



Sportswomen Care

A plan for enhanced media coverage of women's sport - The thinking

What do women's sports want from media coverage? Actions create outcomes but to have outcomes we need to pose some questions.

- ✚ Define women's sport with respect to the media
- ✚ What determines the current level of reporting
- ✚ What do we view as an equitable coverage of women's sport in the media?
- ✚ How long should it take us to achieve this?
- ✚ What form should it take?

The Sports Hydrant proposal is centred on four key strategic objectives which taken together deliver a total care plan for enhancing the profile of women's sport in the media.

INSIGHT|INVEST|INFORM|INFLUENCE

PREAMBLE

- ✚ The media influence people's behaviour.
- ✚ If we don't get the message exactly right and press the right buttons we will send the wrong message.
- ✚ Women's sport's job is to get the media to embrace our message.
- ✚ But, the media listen to their viewers not the sports so exactly what are their objectives.
- ✚ Direct women's sport messages to peer group leaders who deliver insights to their group.



SPORTS HYDRANT

INSIGHT|INVEST|INFORM|INFLUENCE

INSIGHTS

- ✚ We need to counter the instinct to dismiss women's sport without giving it due consideration.
- ✚ We need to change the reasoning behind the women's sport offer, the messages we deliver to the consumer.

INVEST

- ✚ Invest heavily in the best you have – Professional Sport
- ✚ Invest heavily in Professional players – they are your unique content, not the team nor even the sport.
- ✚ Invest heavily in professional administrators who deliver first class solutions at every touch point
- ✚ Train the players, the administrators and all the employees in the organisation off the field as well as on it.

INFORM

- ✚ Women in sport = women viewers, readers and listeners plus business men and women responsible for women's products and services and women in politics, together with sports players and administrators.
- ✚ Inform with consistent messages.
- ✚ Inform with small interactions.
- ✚ Invest time in delivering messages to leaders and influencers in the media.
- ✚ Inform frequently and with relevance.

INFLUENCE

- ✚ Change the message.
- ✚ Change the behaviour of the recipient.
- ✚ Repetition.
- ✚ Consistency.
- ✚ At every level on every occasion.



INSIGHT|INVEST|INFORM|INFLUENCE

EXPECTED OUTCOMES

- ✚ 5 professional women's sports in 10 years.
- ✚ A dedicated women's lifestyle channel with 50% sport content.
- ✚ TV and Radio Sports news to contain separate women's sport sections within 2 years.
- ✚ A separate page or pages dedicated to women's sport in every major newspaper within 2 years.
- ✚ Create a women's sports news agency online to centralise women's sports news and consistent provision of professional news information delivered into the media.
- ✚ People do business with people –Women sport on the road – brief the media in a multi-channeled information briefing around the country once every six months.

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