

GIRLS IN THE GAME

Working together, we can eliminate gender inequality in athletics.



At ACTIVE Network, our mission is to make the world a more active place—starting with today’s kids. The girls in this group are of special concern. Even those girls who want to play sports and excel find additional barriers to participation that their male counterparts don’t face. As a leader in this field, your voice is vital to helping get more girls in the game.

THE CURRENT STATE OF KIDS IN SPORTS

While over 36 million kids participate in sports at any given time, many more are barred from playing due to financial constraints or simply not interested, due to the trend of sedentary lifestyles.

Of those who play, over 70% will drop out by age 13, with 3.5 million of these dropouts occurring due to injury caused by competitive level play and practice, and overuse that occurs when kids focus on only one sport.¹

The pressure to perform has simply taken all the fun out of the game for many children.

HOW TITLE IX FAILS FEMALE ATHLETES

The 1972 legislation aimed at gender equality in education programs, including athletics, has resulted in many strides for women and minorities. However, like all efforts to mandate equality, progress has been “uneven and incomplete.”² Despite improvement, these facts remain:

- + Female high school athletes receive 1.3 million fewer athletic participation opportunities than males.³
- + Female athletes receive 63,000 fewer opportunities and \$183 million less in NCAA athletic scholarships at NCAA Institutions.³

- + Female high school and college athletes lag behind males in the provision of equitable resources such as equipment, uniforms and facilities.³
- + In 2010 at NCAA Division I schools, despite comprising 53% of the student body and 46% of the schools’ student athletes, women’s teams received just 41.4% of head coach salary allocations, just 36.4% of the recruiting dollars, and just 39.6% of overall athletic expenses.²
- + Median head coaches’ salaries at NCAA Division I-FBS schools were cumulatively \$2,257,600 higher for men than for women.⁴
- + Total prize money for the 2014 PGA tour is more than five times that of the new-high for the 2015 LPGA tour. Similar discrepancies exist throughout professional sports.⁴

MEDIA FAILS AND WINS



U.S. swimmer **Katie Ledecky** broke her own world record and took the gold in the women's 400-meter freestyle. The Daily Mail referred to her as the "female Michael Phelps" and many remarked that she "swims like a man." (Daily Mail)



After Hungarian swimmer **Katinka Hosszú** won a gold medal and broke a world record in the 400-meter individual medley, the camera panned to her husband and NBC commentator Dan Hicks said, "and there's the man responsible." (NY Mag)



After **Corey Cogdell-Unrein** won the Olympic bronze in women's trap shooting, The Chicago Tribune tweeted "Wife of a Bears' lineman wins a bronze medal today in Rio Olympics." (Twitter).



The "**Like a Girl**" viral video showcases women proudly talking about how they shoot and score like a girl. Viewed more than 80 million times, it is changing perspectives: 76 % of young women ages 16 to 24 surveyed no longer see "like a girl" as an insult and 66% of men who watched it said they would think twice before using the phrase as an insult. (YouTube)



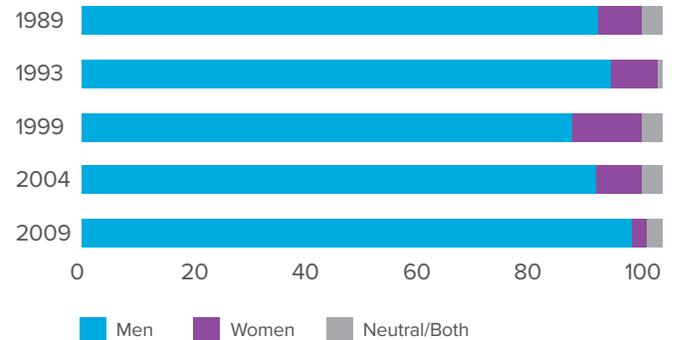
Serena Williams takes a stand for "all womankind" by pelting a heckler with tennis balls for his comments men often say about female athletes (Glamour Video).



Shawn Johnson teamed up with **Dove** to launch the #MyBeautyMySay campaign, encouraging the media and general public to focus on the athletic ability of women, not their looks (YouTube, Dove). Actual media comments will appear over images of women playing sports, who will then fade away to represent how sexist comments obscure female identity, athleticism and achievements.

GENDER INEQUALITY IN AIR TIME

University of California and Purdue research of sports coverage on network news and ESPN Sportscenter over a 20-year period reveals not only the significant inequity but also the fact that by 2009, the trend was worsening, not improving. This leaves girls with far fewer female athlete role models.²



GIRLS WANT TO PLAY!

Some defenders of Title IX's success blame the continuing inequality of female athletics on women's declining interest in playing sports. However, this simply isn't true.

The National Federation of State High School Associations reports that "Between 1972 and 2011, the number of girls competing in high school sports jumped from under 295,000 to nearly 3.2 million."⁸

Additionally, more women play collegiate sports than ever before, increasing from less than 30,000 to over 193,000 since 1972.⁹

“ I don’t care if people critique me. I want you to, but I want you to critique my performance.

If you say my backflip wasn’t high enough, I can either [disagree] and say it was, or I can go home and work on it. If I do a backflip and you say, ‘Well, you just aren’t pretty enough,’ there’s nothing I can do with that. It’s a helpless feeling.

Former gymnast and Olympic gold medalist Shawn Johnson

MOVING TOWARD GENDER EQUALITY IN ATHLETICS

Attitudes about women and sports still have a long way to go before we get to true gender equality, based on a recent poll by Always,¹⁰ but we urge you to do your part in standing for women:

Support Women’s Sports

Getting both men and women into the stands is key to winning television coverage and the big salaries that come with that exposure. Money will go to women’s sports as soon as an audience wants to watch women compete.

Watch Your Words

Take a lesson from the media fails on the previous page and stand up for female athletes in conversations and policies.

Provide More Opportunities for Women

Both female athletes and female coaches deserve the chance to get in the game at higher levels. Take a page from Wimbledon’s playbook, which in 2007 began providing equal prize purses to male and female athletes.¹¹

Sources

¹ CNN: How to Make Your Kids Hate Sports Without Really Trying
² Mother Jones Charts: The State of Women’s Athletics, 40 Years After Title IX
³ Women’s Sports Foundation: Title IX Myths and Facts
⁴ Women’s Sports Foundation: Pay Inequity in Athletics
⁵ Women’s Sports Foundation: Go Out and Play: Youth Sports in America

HOW TO GET MORE GIRLS IN THE GAME

The landscape for girls athletics is constantly changing. Learn how our Digital Marketing Consultants can help you:

- + Reach your female audience
- + Identify potential revenue opportunities
- + Capitalize on untapped market potential

Together, we can work to empower the next generation of young women.

LEARN HOW ACTIVE

can help you give all your athletes the training they deserve.



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⁶ The New York Times: Study Finds Gender Barriers in Sports

⁷ NCAA Publications: Student-Athlete Ethnicity Report 2009-10

⁸ National Federation of State High School Associations

⁹ NCAA Publications: Student Athlete Participation 1981-82-2010-11

¹⁰ CNN: The Real March Madness: When Will Women’s Teams Get Equal Pay?

¹¹ BBC Sport