



Sportswomen Care

A plan for enhanced media coverage of women's sport

- ▼ Invest heavily in elite women's sport – make a number of women's sports professional and competitive with other products in the market whatever they are.
- ▼ Two's a conflict – three or more is a specialism – package Professional Women's Sport as a separate and distinct package from men's sport.
- ▼ Create separation from the back page and link women's sport to what women want not what men think they want. A separate page in the paper, a dedicated slot on the sports news and the launch of a women's lifestyle channel where 50% of the content is women's sport.
- ▼ Create a centralised women's sport news aggregator to provide consistently packaged women's sports news pulled from all sports and pushed out regularly to the media as well as being able to be fetched independently.
- ▼ Sportswomen Care: create a women's sport media briefings road show aimed at persuading media organisations to report and support more women's sport. 'Meet the media' events to inform, impress and influence media people across the board from mogul to journalist.