

MEDIA COVERAGE

The media can play a pivotal role in showing the images of strong, healthy female athletes who can serve as role models for younger girls. Most mainstream media show women's sport only occasionally or not at all, while providing a daily dose of men's sport.



STRATEGIES:

- Share media related to girls' and women's sport.
- Encourage local media outlets to cover women's sport.
- If possible, invite local media to cover your programme, events and participants.
- Take your team to watch local women's sport events if they exist, even if they aren't part of a formal league.