The FIFA Women’s World Cup was held in various venues throughout Canada in June and July of 2015. In this photo, soccer players from Norway and Thailand face each other in one of the World Cup contests at Lansdowne Stadium in Ottawa on June 7.

Through their coverage and overall approach, the sport media often do a disservice to women’s sports and female athletes. For instance, this issue of the *International Journal of Sport Communication (IJSC)*—which includes other articles focused on self-presentation in social media by high school athletes, image-repair attempts regarding concussions in professional football, the engagement in online communities by masters gymnasts, sport scandals, and college fan responses to social-media marketing communication styles—has a study on the coverage of women’s athletics by the sport media. In particular, Sarah Wolter employed a critical discourse analysis to examine espnW and found two major themes related to the divergent dialogues (i.e., emotional language, nonsport topics, the details, and physical/personal characteristics) in the published articles and a positioning of the site itself that aligns with ESPN’s approach to have niche sites based on a diversification of the audience. Overall, Wolter found that “Analyzing espnW in the context of the larger institution of sport shows that the site operates from a postfeminist perspective and is exclusionary.” This issue also includes a case study by Elsa Kristiansen and Antonio Williams of how a professional athlete—LPGA golfer Suzann Pettersen—and her team have worked to build, leverage, and manage her brand.

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