

SUNY College Cortland

Digital Commons @ Cortland

Transformations: Presentation Slides

Transformations

4-23-2021

Inclusivity Evolving for Women in Sport

Mckenna Chesbro

Follow this and additional works at: <https://digitalcommons.cortland.edu/slides>

 Part of the [Sports Studies Commons](#)

Inclusivity Evolving for Women in Sport



Mckenna Chesbro

Overview of Topics

- Media Coverage
- Sponsorship
- Gender Pay Gap
- Marketing and Promotion
- Sport Commentators
- Title IX
- Women in Higher Positions
- Recent Stories
- Data Collection



Media Coverage



- Men and women in sport are portrayed differently in the media
- Women sometimes have their masculinity questioned based off of what sport they play
- Women are judged more on their appearance than their abilities
- “A woman's body is not portrayed as a strong, muscular machine capable of extraordinary athletic feats like a man's body is, but instead is seen more as an object pleasurable to the eye when it is exposed outside of the realm of sports” (Hanson 2012)



Sponsorship

- Nike was exposed by female athletes for reducing sponsorship payments during their pregnancies because they failed to hit “performance-based targets” (Rogers 2019)
- Nike has since said it will waive targets for pregnant athletes over a 12-month period” (Rogers 2019)
- Problems are being brought to light



Gender Pay Gap



- The US women's soccer team was paid a quarter of what the men's team received after the US women's team won the World Cup in 2019 (International Women's Day 2021)
- The women's team filed a wage discrimination act against US Soccer (International Women's Day 2021)
- In response the women's team received a wage and bonus increase, better travel benefits and improved financial support for pregnant or adopting players (International Women's Day 2021)

Marketing and Promotion



- “Women's teams also need to receive the same exposure through marketing and promotion” (International Women's Day 2021)
- “The US women's soccer team understood this well when they filed another lawsuit regarding marketing, and how the lack of it in women's sports leads to lower attendance, lower televised viewership, and lower merchandise sales” (International Women's Day 2021)
- Women all over are taking action by filing lawsuits for what they believe is right

Sport Commentators

- “Previous research has determined that sport commentators and writers often explicitly refer to a female athlete’s attractiveness along with her femininity and heterosexuality throughout a contest or during a game recap” (Daniels 2012)
- Women are objectified during contests just because of their appearances



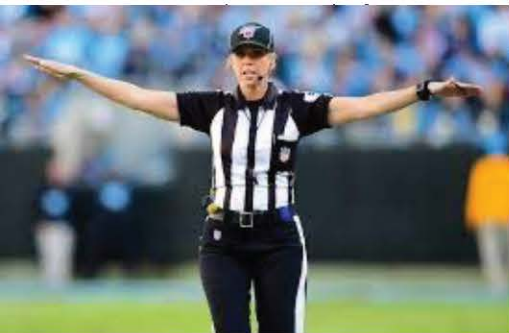
Title IX

- “While the language of the law makes no mention of athletics, Title IX has nonetheless become a cornerstone of equality in athletics and the basis of expansion of sports programs for female athletes”
(Druckman, Gilli, Klar, Robison 2010)



Women in Higher Positions

- “In the National Football League (NFL), where there had been zero female coaches, 14 female interns and eight full-time coaches were hired between 2015 and 2019” (Staurowsky, Koch, Dury, Hayes 2020)
- “More recently, there have been a number of mainstream mass media reports that have depicted female sports referees officiating at the elite level sports contests” (Balwin, Vallance, 2016)



What is Being Done

- “Governments, institutions, and sport federations are working to promote women in sports: there are women’s tournaments and women’s categories for almost all sport competitions, and just as many competitions as prizes for the winners” (Junior Report 2019)



Recent Story

- The women's weight room (left) compared to the men's weight room (right) at the 2021 March Madness Tournament





