dwight D. Howard Foundation, founded in 2004 by NBA player Dwight D. Howard, NBA Basketball player LeBron James' Family Foundations (in the same year), the Adrian Wilson Foundation, formed in 2008 by NFL player Adrian Wilson, and so on. Causes for establishing personal foundations vary by athletes. Take former professional cyclist Lance Armstrong for instance. After surviving from testicular cancer, he formed his foundation, now the Livestrong foundation, dealing with cancer related issues. In another example, professional football player Michael Vick, who was embroiled in a dog fighting scandal, formed the Team Vick Foundation. The organization aims to provide opportunities for people in need, mainly those who lost their ways and need a "second chance" just as Mr. Vick himself (Team Vick Foundation, 2013). More examples of athlete philanthropic foundations are listed in a table (in Appendix A) adapted from a chart found in [wsj.com](http://wsj.com), the *Wall Street Journal* website.

According to Babiak et al. (2012), establishing a personal foundation differs in many

ways from other philanthropic choices such as cooperating with an already existing community foundation or giving away direct donations. Generally, according to Tainsky and Babiak (2011), personal philanthropic foundations “are expensive to form, time consuming, and risky-financial penalties may be levied or jail time might be served because of failure to comply with new intermediate sanctions laws” (p. 136). That means many issues need to be considered before an athlete decides to start a personal foundation. First and foremost, athletes need to decide the type of the foundation, namely, a public status or a private one. In addition, according to Babiak et al. (2012), athletes also need to care about serious issues in the formation process such as the creation of vision and mission statements, designation of a board of directors, handling of tax, financial, legal issues and termination procedures, fund-generating sources seeking, and charitable events hosting, etc. Babiak and colleagues (2012) also suggested athletes, especially athletes who are new to this area, need to consider issues such as the costs and the complication of establishing a foundation, and the large amount of effort and time required in the management of the funds and projects.

Due to the complicated issues in forming personal foundations, some sport executives offered their opinions. One NFL executive acknowledged, “we caution players that they should not establish foundations right away, but rather work with community organizations before they start one” (Babiak, 2010, p. 537). An executive in the NBA expressed a similar idea, “starting a foundation is not something we encourage our players to do unless they truly understand how much is involved in it” (Babiak, 2010, p. 537). Today, when they are thinking about starting a foundation, athletes can consult with several organizations, such as the Sport Philanthropy Project, the Giving Back Fund, and Athlete for Hope, from which they are able to attain advice and support in this area. One of the goals of the Sport Philanthropy Project, for example, is “to

strengthen and promote philanthropy among athletes as a strategy for community engagement and leadership development among young people” (Sport Philanthropy Project, 2007, p. 9).

### **2.2.1 Athlete Philanthropic Foundations: Merits and Drawbacks**

Once founded, according to Babiak, et al. (2012), an athlete philanthropic foundation is able to benefit from the high profile status of its sport celebrity founder, as it will bring advantages such as more media coverage and higher public attention. Babiak and colleagues (2012) then stated, compared to philanthropy organizations formed by “normal people”, an athlete celebrity status is believed to be the biggest asset in their foundation establishment. Another advantage is that, a personal foundation permits athletes to hold fundraising events, and attracts funds from donors, including company donations (Knecht, 2007). For instance, Fuji Computer Products of America made a donation of \$900,000 to former NFL football player Junior Seau's foundation. The foundation of Houston Texan wide receiver, Andre Johnson, hosts an annual celebrity golf tournament in Houston to raise fund to support educational programs for the Houston Area Women’s Center (HAWC) (Golf Tournament, n.d.).

While the advantages above may also hold true for already existing foundations or charity programs associated with professional athletes as many could have argued, what really differentiates athlete personal foundations from other forms of athlete philanthropic activities is that having ones’ personal foundation established “...enables [them] to dictate precisely how [their] donated dollars will be spent” (Cranston, 1998, p. 163). Babiak, et al., (2012) also noted that establishing his or her own foundation grants an athlete greater control over whom he or she wants to help. This was identified by Babiak and colleagues (2012) as the key factor for athletes to form their own foundations, instead of cooperating with an existing foundation or charity

program. To make this notion more convincing the authors brought up an example by quoting the response from one of their athlete respondents:

I opted to form a foundation for the freedom it offered in making choices about who/what to contribute to and focus on. In this way, a foundation would allow me to develop specific programs that I am interested in. (Babiak, et al., 2012, p. 170)

Philanthropic foundations established by professional athletes have advantages over those formed by ordinary people due to their founders' high profile status. However, "careful consideration needs to be given to determine whether a charitable foundation is the best vehicle for one's philanthropy" (Babiak, et al. 2012, p. 161). As stated by Wolverton (2004), athletes need to be aware that failed examples of athlete personal foundations certainly exist and various reasons are said to be the causes, including failure to comply with federal or state regulations about charity and a difficulty in fundraising. At the foundation management level, one big concern raised by Babiak et al. (2012) is athletes' lack of knowledge and expertise in this area. As one athlete demonstrated:

I did not really know anything about having a foundation before I decided to form one. I really did not know how hard it would be! So I had a very steep learning curve. I had to learn about all the financial side, the marketing side, and the administrative aspect of it too. Fortunately, I had my family and good friends and advisors that helped and supported me in this. They took on some of the responsibilities when I could not do it myself. (p. 171)

While relatives and friends are seen by some athletes as ones they can trust in managing the foundation, criticisms have been placed upon these people because many also lack the

experience in philanthropy and their salaries, sometimes even moderate ones, are usually paid out of the foundation budget (Knecht, 2007).

Moreover, some uncertainties associated with athletes themselves such as earning ability, retirement, and bankruptcy issues could also impact an athlete's personal foundations (Babiak, et al., 2012), making athlete foundations capricious and unreliable (Sport Philanthropy Project, 2007). As Ribeiro (2008) has noted, an athlete may suffer a decline in performance due to serious injuries and age, which could lead to his or her withdrawal from the sport, and according to Tainsky and Babiak (2011), a player's earning ability is directly relative to his or her athletic performance. As Babiak, et al. (2012) agreed, although athletes earn a lot more during their playing days, they have a far shorter career compared to other professions, and "not all athletes who have foundations are the top earners in their leagues" (p. 171). Plus, many athletes may also need to deal with bankruptcy related issues after they retire. For example, Torre (2009) indicated that an estimated 60% of NBA players are broke within five years of retirement, within the first two years of their retirement, 78% of NFL players went bankrupt or were under financial stress due to joblessness or divorce, and a lot of MLB players faced similar poor financial situations after retirement. Torre (2009) also indicated that various reasons lead to an athlete's bankruptcy, including risky investment, mistrust disqualified agents, family matters such as divorce, and obsession in tangible goods. All these uncertainties raised above are believed to have an influence on the sustainability of many of athletes' personal foundations (Babiak et al., 2012).

Even the foundation founded by one of the most successful athletes Michael Jordan, one of the top earners in professional sport history with a nearly 20-year professional career, was shut down in 1996 due to the reason that the funding in his foundation had not been distributed properly—little money was directed to the charity's purpose or those in need (Sport Philanthropy

Project, 2007). The basketball legend's case presents another drawback faced by some of the athlete philanthropic foundations: the low efficiency of the foundation. In other words, in some of the athlete personal foundations, only a small portion of the funds received can be used as donations. The Michael Jordan Foundation, in fact, gave out only 15% of the funds received in the last year before its closure (Tainsky & Babiak, 2011). Seattle Seahawks wide receiver Darrell Jackson's foundation only gave away 6.7% of the total spending to charity in 2005, and in the same year, New York Giants wide receiver, Amani Toomer's foundation had end-of-year assets of about \$133,000 with only \$392 given to charity (Knecht, 2007). On one hand, the low efficiency is due to the overspending of donated money on administration. According to CharityWatch, a charity rating and evaluation website, at least 60 percent of the total expenses of a charity should be spent on program activities and no more than 40 percent of related contributions on overhead ("Charitywatch rating criteria," 2014). For some athlete philanthropic foundations, however, this is sometimes not the case. For example, Knecht (2007) noted that the charity foundation formed by professional baseball player Alex Rodriguez distributed only a third of its spending in 2005 on charitable activities while the rest went to "administrative costs." Further, former NBA basketball player Gary Peyton's foundation spent roughly 90 percent of its total assets in 2005 on administration.

On the other hand, many athletes may tend to over-spend the money on fundraising events in order to generate a bigger return, but end up giving out little money for donations (Burch & Murray, 1999; Disbee, 1997). As affirmed by Burch and Murray (1999), no foundation will be worth the effort if the money used fundraising far exceeds that used for donations. The over-spending on administration and fundraising, according to Burch and Murray (1999), often leads to a decline in the intended benefits.

Despite the many drawbacks and ancillary skepticism stemming from the above-described athlete philanthropic foundations, there are still many foundations that can be considered as successful examples "...in terms of donations and programs as well as assets: Andre Agassi-\$81 Million, Tiger Woods-\$48 million, and Lance Armstrong-\$31 million" (Babiak, et al., 2012, p. 160; Charity Navigator.com, n.d.). Even for these successful athlete philanthropic foundations, concern still exists, that is the negative publicity caused by athlete scandals or transgression behaviors (Tainsky & Babiak, 2011). Except for their success in the athlete philanthropy area, what the three athletes mentioned above have in common is that they have all committed transgression behaviors; from Andre Agassi's alleged use of crystal meth and lying to the official to avoid penalties in 1997; to Mr. Woods' infidelity towards his wife in 2009; to Lance Armstrong's use of performance-enhancing drugs throughout his professional career.

Tainsky and Babiak (2011) stated that, through participating in philanthropic activities, athletes could be seen by the public as good citizens. On the flip side, however, Gardial et al. (1996) argued that if an athlete commits transgression behaviors, both on and off the playing field, consumers' views regarding this athlete could ultimately be altered. Studies about the impact of athlete's transgressions have been done in the area of athlete endorsements: many researchers believe that a discounted image of an athlete endorser will decrease customers' purchase intention towards the endorsed products (Murry & Price, 2012; Sassenberg & Johnson Morgan, 2010; Fink, Cunningham & Kensicki, 2004; Till & Shimp, 1998). Collings and Bednall (n.d.) also indicated that even though "celebrity endorsers can survive minor social scandals, such as being an unmarried father, a range of scandals (such as being found to have taken steroids) can have a drastic effect on their effectiveness as endorsers." In the area of athlete philanthropic foundations, this is very likely to be the case since many sport executives have

discouraged professional athletes from forming their own foundations to avoid damaging (negative) publicity while they are still in their playing days” (Bakiak, et al., 2012; Biederman, Pierson, Silfen, Berry, Glasser, & Sobel, 2007). In fact, good reputation building is believed to be one reason for athletes to establish personal foundations, as favorable publicity gained from the charitable involvement will in turn increase their value and attract more endorsements (Bakiak et al., 2012). The negative publicity towards athletes’ personalities, according to Hughes and Shank (2005), will in turn result in negative attitudes towards the brands affiliated with these athletes. In conclusion, peoples’ standpoint regarding the image of an athlete (positive or negative) will be transferred to that of the entities associated with this athlete and usually, negative views about an athlete could be created by his and her transgressions. Therefore, it is fair to say that the negative representations that come with athletes’ transgressions will likely negatively affect their charity foundations (in terms of perception and fundraising potential). And since very few and in many cases no fans or donors will ever have a direct connection to the athlete or the transgression behaviors, it is critical that we understand the extent to which media treatments and media depictions frame athlete transgressions in ways that might influence fans and potential foundation supporters.

