



Sexism in Sports Industry

Trigger warning: sexual harassment, misogynistic language, gender stereotypes





Who are we?



- **Founded in 2023**
- **International movement committed to...**
 - **fostering positive change within the teen-girl endurance sports community**
 - **empowering healthier and happier athletes.**



Meet Hitting the Wall

Julia (she/her) triathlete
I have two guinea pigs!
Maahir (she/her) tennis player
I am an SFFS alum!

→ Today's Agenda

01

Discussion

02

Presentation

03

“Run Like a Girl”
Video



04

Discussion

05

Closing Remarks



01

Discussion

Norms for small group discussion



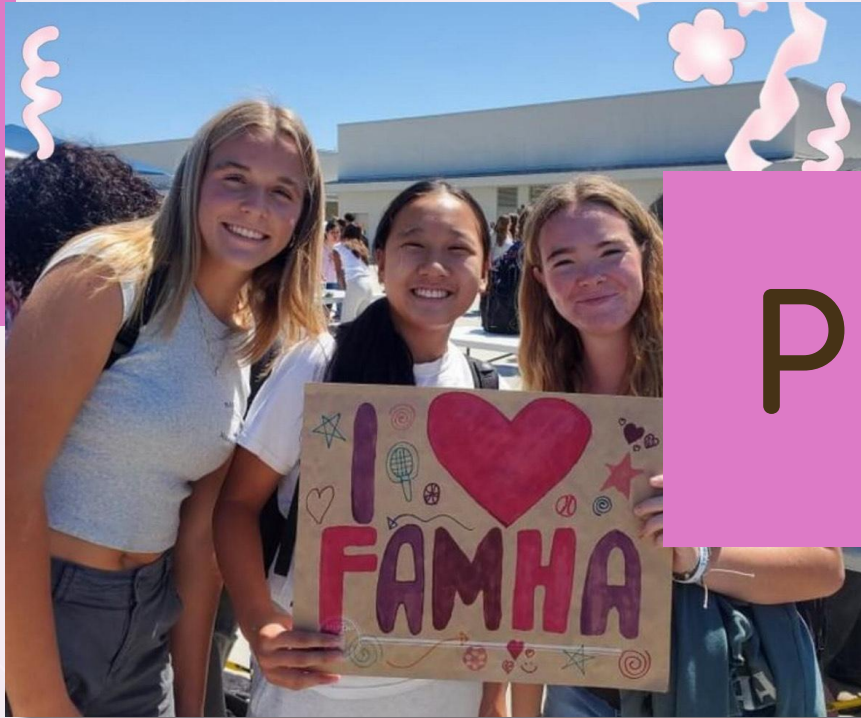
- ★ Share as much as you feel comfortable sharing
- ★ What's said in the room, stays in the room
- ★ Listen respectfully and attentively
- ★ Disagree with ideas, not people
- ★ Respect silence as part of the process
- ★ Take space, make space, and invite in
- ★ Speak from the “I” perspective

→ Discussion Prompts:

- Have you ever been treated unfairly in sports because you're a girl?
- Do you think people treat men's and women's sports differently? How?
- What have people said to you about playing sports as a girl? Did they tell you what you should or shouldn't do? Do you agree with them?
- How does social media affect how people see girls in sports? Does it help or make things worse?



02



Presentation

Get out your computers!





menti.com | use code 1851 1602



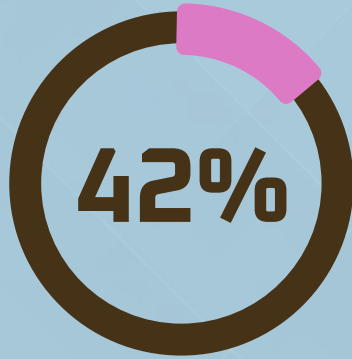
**Guess how many women out of ten
face harassment at one point in their
life?**



8/10
women

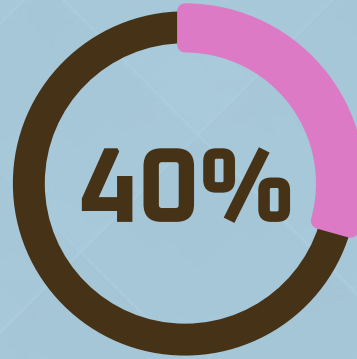


Women Harassment Statistics →



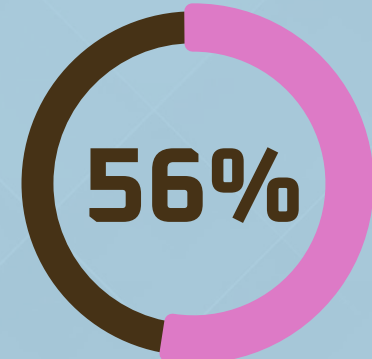
Workforce

About four-in-ten working women in the US say they have faced discrimination



Running

Over 40 percent of women experience harassment while running, according to a 2017 Runner's World poll.