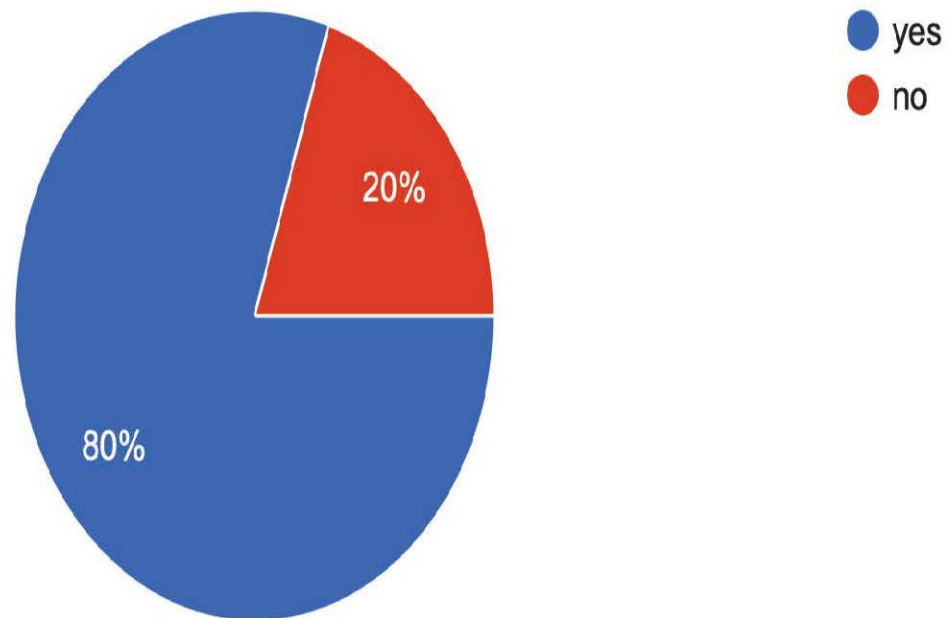
Continued

- Many women shed light to the inequalities through the use of social media
- The women received pre packaged meals while the men were served buffets (Levine 2021)
- The women also did not receive as much in their swag bag as compared to the men (Levine 2021)
- The NCAA did start to give the women basketball players more amenities and accommodations similar to the male basketball teams but only after the issues were brought to light on social media



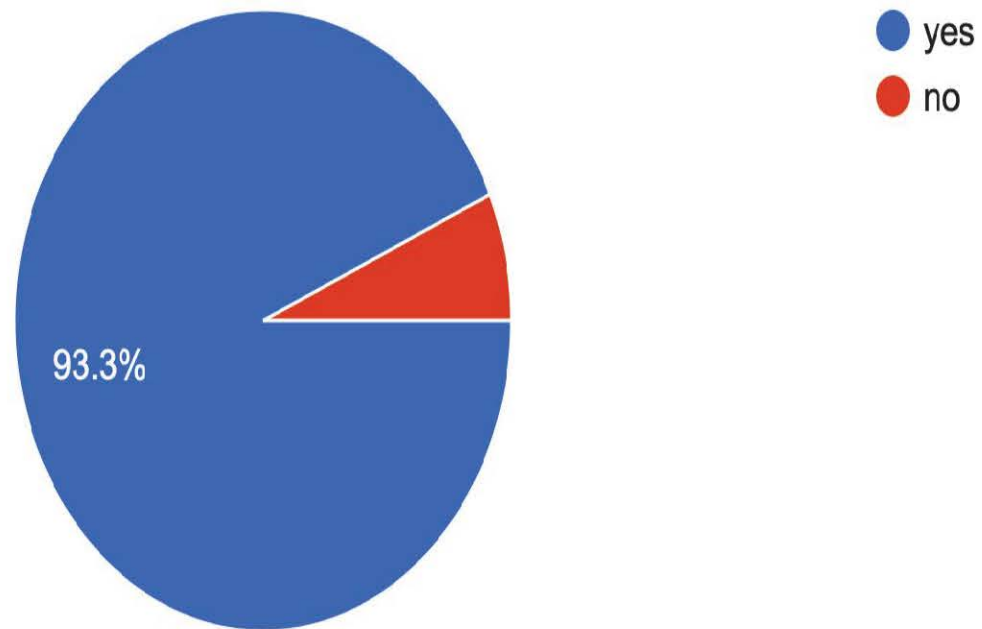
Have you ever seen a women referee a professional sports game?