### **2.3 Media and Sport Stars**

Celebrities, as Folan (2010) and Hartley (2002) indicated, are people whose identities are well known to the public via the media. According to Smart (2005), “the rise of treating athletes like celebrities began in the 1920s, when reporters began creating “larger-than-life” images of feats and achievements of sports figures (as cited in Brown, 2012, p. 2). Media resources are known for utilizing elements such as entertainment, drama, gossip and great pictures to attract audiences (Summers & Johnson Morgan, 2008), and professional athletes, especially sporting

celebrities, are able to provide these essential elements for these outlets via their conduct on and off the playing field (Jones & Schumann, 2000). As Summer and Johnson Morgan (2008) have agreed, “the behavior of sports celebrities both on and off the field is newsworthy and the media has become a place for public discourse and the expression of ideologies” (p. 18). Journalists and editors from print media such as newspapers, for example, do not merely reflect sport news regarding those sport stars; they are also acting as selectors, formulators and authors during the news collecting (Horne, 2006). Hence, print media are believed to have helped create, maintain and enhance the sport celebrity system (Rowe, 2007). Additionally, as Brown (2012) stated, celebrity athletes now have more public visibility due to the development of technology in media and communication:

This coverage of the achievements of star athletes has grown with the growth of mass media, and particularly, the invention of the television and its central role in the growth of sport media coverage. Today, the Internet has further increased the visibility of athletes with the creation of websites and blogs solely dedicated to sport coverage and athletes’ use of social media to create a personal connection with their fans. (pp. 2-3)

The diversified media provide a platform for people to be more affiliated with their favorite sporting celebrities; after all, most of us do not know them personally. Therefore, it has been suggested that the athlete’s image has been more and more connected with fans through media narratives (Smart, 2005). Nowadays, fans not only rely on planned interviews and game related reports to know about their favorite celebrity athletes, they also are able to acquire how these athletes look like in their private lives from various ways of media outlets (Mnookin, 2004). As stated by Summer and Johnson Morgan (2008), we are unlikely to know much about those athlete personalities without the constant focus and interest of the international media. For such

reasons, usually the more popular an athlete is, the less privacy as an individual he or she could expect to have (Johnson, 2011) from mass media. Moreover, “sport media then use selected imagery, information and the public interest as tools in their public relations activities to construct an image of sports stars that many believe to be a reality” (Summers & Johnson Morgan, 2008, p. 7). Because of this, as Johnson (2011) has indicated, fans in reality often failed to differentiate athletes’ personal conduct from their professional actions, making the line of these two more obscure. As evidenced by Meng and Pan (2013), intensive media exposure increases fans’ curiosity in knowing every aspect of these celebrity athletes’ lives so that fans not only care about their performance in their sports, their private lives and even misbehaviors also gather media attention.

### **2.3.1 Media Builds Them Up**

While athletes are excellent in performance as sportsmen or sportswomen, they are also expected, and sometimes even required, to exhibit a higher standard of personal morality consistently in private lives (Summer & Johnson Morgan, 2008). Hence, according to Summer and Johnson Morgan (2008), it is unlikely for the public to treat a sport star the same way as it does other citizens, which will lead to high expectations towards their image and behaviors both on and off the playing field. The high expectations or idealized views about professional athletes then are highlighted and encouraged by the media through its portrayal of athlete celebrities “...as ‘god like’, exciting, and glamorous stars” (Summers & Johnson Morgan, 2008, p. 16). Accordingly, a view has been brought up, that is “whether they like it or not, sporting celebrities are seen as role models for youth, icons of national pride and heroes to their fans” (Summer & Johnson Morgan, 2008, p. 9). In short, for many people, professional athletes are seen as role models inherently because of their huge influence as public celebrities who possess the ability to

attract media attention. Burch and Murray (1999) in their study confirmed this point of view by stating that athletes should be seen as role models “simply by virtue of appearing in the spotlight” (p. 250), referring to the focus of media. Even for some professional athletes themselves, this is really the case. As basketball celebrity Tim Duncan once stated:

I think automatically if you’re a professional athlete that makes you a role model just because you’re put into a situation where there are children that want to aspire to be like you. They want to get to where you are. And it doesn’t matter if you’re the (twelfth) guy on the bench or you’re the number one star, you’re in a spotlight, you’re in a place that a kid wants to be in, and that’s your responsibility to take that on. (as cited in Burch & Murray, 1999, p. 251)

### **2.3.2 Media Tears Them Down**

Despite the many good role models among professional athletes—those who demonstrate appropriate conduct both on and off their respective playing field—there certainly exist a number of bad role models whose image and reputation, as Brown (2012) stated, are tarnished by “...scandals, criminal activity and other transgressions” (p. 2). White et al. (2009) noted that, over the past 10 years, athletes “...were revealing secrets about themselves in unmerited ways” (p. 323) in almost every professional sport league by committing transgression behaviors that potentially cause serious damages to their reputations. Because it is now an era when sport “...incidents that would not have been reported in the past were now considered newsworthy” (Wilson, Stavros & Westberg, 2008, p. 102), the general public will likely acknowledge those incidents via media resources sooner or later (Brown, 2012). As a result of the omnipresence of media, the exposure of athletes’ transgression behaviors seems inevitable, particularly those “... fuelled with dominant personalities and often radical personal life changes in terms of attention

and financial gain” (Summer & Johnson Morgan, 2008, p. 19). Once sport stars commit transgression behaviors that defy social norms and acceptance, sport media are present to condemn and criticize them (Summer & Johnson Morgan, 2008). Very often, “athletes’ bad behavior is amplified and good behavior is downplayed or ignored” (Laucella, 2010, p. 44). This is due to the fact that, “celebrities in ‘trouble’ are high interest stories and as news coverage has evolved into a global medium far beyond the archaic notion of the nightly half-hour broadcast, news managers struggle to balance the need to fill time with the journalistic rules and fact checking of the past” (as cited in Summers & Johnson Morgan, 2008, p. 4). Therefore, as “...a situation where an athlete has made a conscious decision to act in a manner which is inappropriate, unethical or even against the rules of his/her sport is”, celebrity athletes’ transgression is “generally likely to attract great scrutiny and media coverage” (Hall, 2004; as cited in Bühler & Lurati, 2012, p. 25). Kudlac (2010) also pointed out that recently the media coverage about athlete transgressions has increased considerably.

While athletes would rather deal with transgressions or scandals privately and without public awareness, frequent media attention often leads to the over-exposure of those incidences because it is up to intermediaries to decide what will be reported and what will not be reported (Graham, 2012). Sabato (2000) described the over-exposure situation as a “feeding frenzy,” which refers to “coverage of an event where a mass of journalists covers scandals or discomfited experiences excessively, passionately, and feverishly” (as cited in Laucella, 2010, p. 46). In addition, according to Summers and Johnson Morgan (2008), some media reports of athlete transgressions have “...little to do with reality or even basic human nature” (p. 7). Take NBA basketball star Kobe Bryant’s case for example. In 2003, Bryant was accused of sexual assault on a female in a hotel in Colorado, and while he admitted to cheating on his wife, he never pled

guilty to the assault charge (Meng & Pan, 2013). Even though he was "...never punished for his alleged actions, the case still positioned him as a sex offender in the media, leading many of his endorsers to drop him" (Meng & Pan, 2013, p. 92).

In fact, a number of researchers have addressed this in their work by indicating that the media's frequent coverage of athlete transgressions often leaves us the impression that professional athletes have higher crime rates than normal people (Laucella, 2010; Benedict, 2003; Berry & Smith, 2000; Katz, 2006; Lapchick, 2001; Leonard, 2004, 2006, 2010; Messner & Sabo, 1994; Vlahos, 2003; Wenzel, 1998). However, this is not really the case. For instance, according to Blumstein and Benedict (1999), "the arrest rates for players in the National Football League (21 percent) and the general population of males residing in U.S. cities with a population of 250,000 or greater (23 percent) are similar" (as cited in Brown, 2012, p. 21).

From 2000 to present, Fischer-Baum (2013) compared the NFL players' crime rates with that of the adult male in the United States using the NFL arrests database from the *San Diego Union-Tribune* and concluded that by category:

Compared with their peers, these players were 11 percent less likely to get a DUI (8.3 per thousand compared to 9.4 for adult males), 23 percent less likely to get an assault charge (7.4 vs. 9.6), and 59 percent less likely to get a drug charge (4.2 vs. 10.4) (para. 7).

While people acquire information from different sources and at the same time conduct content analyses, they still tend to be influenced by media because news editors and journalists utilize selected (e.g. negative) information through the framing process (Laucella, 2010). As Shah (2001) stated, people in the media industry such as journalists will be able to shape an issue's implications for the general public by participating in framing. In other words, it (framing) is believed to influence public opinions through the use of certain terms and

interpretations towards an issue (Tewksbury & Powers, 1997).

During the Woods scandal coverage, Farhi (2010) noted that, “many ‘respectable’ news outlets abandoned traditional news-gathering methods and standards of fair play and relied primarily on aggressive, often inaccurate, ‘tabloid’ reporting to document a major news story” (as cited in Meng & Pan, 2013, p. 92). This is in line with the study of Wilson, et al., (2008) that, all sport administrator respondents believed “...the media disproportionately represented negative transgressions” (p. 102). As stated by a marketing director from one sport club: “...the media prints a story with 10 percent of the facts, while we have to get 100 percent of the facts before we can act with any certainty” (Wilson, et al., 2008, p. 102). Moreover, according to Entman and Rojecki (2000), “media images are more likely to sustain ambivalence and animosity than to promote tolerance and compassion” (as cited in Laucella, 2010, p. 41). For example, in a paper dedicated to investigate how Michael Vick’s dogfighting case was covered by the media, Laucella (2010) noted that; while in some news stories Vick was portrayed as a primary victim who was treated unfairly by mass media and the general public, other news reports focused mainly on disclosing his flawed characters that distinguished him from respectable sports heroes. During this case, Laucella noticed that some media sources made it all about Vick himself and his tragedy instead of reporting issues around dogfighting. The author finally concluded that although Michael Vick surely deserved to be punished and criticized due to his conduct, some media sources just focused more on “shock value and judgments rather than facts and in-depth reporting” (p. 63-64). This has produced more misunderstandings and misperceptions about him and professional athletes as a whole (Laucella, 2010).

## **2.4 Media, Athlete Transgressions, and Athlete Philanthropic Foundations**

As what professional athletes do is often under the scrutiny of the media locally or even nationally, their conduct, both on and off the field of play, acts as a double-edge sword for athletes with foundations (Babiak, et al., 2012). On one hand, doing good as philanthropists to establish personal foundations potentially improves athletes' public image and value (Tainsky & Babiak, 2011), and professional athletes with foundations believe that media focus could raise attention to the cause that is not typically well-known by the public (Babiak et al., 2012). On the other hand, philanthropic athletes need to be more prudent about their conduct (Babiak et al., 2012) because "problems arise when athletes exhibit behaviors that are negative and serve as a bad influence on fans, especially when children try to emulate them" (Burch & Murray, 1999, p.250). That being said, the media coverage during scandals or transgressions is believed to influence the public's perception toward those incidents (Huang, 2006), which could seriously damage an athlete's image and reputation if they are considered detrimental enough in the public's minds (Chun, 2005). Also, because an athlete's image or reputation is in direct link to an organization he or she represents, people's attitudes toward the organization could be altered if his or her image has been discounted by transgressions or scandals (Brown, 2012).

Therefore, it has been proposed that once a philanthropic athlete's transgressions have been disclosed through the now diversified media to the public, fans' and potential donors' views towards his or her foundation could be influenced since this athlete is the face of this foundation. According to Brown (2012), negative publicity towards an athlete is believed to discourage people's support behaviors for the organization associated with him or her. People's support behaviors in philanthropy, according to Lee and Chang (2007), mainly takes on two forms: volunteering time and monetary donations, especially the latter, which are of great importance to

philanthropy because of their "...significance in terms of their contribution to overall sector income" (Sargeant, West & Ford, 2004, p. 20). As Sargeant et al. (2004) noted, "extant studies concerned with monetary donations have tended to regard the decision to donate (or not to donate) as the primary output from any model of giving behavior" (p. 20).

