



Marketing Women and Sport in the New Media

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MAIN ISSUES IDENTIFIED/DISCUSSED: Sport Marketing is a powerful tool that can be used to successfully promote girl's and women's sports at the local, regional, national, and international levels. A variety of sport marketing media are available, such as the traditional tools of newspaper, television and radio, and the new media including the internet, email, and cell phones. However, they are in different stages of development in different areas of the world.

(Note: 217 persons from 41 countries attended this workshop.)

1. Do you have access to MEDIA in your region? What types? Are you able to influence them?
 - Each country has access to some forms of media but not all new media are readily accessible.
 - Some media coverage of women but the media still misrepresent women (e.g. use of sexuality).
 - When media cover women in sport, it is only for a short period of time, but not sustainable.
2. What types of media do you believe would be most successful to promote women and sport?
 - We could assume that new media provide the solution and opportunities to improve media coverage of women in sport. It is clear that, on the global level, it is important not to ignore the impact of traditional media. Access to new media is still limited and not universal.
3. What are some ways you can access and/or develop the media to promote women and sport?
 - Create good relationships with media, partnership with media, partnership with other countries; use students who are interested in media as volunteers in sport; educate media about women in sport; provide information to media; increase the number of women in media; teach "media literacy"; use non-sport media; use men's sport to introduce and promote women in sport; persuade media to focus on women's athletic abilities, not their beauty attributes.

RECOMMENDATIONS FOR ACTION (WHO? WHAT? WHEN ? HOW ?)

1. Get the viewers involved in creating demand and advocacy for increased media coverage of girls and women's sports.

Who: National sport organizations, governing bodies, and federations.

What: Through national campaigns, activating media consumers as advocates of improved coverage of girls and women's sports.

When: Right now.

How: Letter writing, e-mailing, text messages – asking for more women's sport coverage.

2. Facilitate improved, reciprocal, working relationships between women's sport and the media.

Who: National sport organizations, governing bodies, and federations.

What: Educate media professionals and participants in women's sports.

When: Right now.

How: Training, seminars, relationship development, sharing good practice, provision of media stories, images and information.

3. Use female sports icons as role models to promote girls and women's sports.

Who: All sports organizations at local, regional, national, and international levels.

What: Identify female sports icons.

When: Right now.

How: Use their images in promotional materials and media forms to help promote girls and women's sports.