15 responses



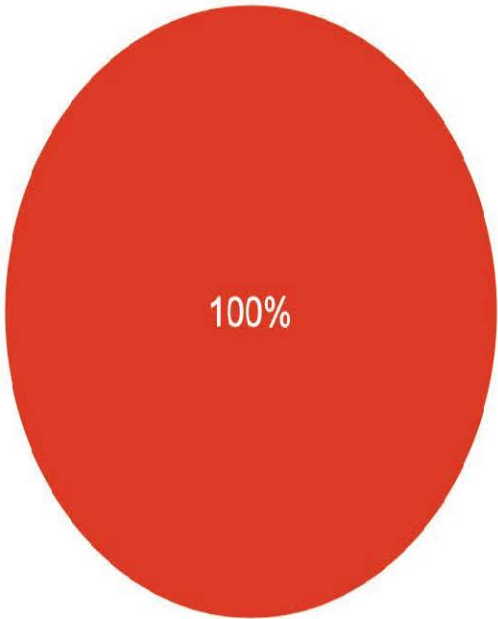
Do you think the sports industry has changed since Title IX was implemented?

15 responses



Do you think womens and mens sports are covered equally in the media?

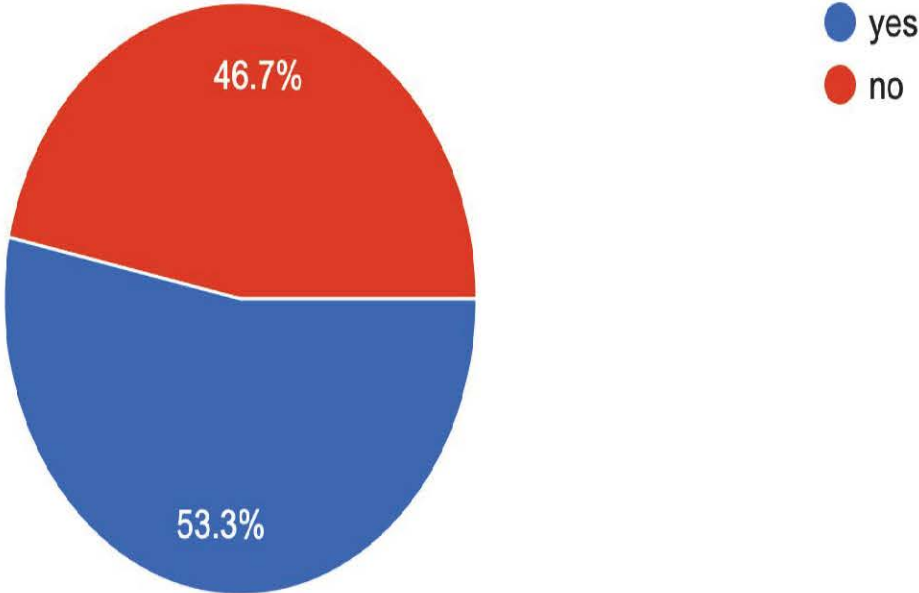
15 responses



- yes
- no

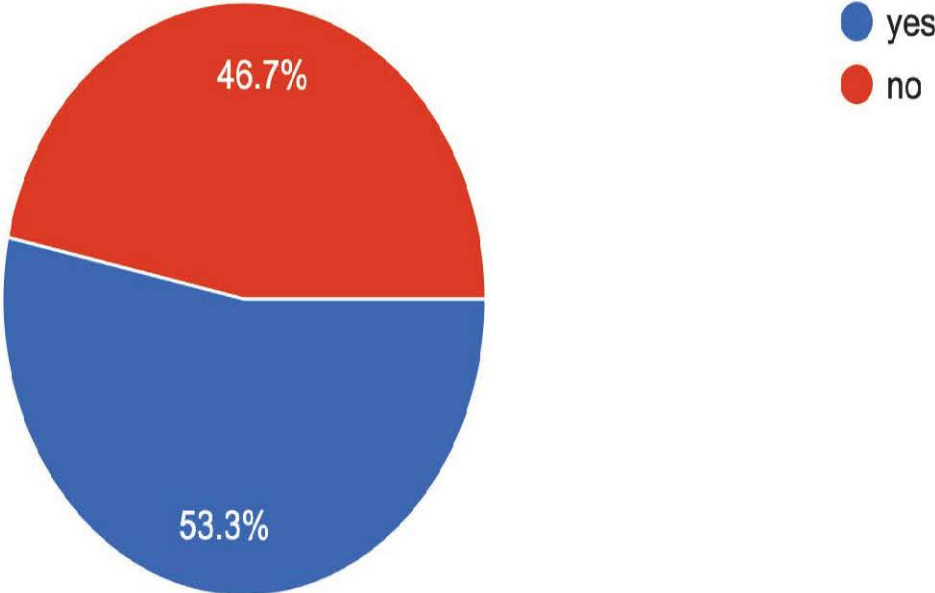
Do you think mens and womens sports teams should be paid the same?