Hence, I propose that people's opinions regarding whether to donate to an athlete's foundation will possibly be affected by media disclosures of this athlete's transgressions or scandals. Such a proposition is the next step in this line of inquiry, however first we must examine the extent to which media framings of transgressions implicate the athlete's foundation and compare these framings across multiple media platforms. This thesis offers a case study aimed toward this first step.

As Tuchman (1978) indicated, "News provides a lens for investigating and understanding events" (as cited in Laucella, 2010, p. 40), and thus "the media are 'mobile spotlights' that select what they perceive as important by drawing attention to key issues" (as cited in Laucella, 2010, p. 40; Gitlin, 1980, p. 49). According to Whannel (2000), "Modern sport stars, though, are products of a media-rich age in which sport itself has been transformed" (p. 49). As stated before, people now have more choices for obtaining general sport information and that of their favorite sports stars because of the diversified media. Especially for the following three media platforms, newspaper, television, and the Internet, they have been pervasively used in news searching and obtaining and nowadays, many have listed these three outlets as their top three choices of obtaining new sources (Saad, 2013; "Pew Internet," 2008). According to Coakley (2007) and Wann (1998), many researchers in sport and media studies have agreed that "the mass print media serves as a powerful socializing force that has the ability to successfully frame how the general public perceives and interprets sport; be it an individual athlete, a particular

sporting event, or an entire sports institution” (as cited in Masucci & Butryn, 2013, pp. 24-25). Compared to print media such as newspaper, however, as Coogan (2012) has argued, the content of televised news “...is not thoroughly reviewed prior to being presented to the public” (p. 130). The author then further explained this notion by stating, “while much of the televised news is scripted, living broadcasting allows for automatic responses or reactions that better represent commentators’ true beliefs”(Coogan, 2012, p. 130). Also, Whannel (2000) in his paper indicated that, the development of television has changed sport and this new medium has helped make the faces of those sport celebrities more familiar to a larger population. When it comes to new media such as the Internet, according to Iankowski and Van Selm (2000), “Because of its relatively open access and the notion that anyone can contribute to the public discourse, the Internet has been touted as the new marketplace of ideas that makes for a more productive public sphere” (as cited in Whiteside, Yu & Hardin, 2012, p. 26). Based on this notion, Whiteside, Yu and Hardin (2012) and Hardin and Zhong (2009) noted that when reporting, the new media producers might follow different norms and practices that differ in many ways from those in traditional sports media. These above-mentioned attributes for each of the three media outlets, therefore, could lead us to think there might be variations in media coverage about the mutuality of athletes’ transgression behaviors and their respective philanthropic foundations. More specifically, I am interested in this dynamic: to what extent do popular athletes’ philanthropic endeavors get drawn into transgression discourses, and what impacts (directly or indirectly) do multi-media platforms suggest athlete transgressions have on athletes’ philanthropic foundations?

## **CHAPTER THREE**

### **METHOD**

#### **3.1 Overview**

The aim of this study is to assess the extent to which athletes' philanthropic foundations are implicated in media representations due to the transgressions involving the named athletes. As previously stated, there is very little academic research available in this area. Given this is an emergent field of inquiry, a case study is deemed as appropriate and logical since it is, according to Feagin, Orum and Sjoberg (1991), "...an ideal methodology when a holistic, in-depth investigation is needed" (as cited in Tellis, 1997, p. 1). As Tellis (1997) has suggested, a case study is "designed to bring out the details from the viewpoint of the participants by using multiple sources of data" (p. 1). Also because of the scarcity of previous research in this area, an exploratory study used for theory building is required (Akkermans & Vos, 2003). My use of the term "exploratory study" here refers to a form of inquiry that "is searching for new insights to a problem and wants to measure phenomena in a new light (as cited in Bühler & Lurati, 2012, p. 47; Eriksson & Wiederheim-Paul, 1997). In short, according to Yin (1989), Eisenhardt (1989) and Meredith (1993), "case studies are the research tool par excellence for exploratory, theory-building research" (as cited in Akkermans & Vos, 2003, p. 210). Therefore, this case study is exploratory in nature and thus, it could be identified, according to Yin (1993), as an exploratory case study.

Content analysis will be adopted for this study. According to Cole (1998), content analysis refers to "...a method of analyzing written, verbal or visual communication messages" (as cited in Elo & Kyngäs, 2008, p. 107). Content analysis is widely utilized in qualitative research (Hsieh & Shannon, 2005) and it is "...an unobtrusive method that applies a systematic

set of rules in order to draw conclusions from texts, images and sounds” (as cited in Coche, 2014, p. 103; Krippendorff & Bock, 1999). As Krippendorff (1980) noted: “Content analysis is a research method for making replicable and valid inferences from data to their context, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action” (as cited in Elo & Kyngäs, 2008, p. 108). Therefore, the use of content analysis is able to fit the exploratory nature of this current research; which, as stated above, is to provide new insights for the topic of the media’s role in framing athletes’ transgressions or scandals as they related to their personal philanthropic foundations.

### **3.1.1 Selection of Athlete**

This current study is comprised of several elements, including sporting celebrity, his philanthropic involvement (focusing on the personal philanthropic foundation), the transgression/scandal he was implicated in, and the media spotlights this incident was able to gain. Therefore, the selection of the athlete became a critical part of this research, as certainly not every athlete in the sports world is able to possess all the elements mentioned above and thus qualify for the study. To fulfill the purpose of this current study, the case of Tiger Woods is explored. Several reasons exist for making this selection. Generally, as stated before in this manuscript, the selected athlete had maintained a relatively clean image and was seen by millions as a “role model” before the scandal. This role model image helped him found the Tiger Woods Foundation, one of the most successful athlete philanthropic foundations over the past decade (or at any time, for that matter). In addition, during a certain time period of his professional career, this celebrity athlete has also had transgressions or scandals (his infidelity towards his wife) that negatively impacted his personal image and reputation, his sport and the brands associated with him, including his philanthropic foundation. This way, attention could be

mainly focused on the negative effects of athlete transgressions on the athlete's foundation rather than that of other damage factors such as low efficiency, athletes' lack of knowledge and expertise in the area of establishing personal foundations.

Next, Tiger Woods, at least before this incident, was once considered as one of the most successful athletes in world of sport. As demonstrated previously, professional athletes, especially celebrity athletes such as Tiger Woods, are under frequent media scrutiny; the information (e.g. rumors, news reports) generated on multi-platform media after their transgressions or scandals is therefore expected to be in larger amount. As evidenced by Lines (2001), "...the more popular and high profile the sporting celebrity often the more we see evidence of socially unacceptable behavior ranging from general 'laddishness' to drunken exploits, domestic abuse, infidelity, drug abuse and violence" (as cited in Summers & Johnson Morgan, 2008, p. 12). Therefore, many researchers in their studies indicate that the more successful and popular an athlete is in his or her sport, the greater negative impact his or her transgressions/scandals are able to generate (Meng & Pan, 2013; Farhi, 2010; Brazeal, 2008; Jerome, 2008; Benoit & Hanczor, 1994). These above-mentioned factors make it easier for the researcher to collect data from media platforms.

### **3.2 Sample Selection**

Today's diversified media provide us with more choices for obtaining information and news. Therefore, the sample from multi-platform media will be in use for this study. In this way, differences regarding how the impact of athletes' scandals on athletes' foundations is defined, covered, and framed among these media platforms could be identified. For the interest of the research question, related information and news (the sample) focus on three categories, print media (newspapers), televisual media (television broadcasts), and digital media (internet-based

websites). Local and national newspapers, national broadcast news transcripts were gathered using Lexis-Nexis. According to Whiteside and Hardin, (2012), it is an academic database where news archives from different print and broadcasting media can be found. Website articles and posts were collected through an online search engine. The selected athlete (Tiger Woods) was searched and examined according to the keywords “Tiger Woods” and “Foundation”. I limited the time frame for his search from November 25, 2009, the date the *National Enquirer* “reported that Woods was engaged in an extra-marital affair with Rachel Uchitel, a former New York City nightclub manager” (as cited in Husselbee & Stein, 2012, p. 59; “Tiger Woods timeline,” 2010), to August 23, 2010, the date when the attorneys’ announcement about Tiger’s divorce came out (Bacon & Busbee, 2010) (271 days). Also, a timeline from Yahoo sports.com was presented in Appendix B as a reminder of the whole story of Tiger Woods’ scandal. The geographic region where the documents come from will be on a global basis and the language will be limited to English.

Google.com was utilized to search the selected athlete and keywords “Foundation” and “Tiger Woods” were used. The search time period was from November 25, 2009 to August 23, 2010 (271 days) and 222 links were produced. However, among those results generated, 24 were eliminated because they are online versions of newspapers and magazines, which are also available in print version. Therefore, 198 results were analyzed. Based on the time frame selected and the key words utilized for online search, 274 newspaper results were identified through Lexis-Nexis. However, 74 reports were eliminated because they used repeated contents, thus, 200 documents were analyzed. Additionally, in terms of the televisual representations of the Tiger Woods Foundation, 60 broadcast news transcripts were generated from Lexis-Nexis. That being said, the total number of the foundation-related TV news programs that were

available from Lexis-Nexis is 60. However, one repeated transcript and one transcript from radio were excluded. Thus, 58 broadcast news program transcripts were analyzed for the purpose of this study.

### **3.3 Research Schedule and Coding**

The researcher sought to examine to what extent was the Tiger Woods foundation implicated in media representations as a consequence of the transgression/scandal involving the named athlete. Two specific research questions are raised:

RQ1: Based on the media platforms, is the Tiger Woods Foundation implicated (directly or indirectly) in media representations because of athletes' transgressions/scandals? If yes, how the Tiger Woods Foundation was implicated?

RQ2: Is there a difference in the volume or elements of media representation depending on type of media platforms?

The empirical examination focused on the following aspects, namely, during the time frame selected, how much did the respective media platforms link Tiger Woods' Transgression (or scandal, infidelity or other similar words) to his Tiger Woods Foundation; and in what ways did different multi-media platforms establish interrelationships between Tiger Woods, his transgressions and the foundation he helped set up? The data was analyzed via the open coding technique, which is referred to by Corbin and Strauss (2008) as the process of "breaking data apart and delineating concepts to stand of blocks of raw data" (p. 195). Similarly, Pandit (1996) indicated that, open coding is "...that part of analysis that deals with the labeling and categorizing of phenomena as indicated by the data" (Data Analysis Phase section, para. 4). In open coding process, as Pandit (1996) indicated, "Data are initially broken down by asking simple questions such as what, where, how, when, how much, etc." (Data Analysis Phase

section, para. 5). Subsequently, “data are compared and similar incidents are grounded together and given the same conceptual label” (Pandit, 1996, Data Analysis Phase section, para. 5). As the process of asking questions and making comparisons were involved in the research questions and the focal aspects of the empirical examination, therefore, according to Pandit (1996), the use of open coding was deemed appropriate for the current study. In conclusion, through the coding process, the researcher sought to acquire a thorough and in-depth understanding of how the media framed Woods’ transgression as it relates the Tiger Woods Foundation.

## **CHAPTER FOUR**

### **RESULTS**

The purpose of the chapter is to present the results of the content analysis based on the focal aspects presented at the end of the last chapter. The procedures were as the following. In order to assess how much the respective media platforms linked Tiger Woods' Transgression to his Tiger Woods Foundation, the researcher firstly identified the number of post-scandal media representations of the Tiger Woods Foundation (in each of the aforementioned media platform) in which Woods' transgression was also noted. Put it another way, the research sought to identify the number of media representations in which both Woods' transgression and his Tiger Woods Foundation were mentioned. If Woods' transgression was not mentioned in one of the media artifacts, then this representation was excluded when examining the second focal aspect, the interrelationship among Woods, his transgression and his foundation.

