ONE TEAM

December 7, 2022

Sahar Ali-Jenkins – Law and Advocacy; Politics and Government
Gabrielle Thurm – Grassroots Activism and Organizing; Human Rights
The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women’s Leadership’s website at http://iwl.rutgers.edu.
GOAL STATEMENT & METHOD

One Team addresses inequality regarding media coverage female athletes at Rutgers University-New Brunswick receive. By conducting interviews with various Rutgers female athletes One Team increases consciousness regarding the mistreatment of female athletes at Rutgers University and at the collegiate level by distributing out information through a Newsletter.

Fig.1 - Rutgers Women's Volleyball team in a huddle
Rutgers University does not provide their female athletics the same opportunities as their male counterparts. This is largely attributed to a lack of media coverage, as well as several other reasons.
Media Coverage

A man's best friend...

Mmm, can I fit in?...

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total sports stories</th>
<th>Total women's sports stories</th>
<th>%</th>
<th>Total men's sports stories</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA Today</td>
<td>242</td>
<td>16</td>
<td>6.61%</td>
<td>227</td>
<td>93.80%</td>
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<tr>
<td>Los Angeles Times</td>
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<td>12</td>
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<td>412</td>
<td>97.17%</td>
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<tr>
<td>Dallas Morning News</td>
<td>611</td>
<td>22.5</td>
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<td>578.5</td>
<td>94.68%</td>
</tr>
<tr>
<td>Chicago Tribune</td>
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<td>5</td>
<td>2.14%</td>
<td>220</td>
<td>94.02%</td>
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<tr>
<td>Washington Post</td>
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<td>30.5</td>
<td>5.14%</td>
<td>562.5</td>
<td>94.86%</td>
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<tr>
<td>New York Times</td>
<td>149</td>
<td>19</td>
<td>12.75%</td>
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<td>87.25%</td>
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<tr>
<td>Totals</td>
<td>2253</td>
<td>105</td>
<td>4.66%</td>
<td>2130</td>
<td>94.54%</td>
</tr>
</tbody>
</table>

Other Inequities

Major differences in funding

Lack of coaching staff for women's sports

If you're quiet, and you don't speak out, you're never going to get anything accomplished.

— Carli Lloyd
Inspiration

Just Women's Sports
Togethxr
The Gist
Who was involved

**Interviewees**
Several female athletes at Rutgers University who agreed to speak with us

**SC&I Graduate Students**
Three graduate students who volunteered to assist in the interview process and media arrangements

**Christina Frolich**
Advisor and previous IWL scholar who aided advice and recommendations
Timeline

- **JAN 2022**: Conducting research and working on project proposal
- **APR 2022**: Finalizing and submitting proposal
- **OCT 2022**: Coordinate and carry out interviews
- **NOV 2022**: Collect emails and format newsletter
- **DEC 2022**: Send out One Team newsletter and conduct final presentation
## Process

<table>
<thead>
<tr>
<th>RESEARCH</th>
<th>PLAN</th>
<th>INTERVIEW</th>
<th>FINALIZE</th>
<th>LAUNCH</th>
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</thead>
<tbody>
<tr>
<td>Researching topics relating to women in sports, specifically at the college level.</td>
<td>Proposing One Team, and planning for the next year.</td>
<td>Interviewing several female athletes at Rutgers.</td>
<td>Putting together the newsletter and collecting emails of subscribers.</td>
<td>Sending out One Team to all subscribers.</td>
</tr>
</tbody>
</table>
Feminist Leadership

- Prioritizing women and their stories
- Dismantling biases surrounding women in athletics
- Guiding through Listening
All interviewees are current or former collegiate student – athletes, asked the same question regarding media, imagery and overall perception of Rutgers Athletics concerning female sports.
Interview Questions

- How do you feel regarding your team's media coverage or media attention?
- Do you think media coverage is lacking for female athletics on campus?
- Do you feel Rutgers does a good job creating attention around your sport?
- If not where do you feel they fall short?
- What do you wish people knew about your sport or female athletics on campus?
- What kind of steps do women athletes need to do to change for the better?
- What impact do you want women's athletics to be able to make?
Marketing

On-campus distribution: flyers & stickers

Are you interested in hearing the real experiences of women in sports?

Reach out to oneteam.iwl@gmail.com to learn more!
Impact & Evaluation

- Hope to educate the Rutgers community that these inequalities on a national level start here.

- To make a change on a large scale we need to be able to recognize the problem when it is in front of us.
Lessons Learned

🌟 Confidence
Confidence in ourselves and our ability to speak up for our wants in the project

🌟 Creating a safe space
Creating the space and relationships with interviewees to be vulnerable

🌟 Flexibility
Learning to work with scheduling conflicts regarding timeline and interviews.
One Team Newsletter

As women in sports, we are all part of “One Team”. This is a platform for sharing our stories as female athletes.

What is ONE TEAM?

One Team focuses on giving female athletes a space to voice their stories of the inequalities they face. This project aims to educate the greater community about how female athletes are mistreated by the media and how those doings affect their view of themselves as women in this field. We hope to bring awareness and to be an advocate, engaging in a much-needed conversation regarding change in the culture.

As women immersed in sports and the sports atmosphere, we have seen these disparities and have sensed the need for change. We know what it feels like to be overlooked and undermined while men’s sports are spotlighted in the sports arena. We have experienced these feelings of inequality firsthand and know there are more women out there just like us. With the creation of this project, our hope is more women will be willing and ready to tell their stories so that real change and hopefully begin to take form.

Please scan the QR Code above to sign up to receive the One Team Newsletter.
Thank you!

Thank you to our cohort for your advice and support.

Thank you to the SC&I Graduate Students for your aid and assistance.

Thank you to the IWL faculty and Professor Trigg for all you taught us.

Thank you to our advisor Christina Frolich for your guidance.

Thank you to everyone who has supported One Team.
Bibliography