15 responses



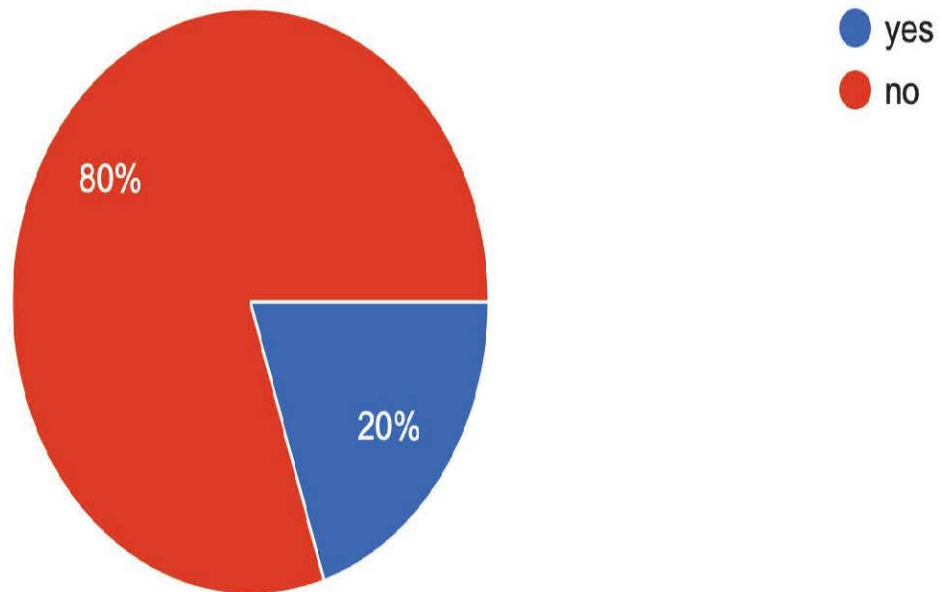
Are you more likely to watch a mens game over a women's game?

15 responses



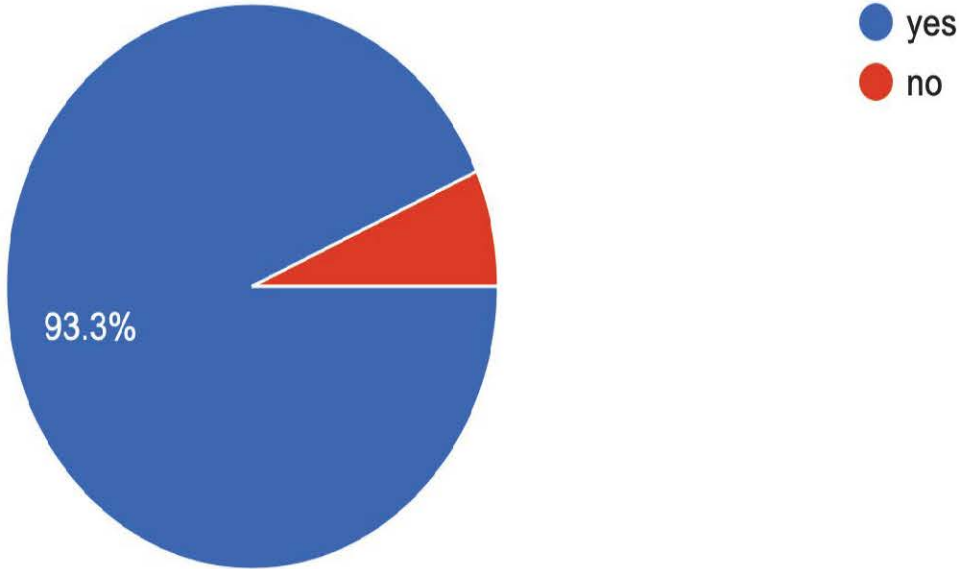
Would you feel uncomfortable if a woman was the coach of a men's team?