Then, the author worked to divide the remaining representations into two categories, namely, those that linked Woods' transgression to his foundation and those in which the transgression was just mentioned. Next, the researcher focused on examining the content of representations from each category, working to identify the themes or topics of each representation. For representations that linked Woods' transgression to his foundation, a close examination of how Woods' infidelity was framed as it relates to his Tiger Woods Foundation is provided. The results are presented based on the respective media platforms in the order of 1) online media, 2) newspaper articles and, 3) television transcripts.

## **4.1 Online Media Representations**

### **4.1.1 How Much Did Online Media Link Tiger Woods' Transgression to His Foundation**

Among the 198 online posts in which the Tiger Woods foundation was mentioned (during the defined date range), his marital infidelity scandal appeared in 86 posts (about 43 percent), and the rest of the posts (112 links) were excluded for the reason stated above. Among the 86 posts, there are 11 posts that provided opinions on what impacts and damages his infidelity scandal has brought (direct) or would bring (indirect or potential) to the Tiger Woods Foundation. During the content examination, the researcher found that two websites posts were using the same content and thus were counted as one, leaving 10 posts to be utilized for the study. In the posts other than the 11 posts mentioned above, however, the Tiger Woods foundation, in many cases also referred as his (Tiger Woods) Foundation or Tiger Woods' charity foundation, was merely mentioned. Instead, they mainly addressed the following themes or topics: 24 were focused on Woods' scandal related issues such as the discussion of his engendered role model status and the concerns about Woods' public perceptions; 24 referred to the extent to which the Foundation's sponsors will still support the organization despite his personal controversies; 10 were focused on the consequences of Woods' transgression, including his withdrawal from his golf tournament that benefits his Tiger Woods Foundation and his decision to take a leave from professional golf; seven were about the impacts of his transgression on the game of golf and his endorsements; eight post were about Tiger Woods' public apology to those he hurt because of his infidelity, including the Tiger Woods Foundation and millions of youngsters it serves.

#### **4.1.2 In What Ways Did Online Media Link the Transgression to His Foundation**

First, one website post by *The Associated Press* on December 3<sup>rd</sup>, 2009, six days after his car accident near his Florida home, addressed the potential impact of Tiger Woods' scandal on his Tiger Woods Foundation. This post started by stating, since Tiger Woods' scandal broke out, it kept turning "uglier and more tawdry" (The Associated Press, 2009, para. 1) as more alleged "mistresses" appeared, and the acknowledgement about his infidelity released on his personal website with a petition for privacy did little to help but "whet the appetites of the tabloid crazies" (para. 2). Despite the fact that Woods' scandal attracted more and more media scrutiny in just a few days, this post indicated that Woods' existing endorsements may not necessarily be affected because "Tiger Woods is too good, too dominant, too telegenic and his transgressions, to use his word, are too minor, to scare off the big companies" (para. 4). The post also revealed that, "Working in Woods' favor is the fact that his marketability has always stemmed from his incredible performance on the golf course, not his humanitarian efforts or his character" (para. 16). However, as suggested in the post, Mr. Woods' marital infidelity scandal might have blown away future sponsors whose customers are mainly women and children, and it could also hurt his Tiger Woods Foundation, which is designed to help disadvantaged children acquire positive values through educational programs. Therefore, the author used the sentence "It's not just Woods who stands to lose" (para. 19) to indirectly refer the potential damages his foundation may have to face due to Woods' tarnished image caused by his scandal.

Similarly, in the second web post written on the same day (December 3<sup>rd</sup>):

The news since November 27<sup>th</sup> 2009 when Woods crashed his SUV in front of his home at 2 am in the morning and got him a fine for \$164.00 is more costly now that the media has found out about his sexual escapades" (Tiger Woods news, 2009, para. 2).

As the post continued, “Woods further fueled this media attention when he continued the secretive reasons behind the crash” (para. 3). According to the this post, while Woods revealed earlier that he cherished his role model image and sees the work of his foundation as the most important, his now tarnished image demised “his chances to affect children in the right way” (para. 7). Third, one blogger also indicated that, “no matter what takes place in Tiger’s life from this point on, no matter how many tournaments or majors he might win, his reputation and image will be forever tarnished” (Steve, 2010, para. 12). As Steve (2010) has noted in his blog post, “he (Tiger Woods) is no longer a media darling, but instead has become the face for infidelity worldwide” (para. 2); and “Every sport has its heroes, but we live in a world where the number of our heroes our children can look up to is shrinking” (para. 4). This blogger then mentioned that the Tiger Woods Foundation has developed a character educational program as one of the key parts of its work and it was designed to help young people reach their goals by teaching them important values. However, the blogger stated, “Three words sum up what you have done to your life, your family, your fans and the millions of children that have looked up to you- stupid, shameless and sad” (para. 9); and, “If you want to live a life of infidelity, we don’t want your foundation teaching our children, clear and simple” (para. 7). The blogger also raised a question, namely, “what kind of ‘character development’ does your (Tiger Woods’) off course lifestyle teach our children?” (para. 7).

In the fourth post, Fagan (n.d.) has also suggested, “We simply learned that Woods is more selfish and less authentic than we might have hoped” (para. 4). Thus, the author claimed, “I feel empathy for his (Tiger Woods) family, and his loss of role credibility for all the children in the Tiger Woods Foundation really hurts” (para. 9) and “His heretofore-clean image has forever been tarnished” (para. 10). In the fifth post, Nyad (2009) criticized Woods for his withdrawal

from the December Chevron World Challenge, a charity golf event he hosted to benefit his Tiger Woods Foundation. Nyad questioned Tiger Woods' responsibility and integrity towards the foundation's work by stating, "but if you read his own words from the foundation manifesto, you tend to raise an eyebrow" (Nyad, 2009, para. 4). Nyad later claimed that that his absence from the event is simply because, "he (Tiger Woods) can't bear to face the press and their relentless questions" (para. 6) about his personal controversies. Therefore, in the sixth online post, a nonprofit business examiner raised a question that reads: "What will all the attention, transgressions and unfortunate circumstances surrounding Tiger Woods do to the Tiger Woods Foundation?" (Savoldi, 2009, para. 1). She then concluded in her post:

In light of recent news, and the contradiction between actions and words, one can only wonder what the impact and outcome will be for the Foundation. If a Foundation does not practice what it preaches, donors and sponsors might feel misled and loyalty can wane (Savoldi, 2009, para. 4).

Next, several commentators pointed out that the foundation has started to feel the financial impact due to his transgressions and the indefinite leave from golf after his admitted transgressions. As the nonprofit business examiner Savoldi (2009) has suggested, the Tiger Woods Foundation, like any other non-profitable organizations, needs constant financial supports, "but now with sponsors dropping or cutting back on their involvement with Tiger what does that do for the Foundation" (para. 5). Also, given the fact that the proceeds generated from the tournament will directly go to his Tiger Woods Foundation, a blogger in the seventh post has indicated that Woods' absence from the Chevron World Challenge hurts a main source of funding for one of the foundation's most important assets, the Tiger Woods Learning Center (TWLC), a 35,000-square foot innovative youth-education facility (Tiger Woods Learning

Center, 2009). The blogger also indicated, “Woods’ over publicized infidelities, however, have put a dent in the learning center’s fund” (para. 5).

Besides, in the eighth post on January 30, 2010, a sport columnist noted, “The fallout from the scandal that brought down the school's (Tiger Woods Learning Center) benefactor hasn't intruded, so far, at a place where Woods always believed he did his best work” (Dahlberg, 2010, para. 5). However, he continued, “The future (of the learning center) is a bit more unsettled, if only because everything about Woods right now is unsettled” (para. 7). The sport columnist in this post then tried to justify this point by quoting the words of Greg McLaughlin, the foundation president. Even though he was confident that, “the center has enough financial support to carry on while Woods’s is on hiatus from golf” (para. 6); and “...our partners are extremely supportive of our work” (para. 17), Greg still expressed some concerns and uncertainties about the foundation by stating, “I can’t speculate what might happen in the future, but our partners know the quality of our work” (para. 17). This post thus continued, “Though the foundation has millions in the bank, its fortunes largely revolve around that of the golfer (Tiger Woods) who started it 14 years ago” (para. 18). As evidenced in this post, “much of the foundation's money came from events Woods is connected with” (para. 20), including the Chevron World Challenge, his own golf tournament hosted near Los Angeles every December and the summer AT&T National of the similar kind; the Tiger Jam, an annual concert in Las Vegas and the food-oriented Block Party in Southern California. The post also indicated that, “The Tiger Jam, which raises about \$1 million a year, would seem to be most in jeopardy because it is largely dependent on both its host and the willingness of star music acts to appear with him for the benefit” (para. 23). After all, as this post concluded, “how long the Tiger Woods

Foundation can continue to fund the learning center and its other programs at current levels may depend on how long it takes Woods to rehabilitate his image” (para. 18).

In the ninth website post from espn.com in March 2010, Fish (2010) also reported that Woods’ indefinite leave from golf not only cost him winnings and millions in endorsement dollars, but also imposed financial pressures to his Tiger Woods Foundation. He then continued, because of his absence from the Chevron World Challenge that benefits his Tiger Woods Foundation, the event officials refunded \$25,000 in ticket sales to those who came to see Woods and offered those who attended the 2009 event a twenty percent discount on next year’s orders. In addition, concerns arose from parents of the children in the learning center about “whether the educational programs and scholarships might go away” as a result of Woods’ transgressions. Fish then pointed out that, “ultimately, though, the foundation depends upon Woods being able to pick up his clubs and rebuild the Tiger brand with corporate sponsors” (Fish, 2010, para. 27). Therefore, as suggested in the tenth post on March 28<sup>th</sup>, 2010, currently, although no corporate sponsors have pulled their supports from the foundation, “Woods’ temporary, self-imposed exile from golf has nevertheless had some financial repercussions on the group (Tiger Woods Foundation)” (Amid controversy, 2010, para. 4).

In short, as these online posts have shown, the image of Tiger Woods Foundation is largely dependent on that of its founder, Tiger Woods, in terms of public relations, which is a key element for the foundation’ fundraising attempts. That said, the reason most of the foundation’ benefactors, such as corporate sponsors and individual donors, came to help is based on their willingness to be affiliated with one of the world’ most successful athletes and Woods’ role model image that millions of people, especially kids, could look up to. Once Woods’ image and reputation became tainted due to his infidelity scandal, benefactors might have to distance

themselves from him to avoid any negative publicity. As a consequence, they might no longer be willing to remain supportive of his foundation, which would cause financial pressures to the brand that is so closely linked to him.

## **4.2 Newspaper Articles**

### **4.2.1 How Much Did Newspaper Articles Link Tiger Woods' Transgression to His Foundation**

Among the 200 results about the Tiger Woods' foundation generated from Lexis-Nexis, his extramarital affair was mentioned in 117 stories (58.5 percent). Only five newspapers presented implications on the impact and damages his infidelity brought (direct) or would bring (indirect or potential) to his foundation. In newspaper articles other than the five among the 117 results, however, the Tiger Woods foundation, in many cases also referred as his (Tiger Woods) Foundation or Tiger Woods' charity foundation, was merely mentioned. No interrelationship was suggested between his infidelity and his foundation. For example, 33 newspaper articles were mainly focused on the reporting that sponsors will remain supportive of Tiger Woods' foundation even if they ended or cut back their endorsements with him; 30 articles were about Woods' relationships with the game of golf and the sponsors and the impacts his scandal on the two before mentioned areas; 23 articles were centered on Woods' scandal related topics such as the details about the Tiger saga at different time frames and discussions about his endangered public reputation and role model status. 16 articles were about Tiger Woods' withdrawal from his golf tournament that benefits his Tiger Woods Foundation and the decision to take an indefinite leave from golf.