Gym Fitness

56.37% of female gym members have experienced harassment at the gym (2021 poll)

What is harassment?

Harassment is:

1. Unwanted
2. Uninvited
3. Unwelcome

And causes:

1. Nuisance
2. Alarm
3. Emotional distress

- NOTHING warrants unwanted sexual behavior

- it doesn't matter what you're wearing, where you are, or ANYTHING else



Type of Harassment: Cat calling

Catcalling is a form of public sexual harassment or street harassment.

Examples include:

- Wolf-whistling
- Inappropriate sexual comments/gestures
- Sexist jokes/innuendos
- Invading personal space

HOW TO COMBAT:

- Do NOT engage with the attacker
- Ignore their comments (try your best)
- Tell a trusted adult afterwards
- VERBALIZE “I’m a minor” IF NECESSARY/SAFE

How can women stay safe while on solo-workouts?

- Avoid late night workouts
- Be aware of your surroundings
- Update friends/family of your plans to workout prior
- Vary your workout schedule → avoid being tracked
- Self-defense (ex: pepper spray)





→ Sport Media Coverage of Men vs Women

Men's Media Coverage

 **85% of Coverage**

Media Portraying

 **Perceived as Strong**

Women's Media Coverage

 **15% of Coverage**

Media Portraying

 **Perceived Sexually**

Beach Volleyball





Salary Differences + What can you do?

Why do Female Athletes make less than Men?

Lack of interest → Less Media Coverage & Less Ticket Sale Revenue → Less Pay

What can you do?

Support Women's Sports MORE!



Watch & Attend!

Why?

More support → more media coverage & increase in salary





Lack of Female Coaches:

Why is there a lack of female coaches compared to men?

- Girls drop 2x more often than guys
- Stigma: male dominated field
- Social constraint: stereotypes
- Myth of female incapability





Lack of Female Coaches:

Why do we need female coaches?

- Role models
- Inspire young women
 - Pursue a career in sports
 - Pursue other male-dominated careers
- Better understanding
 - Unique challenges + experiences
- Provide specialized training & support





Take a guess, what year do you think was the first official female rugby referee?



A. 2005



C. 1998



B. 2016



D. 2021

Why do you think this was the case?



👍 Video: Amy Perret's Experience as the first female referee in professional rugby



Questions:

Published 2021, do you think it's still applicable today?

How is it similar to your life?



03

“Run Like a Girl” Video







What's one takeaway you have?



What would you do?





A parent?

A parent compliments your performance, but it often includes comments about your body or appearance, such as, "You look really fit" or "Your legs look really strong." You feel weird about it.

Talk privately to your parent, tell them you love that they appreciate your performance but clarify that comments about your appearance make you uncomfortable. Ask that future feedback be limited to your athletic abilities.



Your school?

Your school's athletic social media page only posts coverage of the boy's teams and only sets boys up for special interview opportunities.

Bring a bunch of members of the “girls teams” together to talk about this unfair treatment. Gather data and evidence to support your case, and highlight all the different achievements of the girls team. Then reach out to the school administrators to bring up your concerns, bringing in parents, and community members if needed.



The news?

You're watching a national track meet. A sports commentator on TV makes fun of a female track athlete's face as she struggles in the last lap of her race. Throughout the meet, he continues to mock various aspects of the athletes' physical appearances, instead of focusing on their performance.

Write a letter or email to the broadcasting company expressing your concerns about the commentator's commentary. Provide specific examples of the offensive remarks and explain how they perpetuate sexism in sports.

Most likely, you will be ignored → Consider organizing a social media campaign to raise awareness and advocate for more respectful and inclusive coverage of female athletes.



Complete strangers?

While at a volleyball game, a random guy starts making random remarks on your “sloppy form”. He then offers to correct you.

Politely thank the guy for their advice but assert your independence by explaining that you’d prefer to stick with what your coach wants. Create physical distance by subtly stepping back or moving to a different area of the gym. If the behavior persists, tell your coach and parents.



A coach?

During soccer practice, your co-ed coach consistently gives preferential treatment to male athletes, offering them personalized feedback and additional training opportunities, while female athletes receive generic feedback and less individual attention.

Immediately, start keeping track of examples of this preferential treatment, with specifics THE DATE, etc. Initiate a private conversation with the coach to express your observations and concerns about unequal treatment, and bring up your examples. If the coach waves it off, bring it up with your student government or athletic board.

05

Discuss!

How has society affected your perspective on what it means to “run like a girl”? Why do you think so?

What will you do to try to prevent discrimination based on gender occurring in sports?

What would you tell the younger generation of female athletes to prepare for sexism in the sports industry?





06

Closing



Takeaways?

Questions?

Feedback?



Thank you!

Do you have any questions?

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