15 responses



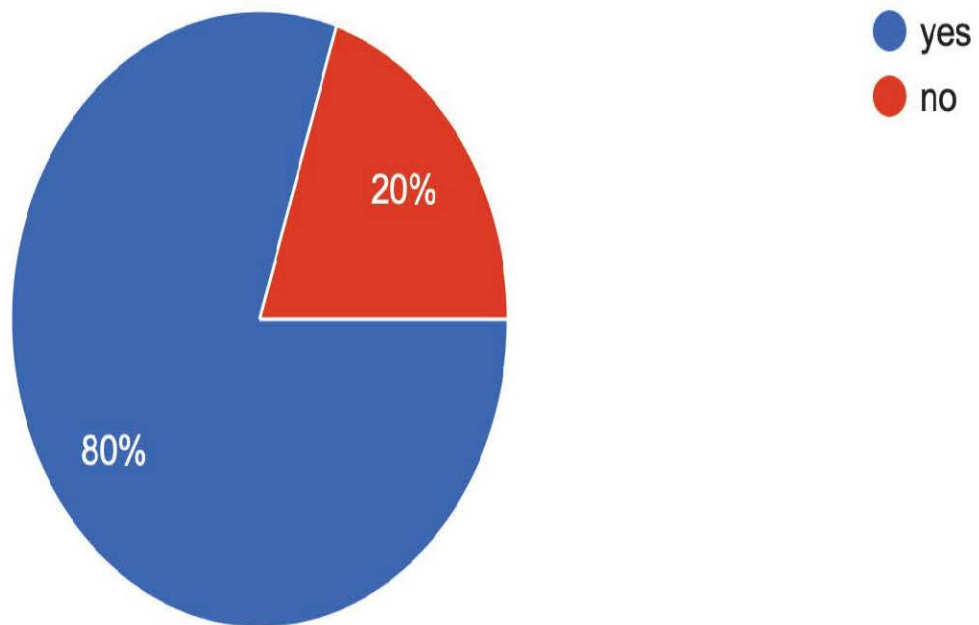
Do sport commentators treat female athletes differently than male athletes?

15 responses



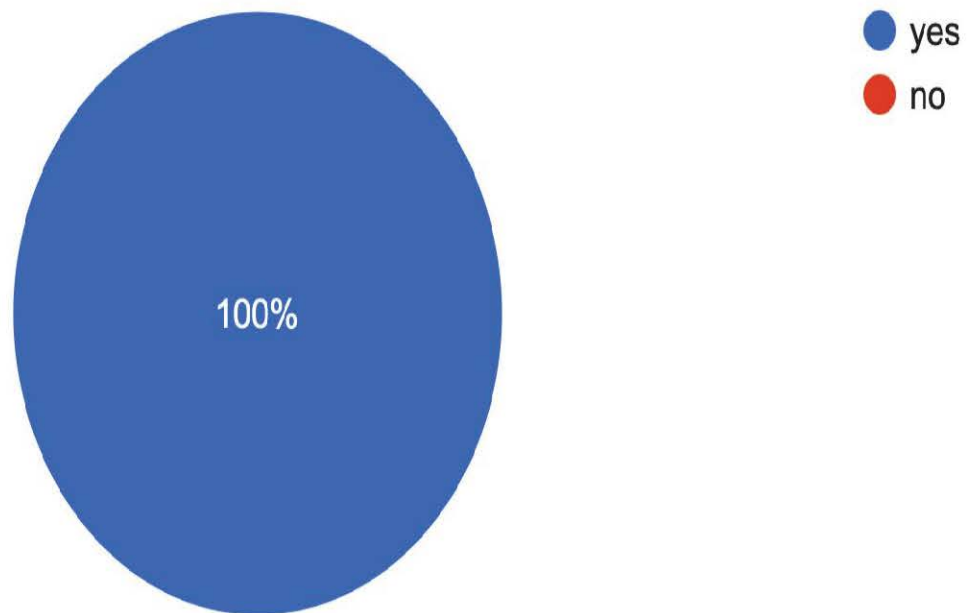
Has the sport industry become more inclusive towards women in sport in recent years?