#### 4.2.2 In What Ways Did Newspaper Articles Link the Transgression to His Foundation

The first newspaper article that addressed the impact of Woods' infidelity on the Tiger Woods Foundation was published in *The Straits Times* (Singapore) on December 13, 2009. The author Ong Soh Chin started by discussing the dilemma celebrities, especially sport stars, have to face, namely, whether they should act as role models. The author then continued, unlike rock stars, sporting celebrities often are perceived as paragons of virtue: they are an exalted group of people who tend to be portrayed as super-human just because what they are able to do on the playing field. As for Woods' transgression, the author later revealed, while it is not so clear about how Woods' income would be affected at the moment when this article was written, the Tiger Woods Foundation could be the biggest casualty because:

Some predict that sponsors may pull out at the hypocrisy of the charity's Tiger's Action Plan for young people aged eight to 17, which states 'character education' as one of its three priorities in character development. (Chin, 2009, para. 8)

Speaking about the program "character education" of Woods' foundation, Chin later presented his own opinion by stating, "But I am of the contrary opinion" (Chin, 2009, para. 8). That said, in Chin's mind, Woods' infidelity disqualified him from being the right person to help build young people's character. Therefore, the author presented her thoughts on athletes as role models, namely, instead of looking outside for heroes and help, one should look inside to discover one's own inner strength and virtues. The next day, in a newspaper article from *The International Herald Tribune*, a golf journalist discussed the reactions from various industries related to Woods in regard to his transgression and the subsequent indefinite leave from golf, including his sponsors, media, and the game of golf. The author then utilized the words from a manager of a media research firm to help us understand the situation many of the brands associated with Woods have to face:

Brands associated with Tiger are now working with a double-edged sword. The saturation of Tiger in the media has heightened the recognition of his sponsor affiliations. But at the same time, for these brands the controversy is contributing to a more negative impact on public perception (Dorman, 2009a, p. 1).

Moreover, the author also utilized the data from a company that measures the customer reactions from message boards, blogs and social media posts, which were overwhelmingly negative towards Woods. The company's chief executive described Woods' fall as "the quickest fall from positive to negative we've ever seen" (Dorman, 2009a, p. 1) since this company started to measure what computer users have to say. At the end of this article, the author revealed that, "Woods' foundation is another area of vulnerability because of its focus on helping build character in under-served children and youth" (Dorman, 2009a, p. 1). According to one newspaper article in *The New York Times*, a company that assessed the effectiveness of the creative content in television commercials discovered a significantly unfavorable reaction from viewers towards a spot in which Tiger Woods' name was mentioned (Dorman, 2009b). The spot is called "Human Energy in Every Child" and it was presented during the Chevron World Challenge, a golf tournament Tiger hosts to benefit his foundation's "character education" program. The article presents a sampling of viewer comments, which revealed:

Tiger Woods? Character development! You have to be kidding—better get his name off of the ad"; "I'm sorry—but anything with the Tiger Woods endorsement is tainted right now"; and, "Sappy spin by an oil giant. Thank God they partnered with Tiger Woods so the hypocrisy really shines through (Dorman, 2009b, p. 1).

However, an article from the *New York Times* on July 1<sup>st</sup>, 2010 revealed that because "throughout the past year, Woods has fought to shield his foundation from fallout related to his

personal travails...so far, the scandal has not adversely affected the Tiger Woods Foundation” (Dorman, 2010, p. 14). Another article from *Daily News* (New York) in the same day also expressed a similar notion, stating, Woods’ personal controversies were almost to an end; and “his foundation “remained untainted through the scandal”, and “is still a source of pride” as he “attempts to remake his shattered image” (Gola, 2010, p. 71). In short, Woods as a person surely needs to be responsible for all the consequences caused by his personal controversies, however, what he does as a philanthropist through his foundation should be treated separately. After all, the Tiger Woods Foundation is for a good cause, which is to help millions of kids. Therefore, the foundation might have to suffer short-term consequences brought by the Woods scandal, in the long run, however, as he has diligently worked to spare the foundation any negative influence, it will survive.

### **4.3 Television News Broadcast Transcripts**

#### **4.3.1 How Much Did TV News Transcripts Link Tiger Woods’ Transgression to His Foundation**

Television news transcripts from major national news broadcasts (CNN, NBC, ABC, CBS) were also examined as part of this study. Various local broadcasts were also included and they are categorized in Lexis-Nexis as Global Broadcast Database. Among the 58 news broadcast transcripts about the Tiger Woods’ foundation generated from Lexis-Nexis, his extramarital affair was mentioned in 23 results (about 40 percent). However, only four news programs from CNN (there in total were seven transcripts from CNN) provided concerns about the impact of Tiger Woods’ scandal on his charitable foundation, the Tiger Woods Foundation. Rick Horrow, who was introduced as a CNN sport and business analyst and visiting professor at Harvard Law School, suggested all concerns from both the reputational and financial

perspectives in TV news programs on four different dates. The first was on December 5, 2009 from the show “CNN Saturday Morning News”; the second was on December 13 from “CNN Newsroom”; the third one was produced the next day from “The Situation Room”; and the last on the 19<sup>th</sup> from “CNN Saturday Morning News”. In the transcripts other than the four mentioned above, however, the Tiger Woods Foundation was merely mentioned and no impact of the incident on the foundation was suggested. For instance, ten transcripts were about the report that sponsors that ended personal endorsements with Woods in the wake of his infidelity still remain supportive of his Tiger Woods Foundation; six transcripts mainly addressed issues related to Woods’ transgression, including the details of the car crash and the alleged affairs at the early stage and the media frenzy of this scandal. Additionally, his public apology in February 2010 about his transgression was mentioned or discussed in three TV broadcast transcripts.

#### **4.3.2 In What Ways Did TV News Transcripts Link the Transgression to His Foundation**

As stated above, the first transcript was from the show “CNN Saturday Morning News” on December 5, 2009, and it was the first news broadcast transcript during the time frame that defined Tiger Woods’ transgression as “scandal”. The anchor in this transcript started by stating, “after admitting transgressions, Tiger Woods’ reputation is maybe in the rough right now” (“CNN Saturday,” 2009); and then he claimed that Tiger’s multi-million dollar sponsorships would be at stake due to his scandal. When it comes to Woods’ transgression, the anchor claimed that in the Internet age, the incident is the biggest story and thus he has no place to hide. Then, Rick Horrow was interviewed and asked to offer his insights on the whole situation Tiger faced. The anchor later asked this expert, “what about his (Tiger Woods) status as a role model?” (“CNN Saturday,” 2009); and he further explained this question:

This is a guy who has—I mean, he’s done a lot of work with his foundation, kids are involved in a lot of his work, what happens to that effort on his part, because this is a guy who has not been touched by scandal other than people getting on to him for cursing too much when he hits a bad shot (“CNN Saturday,” 2009).

The expert then revealed, “Yes, I am looking at some of the text from his foundation’s website and he talks about character education. That’s going to take a little bit of beating” (“CNN Saturday,” 2009). The expert then continued:

But let's remember, one of the real problems is that he's got 100 charities, he's got 10 million kids who have been the beneficiary of Tiger Woods Foundation, including this Chevron World Challenge Golf Tournament this weekend that he's not at, that may be one of the top short term things that the kids may get short changed with some of the dollar decrease assuming there is one (“CNN Saturday,” 2009).

Besides, in the news broadcast program “CNN Newsroom” on December 13, a journalist and sport columnist, who is with “USA Today” and has covered Tiger Woods for over 10 years, was interviewed via phone and asked to put the impact of Tiger Woods’ scandal in perspective for viewers. The journalist stated that Tiger Woods’ case is the greatest fall from grace in sport history, and she thinks this case is even bigger than that of O. J. (O. J. Simpson), Kobe Bryant and Pete Rose. As for the way of reporting, this incident, according to this journalist, “is a story that’s been driven, as you well know, by the Internet and by the tabloids”; and “it is being driven by something other than the mainstream media” (“CNN newsroom,” 2009). The sport and financial analyst Rick Horrow was also interviewed in this program. When asked about the economic impact Tiger Woods’ infidelity scandal could bring to the brands affiliated with him,

Mr. Horrow gave two examples, one being PGA Tour and the second his Tiger Woods Foundation; as he stated in the interview:

The first one is that the economic impact of a tournament during the week-long PGA Tour, \$30 million to \$50 million. If that's halved or less, you can do the math. Second, which is really important, is that you have \$10 million and 100 charities for these kids with the Tiger Woods Foundation in \$5,000 increments. That is a very significant issue ("CNN newsroom," 2009).

Rick Horrow was later interviewed in the "The Situation Room" on December 14 and the "CNN Saturday Morning News" on 19<sup>th</sup>. In the earlier news broadcast show, the anchor indicated that Tiger Woods' brand is badly tarnished. Then he talked about Tiger's "indefinite leave" from golf after his extramarital affairs exploded, stating: "So a lot of companies and individuals have a great deal at stake in one of the greatest athletes ever, at least dropping out of sports for the time being" ("The situation," 2009). The expert agreed and then indicated, "The real victim here may be the Tiger Woods Foundation and the kids (it) chooses to help" ("The situation," 2009). In the later news broadcast show, "CNN Saturday Morning News", the anchor pointed out, "The fallout threatens to affect the wallets and reputations of others linked to the superstar" ("CNN Saturday," 2009). The expert confirmed this notion and he was especially concerned about the foundation's financial status, as evidenced by his words:

The final issue which I think is really important, Rob, too, is the kids. You know there are 10 million kids, Tiger Woods Foundation, 100 separate charities. Those kids may be at risk for Tiger Woods' dollars in the future as well ("CNN Saturday," 2009).

In summary, two aspects of damages the Tiger Woods Foundation would face have been suggested by all three media platforms. First, as commentators from these media platforms have

agreed, since the foundation and Woods are in direct link, and since the foundation is based on Woods' clean image and role model status he had previously maintained, the foundation's reputation would be damaged by Woods' transgression. Moreover, the nature of Woods' transgression that tarnished his image has further devaluated his role credibility within the foundation he helped found. That said; as the representative of the foundation, he has failed to practice what the foundation preaches. An example mentioned in all the three platforms is "Character Education", one of the priorities in the Tiger Woods Foundation that aims to pass positive life values to the youth through educational programs. However, Woods' infidelity scandal set a bad example for the kids the foundation serves, and he thus failed to affect them in the right way. Therefore, the inconsistency of Woods' acts and his foundation's functions, commentators in all the three platforms suggested, would also lead to foundation supporters' mistrusts.

Second, TV news broadcasts (transcripts) and online web posts have suggested the financial impacts of Woods' infidelity and the subsequent "indefinite leave" from golf caused by this incident on his foundation. According to these two media platforms, Woods' could lose millions as several of his sponsors pulled supports from him in the wake of his transgressions. This, along with the concern over whether other sponsors would remain supportive of Woods and his subsequent indefinite leave from golf, are believed to affect his earning ability. As evidenced in both media platforms, since the Tiger Woods Foundation is a brand that is so closely related to its founder and its financial success is dependent largely on that of Woods, it will be facing financial percussions due to Woods' transgressions. Despite the concerns raised about the impacts of Tiger's infidelity on his foundation across the three media platforms, two newspapers articles took an apparently opposite position, claiming that because Tiger did all he

could to spare his foundation any negative influence, the Tiger Woods Foundation has not been adversely affected by his transgression and his foundation's work could be utilized to rebuild Tiger's shattered image.

As Huang (2006) indicated, the media coverage during scandals or transgressions is believed to influence the public's perception toward those incidents. Hence, the following texts were focused on how Tiger Woods's transgression was framed in various media representations. By so doing, trends of how the scandal of the one of the world's most successful athletes was covered in today's media could be identified.

