

RESEARCH HIGHLIGHTS

- Women athletes are rarely represented in media and when they are it is often a misrepresentation of their athletic status.
- Women athletes view themselves as skilled, capable and competitive yet they are not always portrayed as competent athletes.
- When women are out of uniform, in passive poses, or in non-sporting environments, they lose more athletic credibility than their male peers.
- When women athletes are portrayed as hyperfeminized or sexualized, it further reinforces women as non-athletic and passive.
- Media guides play a key role in marketing teams to the press, advertisers, sponsors, and donors.

This research points to an encouraging shift in the practices of how colleges and universities choose to market their female athletes on media guide cover photographs.

QUESTIONS FOR PRACTICE

1. Do media guide and other images in our department reflect women as skilled, capable, and competitive athletes?
2. Does our athletic department follow these best practices for social media, posters, websites, and other imagery?
 - Women athletes are pictured in their sport environment
 - Women athletes are pictured in their uniform
 - Women athletes are actively participating in their sport
 - Uses athletic or action imagery with academics and/or sports equipment
 - Avoids non-athletic, hyper- or passively feminine themes
 - Avoids sexually-suggestive and pop culture themes
3. Does our athletic department have guidelines for images of other women students such as spectators, cheerleaders, marching band, and mascots?



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Additional Resources:

- [Read the Full Paper, Accurate Representation?](#)

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