15 responses



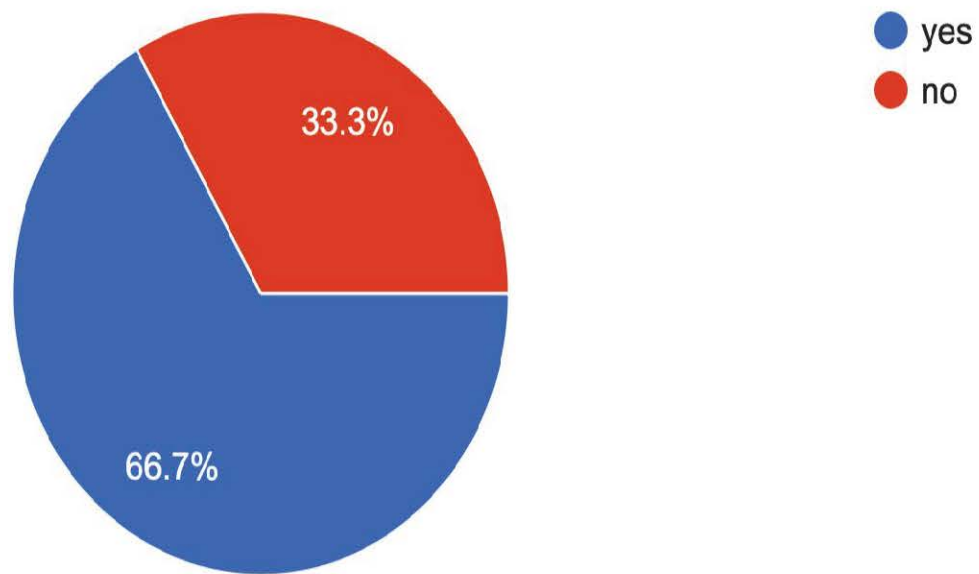
Is there more the sport industry could be doing to represent women in sport?

15 responses



Are the social norms changing in the sport world to become more accommodating to women in sport?

15 responses



Conclusion

- Bring awareness to this subject
- Educate fans and viewers
- Create a conversation
- Progress is being made but more needs to be done
- The way organizations market women in sport is changing because the women are seen for their true self and not based upon appearance as much anymore



References

Baldwin, Christopher F. Vallance, Roger. 2016. Women Referees' Experiences Officiating Rugby Union. *Women in Sport & Physical Activity Journal*, 24(2), 152–161.

Daniels, Elizabeth. 2012. Sexy versus strong: What girls and women think of female athletes. *Journal of Applied Developmental Psychology*, 33(2), 79–90.

Druckman, James. Gilli, Mauro. Klar, Samara. Robison, Joshua. 2019. "Athlete Support for Title IX." *The Sport Journal*.

Hanson, Valarie. 2012. "The Inequality of Sport: Women < Men." *The Review: A Journal of Undergraduate Student Research* 13: 15-22.

International Women's Day. 2021. "Some Big Changes Are in Progress for Women Athletes." *International Women's Day*.

Junior Report. 2019. "Inequality in Sports." *Junior Report*

Levine, Gabriella. 2021. "NCAA March Madness Drops the Ball for Women's Basketball with Sexism Outrage." *NBCNews.com*, NBCUniversal News Group.

Rogers, Charlotte. 2019. "How Brands Can Level the Playing Field for Women in Sport." *Marketing Week*.

Staurowsky, Ellen. Koch, Benjamin. Dury, Grace, & Hayes, Cooper. 2020. Exploring Narratives of Scarcity, Uncertainty, and Opportunity in Women's Sports Coverage During the COVID-19 Pandemic. *International Journal of Sport Communication*, 13(3), 408–418.