As Johnson contends (2011), "scandals can ruin an athlete's reputation and relinquish them from their pedestal of fame" (p. 3). In Woods' case, as evidenced in all the three media platforms, Woods' admitted the cheating scandal seriously tarnished his image and reputation. Also, according to those who had contributed to the post-scandal media representations of the Tiger Woods Foundation, Woods' serial marital infidelity has gathered huge media attention since it first appeared in media representations; such a scrutiny, spontaneously, has led to the rapid spread of this incident despite Woods' request of "privacy" through his website. On one hand, Tiger Woods, as a celebrity athlete "fuelled with dominant personalities and often radical personal life changes in terms of attention and financial gain" (Summer & Johnson Morgan, 2008, p. 19), attracted intensive scrutiny and media coverage because of his transgression (Bühler & Lurati, 2012; Hall, 2004). On the other hand, as Davie, King and Leonard (2010) indicated, "It is also easier to spread the stories if certain incinerates are available to fuel the firestorm, like sex, race, wealth, power, hidden revelations, and a cover up-all of which came wrapped up in the Tiger Woods saga" (p. 109). As Graham (2012) pointed out, "Media publications faced limited restrictions on what could and could not be published, which often led

to over-exposed scandalous events and negative information celebrity athletes wished stayed behind closed doors” (p. 19). As for the reporting, one online post noted that Woods’ multiple affairs “whet the appetites of the tabloid crazies” (The Associate Press, 2009, para. 2).

As Whannel (2000) has argued, sporting stars are “increasingly the subject (sic) of scandal, in part because of the tabloidization of the press” (p. 50). Moreover, a host from a TV news broadcast program specifically indicated that, Woods’ transgression has become the biggest news because of the Internet age and thus, he has nowhere to hide, meaning that the Internet has further fueled the buzz. In addition to sport journalists and columnists covering sport or golf and experts in the area of finance or public relations, online bloggers have contributed to the reporting by writing their own posts on websites. According to Iankowski and Van Selm (2000), “Because of its relatively open access and the notion that anyone can contribute to the public disclosure” (as cited in Whiteside, Yu & Hardin, 2012, p. 26), the Internet has become a platform for bloggers to do the work of journalists in providing assessment and context (Whiteside, Yu & Hardin, 2012; Pavlik, 2001). A journalist and sport columnist of *USA Today*, who has covered Woods for over 10 years, further pointed out during a TV news program interview that, Woods’ transgression has also been driven by tabloids and by the Internet and it turned to a story that was being driven by something other than mainstream media. With that being said, the mainstream media, along with tabloids and the Internet, have all contributed to the spread of Woods’ transgression.

## **CHAPTER FIVE**

### **DISCUSSION**

In this final chapter, I offer an analysis and discussion of the results generated from the previous chapter in order to answer the research questions raised above. Theories from previous researches in Chapter 2 will be applied to the findings upon the examination. The following texts were divided into four parts. In the first two parts, I will work to address the two sub-research questions. New patterns that have been emerging will also be identified. I will also present a synopsis of what has happened to Tiger Woods and the Tiger Woods Foundation after the time frame selected in this study. Then a conclusion will be drawn based on the interpretations provided in this chapter. In the last part, I will discuss the limitations of this study and present future research from which this line of inquiry might extend.

#### **5.1 Is the Tiger Woods Foundation Implicated in Post-Scandal Media Representations?**

As Graham (2012) indicated, “The rapid spread of (negative) information could quickly tarnish a brand’s reputation” (p. 19). Based on this view, the Tiger Woods Foundation has been generally implicated in all of the three media platforms as a consequence of Woods’ transgressions.

##### **5.1.1 How the Media Framed Tiger Woods’ Transgression as It Relates to His Foundation**

First and foremost, all three media platforms have discussed the reputation damages the foundation has had to face due to its founder’s tarnished image and negative publicity caused by his transgression. Chun (2005) revealed that, “...a crisis or transgression, if detrimental enough, can severely damage an entity’s image and reputation” (p. 15). According to all the three platforms, Tiger Woods is the face and founder of the foundation, and the Tiger Woods

foundation was founded largely upon the clean image he previously maintained. However, since Tiger's image became largely tainted after his fallout, the image of the Tiger Woods foundation was nonetheless negatively affected because, according to Brown (2012) and White et al. (2009), people's negative standpoints towards Woods' image were transferred to that of his foundation, whose brand is closely associated with him. Therefore, as Hughes and Shank (2005) indicated, the negative publicity towards athletes' image would result in negative attitudes towards the brands affiliated with these athletes.

Moreover, all three media platforms have revealed that Woods' role as the foundation's face to aspire the youth has been devalued because what he did in his private life (his infidelity) went against what his foundation aims to achieve-Character Education. This program is a character developmental project designed to inspire youth to be like Tiger Woods by teaching them positive values. It is one of the priorities of the Tiger Woods Foundation's work and was based on Tiger's previous role model status, which he is no longer capable of maintaining. The term "role model" appeared frequently in the contents across all the three platforms as many media representations have discussed Woods' capability and applicability of continuing to lead by example. This brought a topic that has been frequently studied in many academic researchers, namely, sporting celebrities as role models for the public, especially the youth population. As Johnson (2011) indicated, "Professional athletes have evolved into more than just impeccable sportsmen; they are now sport celebrities as well as role models for people on an international level" (p. 3). For example, it is suggested from the online web posts that Woods as a role model that kids can look up to was not only agreed by Woods himself, but also those who wrote the blogs or posts.

With regard to newspaper coverage of the Woods incident, a journalist and freelance writer in one newspaper article specifically indicated that the term “role model” is more frequently used on sporting celebrities, rather than other public figures. Summer and Johnson Morgan (2008) addressed a similar notion in their research, claiming, “...those tough ideals are not necessarily required or expected of other types and celebrities such as actors, singers and models” (p. 11), who are “...almost expected to lead glamorous and controversial lives” (p. 11). For news broadcasts, a sport business analyst directly suggested that Woods’ foundation’s character education program would be implicated in response to the anchorman’s question about his status as a role model, which has been devaluated. In short, Woods was seen as a role model for many people from different professions and he has let down of them because he did not live up to that expectation. As Summer and Johnson Morgan (2008) concluded, “whether they like it or not, sporting celebrities are seen as role models for youth, icons of national pride and heroes to their fans” (p. 9). However, according to Connor and Mazanov (2010), “The use of sports people as role models and ‘heroes’, especially within marketing, allows for easy critique of any behavior that does not live up to an idealized image” (p. 213).

Therefore, many scholars in their studies opposed the idea of treating sporting stars like role models. Whannel (2000), for example, claimed that, “There is massive and misplaced faith in the idea that leading sporting figures can be role models” (p. 51). As the author continued, “Expectations of sports stars should be scaled down: we should not expect them to be role models” (p. 51). While writers in some media representations, along with those scholars, did hold a dialectical view on sporting stars as role models, the discussion of Woods as a role model is relevant when it comes to his foundation’s core program, Character Education, which was targeted in all three platforms and was considered as ironic and hypocoristic in some media

representations. To use the finding of Brown (2012), because Tiger Woods' words and actions are closely linked to his representative foundation through the character developmental program, the image of the organization is endangered when Woods' image is faced with threats. The revelations of Woods' adultery affairs behind his wife's back contradicted his image as an ultimate role model (Ginman, 2010; Lamport-Stokes, 2010; Goldman & Papson, 2000). According to all of the three media platforms, therefore, since Woods failed to fulfill the purpose of this program, in which he was supposed to lead by example for millions of youth that look up to him, his role credibility within the organization was largely discounted and people will pull out their support from this program and the foundation.

Next, online web posts and TV news broadcasts transcripts have also suggested the financial impacts Woods' transgression on his foundation. On one hand, Woods lost millions of dollars due to the fact that many sponsors decided to drop or cut back their support from him in fear of a tarnished reputation. The reason behind the moves many of Woods' sponsors made, to either reduce his role or end the relationship with him, was for most journalists justified. According to Murray (2003), "reputational risk is now considered the single greatest threat to businesses today" (p. 142) because "the collected opinion of consumers could damage the status of a brand's character" (as cited in Graham, 2012, p. 19; Murray, 2003). As a consequence, concerns also arose about whether the Tiger Woods Foundation's sponsors would still remain supportive of this organization after its founders' fallout and the inconsistency of his words and his actions. It has been suggested by one online website post that the Tiger Woods Foundation's financial status revolve largely around that of its founder Tiger Woods and much of the foundation's money is contributed by the many fundraising events and sponsors Woods was connected with. As suggested in another web post, the foundation's fundraising events such as

the Tiger Jam would be in jeopardy because it is largely dependent on both the host Tiger Woods and the star musicians who are still willing to appear with him and perform for the benefit. It has also been suggested that Woods' overpublicized infidelity is also said to financially affected Tiger Woods Learning Center, one of the largest assets of his foundation.

This is in line with the findings of Brown (2012) that, negative publicity towards an athlete is believed to discourage people's support behaviors for the organization associated with him or her. Therefore, according to one online post, "how long the Tiger Woods Foundation can continue to fund the learning center and its other programs at current levels may depend on how long it takes Woods to rehabilitate his image" (The Associated Press, 2010, para. 18). On the other hand, the indefinite leave from golf caused by the transgression affects his ability to continue to financially support his foundation. One example, it was proffered, was that because he skipped the Chevron World Challenge the foundation refunded the people who came to see Woods play and offered discounts for next year's tournament to those attended the event. This is believed to hurt a main source of funding for the Tiger Woods Learning Center given the proceeds of this tournament will go directly to the foundation.

Therefore, it has been suggested that the Tiger Woods Foundation is dependent upon Woods' return to competition and rebuilt of his image with his corporate sponsors. Similarly, according to TV news broadcasts, the Tiger Woods Foundation and the kids it serves were said to be the "real victim" of Woods' transgression in that the foundation is an organization that has a great deal at stake in one of the greatest athletes ever, at least stepping away from golf indefinitely. As a result, Woods' transgression threatens both the wallets and reputations of the foundation due to its founder's tarnished image and Woods' doubted future earning ability. In conclusion, among the media representations, Tiger Woods' transgression is believed to

negatively affect his foundation in terms of reputation (e.g. perception) and financial status (e.g. fundraising potential).

## **5.2 Is There A Difference in the Volume or Elements of Media Representation Depending on Type of Media Platforms?**

### **5.2.1 Differences in the Volume of Media Representation**

In most of the media representations, except for Woods' transgression and its impacts on the brands (the game of golf, sponsors, PGA Tours, etc.) the golfer was connected with, attention was also paid to the following aspects: sponsors' decisions to continually support the Tiger Woods Foundation even after the termination or holdback of their endorsement deals with Woods; Tiger Woods' withdrawal from his golf tournament that benefits his Tiger Woods Foundation and his indefinite leave from golf; and Tiger Woods' public apology to those he hurt because of his infidelity, including the Tiger Woods Foundation and millions of youngsters it serves. While Woods' transgression was frequently mentioned in these media representations, the amount of representations that directly linked his transgression to his foundation was relatively insignificant. For the Internet posts, only 12 out of 86 results (about 6 percent of the total amount of 198) provided opinions on what impacts and damages his infidelity scandal has brought or would bring to his Tiger Woods Foundation; for the 23 news broadcast transcripts in which both the foundation and the scandal were mentioned, only four news programs (about 7 percent of the of 58 transcripts analyzed in this study) from CNN (there in total were seven transcripts from CNN) provided concerns about the impacts of Tiger Woods' scandal on the Tiger Woods Foundation (there were in total 60 program transcripts found in Lexis-Nexis); among the 117 newspaper articles where both the Tiger Woods' foundation and his scandal were mentioned, only five newspapers articles (2.5 percent of the total amount of 200) linked Woods'

transgression to his Tiger Woods Foundation. In short, the Tiger Woods Foundation has not been intensively implicated in media representations as a consequence of Woods' transgression in terms of the volume. Instead, media attention has been focused on the sensationalism of the Tiger saga, especially when it relates to the repercussions on the business sectors associated with the famous golfer. For example, as a host of a TV news program from the show CNN Newsroom on December 13, 2009 pointed out,

And the way that the story (Tiger Woods' infidelity scandal) is being approached by most media, not by tabloids, is that it's the same as reporting on AIG (American International Group). He is a multi-billion-dollar business, or at least, a billion-dollar business, and there is a ripple effect if there is no earning potential there. ("CNN newsroom," 2009)

McCarthy (2010), a sport reporter and sport media columnist, further explained the ripple effect of Wood' scandal on January 27, 2010 in his article from *USA Today*:

Tiger Woods' self-imposed exile could cost him millions in endorsement dollars and winnings. But the lost of golf's biggest cash cow also could deliver a financial whammy to the PGA tour, TV networks, corporate sponsors and other entities that rely on the world's No.1 player to drive their business. (para. 1)

### **5.2.2 Differences in the Elements of Media Representation**

As for the volume of media representations, generally in all three platforms, there were a limited number of representations that directly linked Woods' transgression to his foundation. However, when it comes to the elements of the media representations, the researcher was still able to find out that, different media platforms, by their very nature, have different ways of approaching Tiger Woods' transgression and its interrelationship with his foundation. TV is looking to sensationalize the Tiger saga. That being said, this incident has had varying degrees of

influences on so many that are closely associated with him in both financial and reputational ways, including sponsors, the game of golf, TV networks, the Tiger Woods Foundation. Moreover, TV representations tended to utilize the kids the foundation serves to add to the gravity of the scandal.

For online media, and in large part due to its relative open access, people of ordinary average were able to express their personal thoughts about the fallout of the Tiger Saga through their blogs. They (bloggers), along with credited journalists and sport writers, have all contributed to the reporting of Woods' scandal. The representations in online media were more interactive. With that being said, in addition to addressing the immediate concerns facing the Tiger Woods Foundation and the future uncertainties it might have to suffer because of Woods' transgression, online post writers had engaged with posing questions to the viewers after their perspectives were presented. For example, a nonprofit business examiner in her post asked the viewers a question that reads: "What will all the attention, transgressions and unfortunate circumstances surrounding Tiger Woods do to the Tiger Woods Foundation?" (Savoldi, 2009, para. 1). Besides, in online coverage, an interrelationship was well established between Woods and his Tiger Woods Foundation; that is, the foundation was so dependent on Woods in many aspects such as public relation and financial stability. Once Woods had committed transgressions that affected his reputation and earning ability, the foundation would be nevertheless impacted.

Newsprint seems more aimed at creating the representation of Tiger Woods as a public personality and sporting celebrity, who were condemned and criticized because he did not live up to the expectations from the public given his serial infidelity in the media representations. This was said to lend his Tiger Wood Foundation vulnerability as he was no longer seen by some in this media platform as the right person to positively influence the youth population that his

foundation aims at helping. However, the newsprint presented the other side of this story, namely, the foundation was not adversely implicated by the scandal because of the efforts Woods has put to spare his foundation any negative impact.

While in all three media platforms Woods was shaped and framed by judgmental words toward his personality or character, such as hypocrisy, less authentic or selfish, to just name a few, there were still differences in elements of representation respective to each medium as they relate to the Tiger Woods Foundation. Compared to televisual (TV news programs) and print media (newspapers), online media in general presented more details about why the foundation was so dependent upon Woods. Put it another way, in online media a relatively clear explanation of why the foundation would be implicated due to Woods' transgression was demonstrated while the other two media outlets were mostly about the fait accompli of the implication. What differentiates the televisual media (TV news broadcasts) from the other two platforms is, in TV news programs, Woods as a philanthropist was also emphasized. That being said, in TV news programs there was a contraction that was seldom seen in the other two platforms: on one hand, Woods was the disgraced sporting star who had extra marital affairs behind his wife's back; one the other, however, he was the (philanthropic) person who had millions of kids to take care of through his charitable foundation. Compared to TV news and online posts, in which most of the post-scandal representation of the Tiger Woods Foundation were written during the first few months of the time frame selected, two newspaper articles appeared at the end of the time frame. The two articles were mainly about: the foundation has not been adversely affected by Woods' transgression as Woods has diligently worked to spare the organization any negative influence. While three media platforms were similar in their efforts for dissecting the impact of Woods' transgression on his charitable foundation, in print media an additional attention was paid to how

the foundation was doing even after the fever of pursuing the Tiger Saga had gradually cooled down.

### **5.3 Tiger Woods and His Foundation After the Transgression Fallout**

It has been four and a half years since April 2010, the time when Woods first returned to compete after a nearly four-month absence from golf due to his infidelity scandal at the end of 2009. As an athlete, from his return to the end of 2011, Woods had battles with injuries and unstable performances in competition (Myers, n.d.). This situation had led to a decline of his year-end official world golf ranking, from the first place in 2009 to the 23<sup>rd</sup> in 2011 (Myers, n.d.; PGA Tour, n.d.). In the next two years, Woods continued his drought in the four major championships (The Masters, The U.S. Open, The Open Championship, The PGA Championship) starting from 2008 (Tiger Woods' affair, 2013). However, the resurgence in performances helped him regain the first place in world ranking in 2013 (Myers, n.d.; PGA Tour, n.d.). In 2014, the now 38-year-old golfer has not completed so much thus far, again, due to injuries but would expect a return in action in December at the Hero World Challenge, a golf tournament that benefits his Tiger Woods Foundation (PGA Tour, n.d.; Conway, 2014). Financially, Woods' earning ability remains strong as he has topped the world's highest paid athletes list by Forbes.com for 12 times within the past 14 years with only two exceptions, 3<sup>rd</sup> in 2012 and 6<sup>th</sup> in 2014 (Badenhausen, 2014; Tiger Woods' affair, 2013), which are still high enough for him to be among the very rich in professional sport world. A large proportion of Woods' annual earnings came from his massive endorsement deals with his corporate sponsors, including Nike, the world famous sporting goods manufacturer and Rolex, a luxury watchmaker (The world's highest-paid, n.d.). In 2014, for example, despite his relative inactivity in playing, the golfer still earned 55 or about 90 percent of his total 61.2 million-dollar income from

corporate endorsements (with the rest from completing and winnings) (The world's highest-paid, n.d.). As an editor from the *GolfDigest* magazine has suggested, while Woods no longer possesses the marketing appeal he once had, the public perception of his personal brand is surely improving (Myers, n.d.). Therefore, it appears to the researcher that as long as Woods can stay health and keep winning tournaments, he can still be a golf icon and influence people as a mega-marketer, though within a smaller scale.

As for the Tiger Woods Foundation, judging from the information in its official website, along with a look at its latest stats in the website of Charity Navigator, a leading independent charity evaluator and charity watchdog, this organization is now in a health situation in terms of operations and finances (TigerWoodsFoundation.org, 2014; Charity Navigator, n.d.). Based on the data available, the total revenue of the Tiger Woods Foundation increased steadily from 2008 to 2011, and the revenue from contributions and grants in 2011 was \$4,505,376, a nearly 60 percent increase compared to the previous year's \$2,833,512 (Charity Navigator, n.d.). 80.3% of the foundation's budget was spent on the programs and services it drives (Charity Navigator, n.d.). Moreover, the Tiger Woods Foundation earned high ranking for its efforts in 2012, and is given a four-star rating (the highest rating a charity can get based on the evaluation of Charity Navigator) for the past two consecutive years (TigerWoodsFoundation.org, 2014). Only about a quarter of the more than 7,000 charities Charity Navigator evaluates could get the highest rating each year (TigerWoodsFoundation.org, 2014). Besides, the physical assets of the foundation have expanded since 2010 with another four campuses of the TWLC opening in Washington, D.C., Philadelphia area, and Florida (Tiger visits new TWLC, 2011). Meanwhile, in 2014 one more fundraising event was added to the event squad compared to the previous three years (five events each year from 2011 to 2013), two more compared to 2009 of four events

(TigerWoodsFoundation.org, 2014). While in 2010, there were only two fundraising events, the Chevron World Challenge and the AT&T National, and the other two events (Tiger Jam and the Block Party) were cancelled and then the Block Party was discontinued. In short, except for 2010 when Woods was recovering from the aftermath of his infidelity scandal, from 2009 to 2014, the fundraising potential of the Tiger Woods Foundation has generally improved in terms of the number of the fundraising events. Therefore, given the foundation's adherence to proper management and consistent execution of its mission in a financially responsible way, as of this writing, the Tiger Woods Foundation has not only survived from Woods' scandal, but also continues to thrive.

In conclusion, thanks to the large amount of reports that focused on the impacts Woods' scandal had generated on the sports industry (PGA Tour, TV networks, Golf) and corporations (sponsors) associated with him, the Tiger Woods Foundation was mostly shielded from the media scrutiny during the selected time frame. While it was Woods who had done wrong in his private life, the efforts he and his Tiger Woods Foundation have made to help the kids should not be forgotten.

#### **5.4 Research Limitations and Future Research**

While this study was designed to provide new insights for understanding the media's role in framing athletes' transgressions as they relate to their personal charitable foundations, limitations still exist. For example, due to the fiscal and time limitations involved in this study, only the Tiger Woods incident was examined. Therefore, the conclusions are not expected to present the whole picture of the mutuality between the mediated athlete transgressions and athlete philanthropic foundations. As there certainly are other philanthropic athletes whose philanthropic works also get drawn into their transgression discourses, including Lance

Armstrong and his use of PEDs scandal, Michael Vick and his dog-fighting scandal, Ben Roethlisberger and his alleged sexual assault scandal. Future research should include these athletes' cases in order to present a large picture in this area. Moreover, these athletes' scandals represent different types of athlete transgressions according to the definition of athlete transgression given in the study, namely, whether or not the transgression took place on or outside of the realm of play. By comparing and contrasting the post-scandal media representations of each type of transgressions, researchers will be able to assess if there is a difference in the nature or amount of media representation depending on type of scandals (on/off the playing field). In this way, the impact magnitude each type has on athletes' philanthropic foundations could be determined.

Another limitation of this study is, the researcher chose English-writing materials on a global basis and did not delineate the media from where these media texts originated. Future researchers may be interested in studying the potential variety of standards the media in different nations hold in reporting the same incident. Last but not least, while this study explored how much the Tiger Woods Foundation was implicated in different media representations, the actual impact magnitude the respective representations have on the viewers was not assessed. In other words, the number of viewers for each media representation or media outlet was not considered in this study as it largely varies, ranging from only a few for a personal blog to a couple of thousands for a local newspaper to millions for a popular online sport site or a nationally broadcasted TV news program, to just name a few. For future studies, interviews could be conducted to explore people's actual opinions about what media have the most impact on their attitudes towards the philanthropic foundation associated with these disgraced athletes.

## APPENDIX A

### PROFESSIONAL ATHLETE PHILANTHROPIC FOUNDATIONS

Below are examples of foundations created by professional athletes and they are ranked by their assets. All figures were from 2005 except otherwise noted. This table was adapted from a chart by Ricketts and Knecht found in wsj.com.

Sport Of The Athlete	Athlete Philanthropic Foundation Name	End of Year Assets (US Dollars)	Total Expenses (US Dollar)	% Of Expense For charity programs
Basketball	<b>DIKEMBE MUTOMBO FOUNDATION*</b>	<b>7,945,682</b>	497,397	81.31%
Golf	<b>BILLY ANDRADE- BRAD FAXON CHARITIES</b>	<b>3,015,013</b>	327,183	93.08%
Golf	<b>DAVID TOMS CHARITABLE FOUNDATION</b>	<b>1,330,905</b>	1,361,035	89.33%
American Football	<b>BRIAN GRIESE'S JUDI'S HOUSE</b>	<b>1,252,404</b>	544,652	74.41%
American Football	<b>BRETT FAVRE FOURWARD FOUNDATION</b>	<b>1,211,779</b>	556,429	85.63%
American Football	<b>KURT WARNER FIRST THINGS FIRST FOUNDATION</b>	<b>801,425</b>	281,863	78.06%
American Football	<b>JUNIOR SEAU FOUNDATION</b>	<b>728,709</b>	843,830	88.60%
Ice Hockey	<b>MIKE MODANO FOUNDATION</b>	<b>728,164</b>	863,271	72.85%
Skating	<b>KRISTI YAMAGUCHI ALWAYS DREAM FOUNDATION</b>	<b>509,015</b>	163,005	81.07%
Baseball	<b>JOHN AND DYAN</b>	<b>501,003</b>	351,206	99.94%

	<b>SMOLTZ FOUNDATION</b>			
Basketball	<b>TIM DUNCAN FOUNDATION</b>	<b>438,512</b>	252,871	99.47%
Golf	<b>VIJAY SINGH CHARITABLE FOUNDATION</b>	<b>411,768</b>	156,785	99.82%
American Football	<b>JOHN LYNCH FOUNDATION</b>	<b>387,899</b>	206,211	91.01%
Formula One	<b>JEFF GORDON FOUNDATION</b>	<b>364,540</b>	1,367,671	80.41%
Baseball	<b>JAMIE MOYER'S MOYER FOUNDATION</b>	<b>318,293</b>	2,567,097	78.12%
Baseball	<b>MIKE HAMPTON PITCHING IN FOUNDATION</b>	<b>215,351</b>	238,258	76.82%
American Football	<b>DERRICK BROOKS CHARITIES</b>	<b>204,422</b>	589,436	94.86%
American Football	<b>STEVE McNAIR FOUNDATION</b>	<b>182,896</b>	321,347	77.94%
American Football	<b>CARSON PALMER FOUNDATION</b>	<b>104,850</b>	323,133	74.28%
American Football	<b>EDDIE KENNISON'S QUICK START FOUNDATION*</b>	<b>103,780</b>	18,924	63.94%
American Football	<b>DAVID AKERS' KICKS FOR KIDS</b>	<b>101,763</b>	11,2349	63.60%
	<b>*2004 figures</b>			

(Adapted from Ricketts & Knecht, n.d.)

## APPENDIX B

### THE COMPLETE TIGER WOODS TIMELINE, FROM ESCALADE TO DIVORCE

**Nov. 25, 2009** -- The National Inquirer leaks a story it had planned for a Dec. 7 issue that Tiger Woods had been cheating on his wife with a name we would become all too familiar with -- Rachel Uchitel. We wrote, like most of us thought at the time, "make of this what you will."

**Nov. 27, 2009** -- Just two days after news broke that Tiger may have been cheating, Woods crashed his Cadillac Escalade into a fire hydrant just outside his Isleworth home at 2:30 a.m., and his world was shaken up for good. Reports initially were that Tiger was in "serious condition" after the wreck, but were quickly pulled back. The fire hydrant and timing of the crash would come into question over the next few days, as well as a claim that wife Elin had done anything from smash his window out with a golf club to actually attack the golfer with it, knocking out teeth.

**Nov. 29, 2009** -- Tiger released a statement about the accident, admitting "This situation is my fault, and it's obviously embarrassing to my family and me. I'm human and I'm not perfect. I will certainly make sure this doesn't happen again." Tiger hinted in the release that his wife had helped him in the wreck and we should all respect the request for things to stay private.

**Nov. 30, 2009** -- Tiger announces he will not be attending the Chevron World Golf Challenge, a tournament that benefits his own charity, and says he will not be playing tournament golf for the rest of the season.

**Dec. 1, 2009** -- A new lady stepped forward, admitting she had an affair with Tiger Woods. Jaimee Grubbs said she slept with the golfer in 2007, and admitted to having a voicemail left by Tiger a week prior asking for Grubbs to delete information.

Also, the Florida Highway Patrol fines Tiger \$164 for careless driving.

**Dec. 2, 2009** -- The voicemail that Grubbs claimed Tiger left is released by US Weekly. This is what Woods says -- "Hey, it's Tiger. I need you to do me a huge favor. Can you please take your name off your phone? My wife went through my phone and may be calling you. So if you can, please take your name off that. Just have it as a number on the voicemail. You got to do this for me. Huge. Quickly. Bye."

Within hours of the voicemail coming out, Camp Tiger released an apology from the golfer. He admitted, "I have let my family down and I regret those transgressions with all of my heart. I have not been true to my values and the behavior my family deserves."

**Dec. 3, 2009** -- Jesper Parnevik, the golfer that introduced Tiger to Elin, goes to town on Woods, admitting, "We probably thought he was a better guy than he is. I would probably need to apologize to (Elin) and hope she uses a driver next time instead of the 3-iron," an obvious poke at the rumors that Elin had chased Tiger with a golf club the night of the accident.

**Dec. 7, 2009** -- A porn star named Holly Sampson is now the seventh lady to admit to having an affair with Tiger Woods.

**Dec. 8, 2009** -- With word swirling that Elin had worked to renegotiate the prenuptial agreement, a story is broken that she purchased a \$2 million home in Sweden, her home country.

**Dec. 10, 2009** -- A magazine called Life & Style quoted Ben Crane calling Tiger a "phony and a fake," but he and fellow PGA Tour star Charles Warren vehemently denied ever saying such things about Woods.

**Dec. 11, 2009** -- Tiger releases another statement, this time on his website saying that he is taking an "indefinite leave" from the game of golf while he tries to repair his marriage.

**Dec. 14, 2009** -- Accenture becomes the first big sponsor to drop Tiger, admitting that Woods was "no longer the right representative" after the "circumstances of the last two weeks."

**Dec. 16, 2009** -- People magazine breaks a story that Elin is planning on leaving Tiger, according to two unnamed sources the magazine talked with. The source said, "She's made up her mind, there's nothing to think about."

**Dec. 31, 2009** -- AT&T becomes the second sponsor to cut ties with Tiger a day after the golfer turned 34.

**Jan. 19, 2010** -- Rumors swirl that Tiger is in a sex rehab facility in Hattiesburg, Miss.

**Jan. 20, 2010** -- Radar publishes a photo of a man that looks eerily similar to Woods near the sex treatment center in Mississippi.

**Jan. 25, 2010** -- A reporter by the name of Gerald Posner puts together a **timeline** of events and what he thinks really happened, that spread like wildfire across the Internet. Still no word from Tiger about what exactly happened two months prior.

**Jan. 27, 2010** -- The second most notable golfer in the world, Phil Mickelson, finally speaks on the Tiger situation, admitting, "The game of golf needs him to come back. I mean, it's important for him to come back and be a part of the sport. But right now he's got a lot more important things going on in his life." Also, Lefty admits that he and Amy are "good friends" with both Tiger and Elin.

**Jan. 29, 2010** -- Tom Watson speaks on Tiger, letting the world know that what Tiger did to his family is "bad for our game" and "something he needs to get control of."

**Feb. 5, 2010** -- Radar Online reports that Tiger had left the sex addiction facility in Hattiesburg, Miss.

**Feb. 8, 2010** -- Rumors swirl (mostly from TMZ) that Tiger might pick the Tavistock Cup, an unsanctioned PGA Tour event, as his return date for golf.

**Feb. 11, 2010** -- Mark O'Meara, longtime friend of Tiger, lets it be known that he hasn't spoken to Tiger since the 2009 British Open, and that he "would have handled it differently myself," if he had been in the position of Woods.

**Feb. 12, 2010** -- News breaks that Tiger bought a \$2 million boat named Solitude to give to his wife Elin. It was later reported that the plans to buy the boat had been months in the making, well before the Thanksgiving night crash.

**Feb. 17, 2010** -- The Accenture Match Play kicks off without Woods in the field, a tournament he returned to in 2009 after a break from golf because of a knee surgery.

That same day, Tiger announces that he will speak for the first time publicly on Friday at TPC Sawgrass, but will not take any questions. The timing of the announcement has some questioning the motives of Woods, who was recently dropped by tournament host Accenture because of his transgressions.

**Feb. 19, 2010** -- At 11 a.m. on Friday, Woods approached a podium with a blazer and purple shirt on, admitting he was "deeply sorry" for what he did to his family, friends and fans.

Some of the highlights of his speech included a heartfelt apology to his wife Elin, a heated moment where Woods said that there had never been an episode of domestic violence in their household, and him saying that he would not be returning to golf anytime soon.

The speech had people on both sides of the fence, some saying they thought it was genuine and others saying felt it was robotic.

**Feb. 23, 2010** -- Tiger sends out a letter to parents of kids that attend the same school as his children, apologizing for bringing unwarranted attention to the school.

**Feb. 26, 2010** -- Gatorade drops Tiger as a spokesperson, but said it will continue to support the Tiger Woods Foundation.

**Feb. 28, 2010** -- Tiger returns home after attending a sex-addiction clinic and is said to be focusing on his fitness and his golf. The speculation for his return heat up.

**March 3, 2010** -- Steve Williams, Tiger's caddie since 1999, told "60 Minutes" in New Zealand that "of course I'm mad at (Tiger)," the first person from his team to speak negatively of the golfer.

**March 8, 2010** -- Mark Calcavecchia says that Tiger changed his cell phone number five times in 2009.

**March 9, 2010** -- Every tournament venue from this date until the Masters readies itself for a potential Tiger return.

**March 11, 2010** -- The Associated Press reports that Tiger will be back at Augusta National, although other reports suggest that Woods could be back sooner.

**March 16, 2010** -- In a statement to the press, Woods announces he will return to the Masters, stating, "The Masters is where I won my first major and I view this tournament with great respect. After a long and necessary time away from the game, I feel like I'm ready to start my season at Augusta."

**March 21, 2010** -- Woods grants brief interviews to ESPN and The Golf Channel.

**April 5, 2010** -- In his first press conference, Woods turned in an impressive performance, dealing with questions both serious and trivial.

**April 8, 2010** -- Nike debuts a creepy new commercial using the voice of Woods' late father Earl.

**April 8, 2010** -- Tiger's first day back on the golf course, at Augusta, was a work of art. His later days, less so -- but with more profanity.

**April 12, 2010** -- Phil Mickelson won the Masters and embraced his wife. Tiger Woods lost and walked off the course alone. It was a ready-made storyline for a thousand hack sportswriters.

**April 15, 2010** -- The first rumors surface about Woods' marriage being over.

**April 23, 2010** -- Woods relaxes with a Nickelback show. Hey, takes all kinds.

**April 30, 2010** -- Signs that Woods' comeback has hit a roadblock: He misses the cut at Quail Hollow.

**May 4, 2010** -- A book charges numerous coverups by law enforcement in the Woods accident.

**May 11, 2010** -- The hits keep on coming -- Hank Haney resigns as Tiger's swing coach.

**June 20, 2010** -- At the U.S. Open, it got ugly on the final day for Tiger. And no, he didn't win.

**July 21, 2010** -- The British press has a go at Tiger, but has no more luck breaking him than their stateside brethren.

**July 29, 2010** -- As Tom Watson finished his final round at St. Andrews, Tiger showed some well-deserved respect.

**Aug. 12, 2010** -- The scandal took a huge toll on Woods' popularity, as his plummeting Q score demonstrated.

**Aug. 20, 2010** -- With Woods wounded, Rory McIlroy and others "fancy their chances" against him should they get the chance to play him in the Ryder Cup.

**Aug. 23, 2010** -- Attorneys announce that the Woods divorce is final.

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Yin, R. (1993). *Applications of case study research*. Newbury Park, CA: Sage Publishing.

## **BIOGRAPHICAL SKETCH**

Yue Ji, born in August 23<sup>rd</sup>, 1989 in Anyang, Henan, China, received the Bachelor's Degree in Physical Education at Henan Normal University, China; and is currently a master's student in the Department of Sport Management at Florida State University (FSU). This thesis is submitted to the Department of Sport Management in partial fulfillment of the requirements for the Master of Science Degree.