

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://iw1.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.

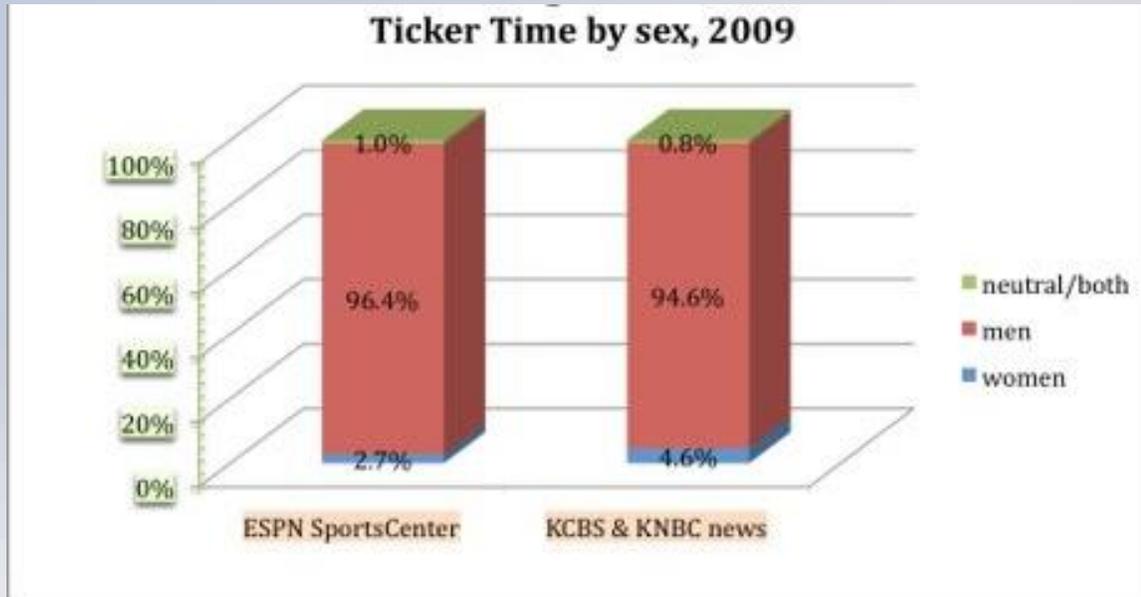
Fig.1 - Rutgers Women's Volleyball team in a huddle

✦ The problem –

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...



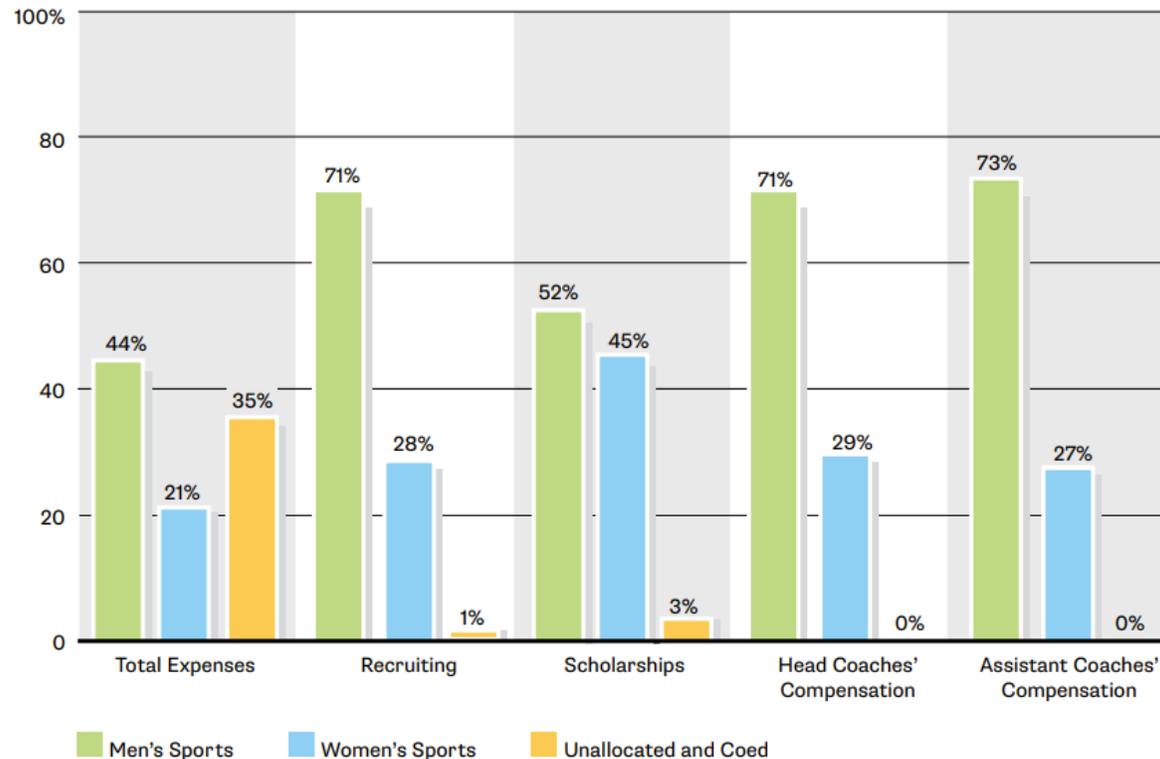
Mmm, can I fit in?...

| Newspaper | Total sports stories | Total women's sports stories | % | Total men's sports stories | % |
|---------------------|----------------------|------------------------------|--------------|----------------------------|---------------|
| USA Today | 242 | 16 | 6.61% | 227 | 93.80% |
| Los Angeles Times | 424 | 12 | 2.83% | 412 | 97.17% |
| Dallas Morning News | 611 | 22.5 | 3.68% | 578.5 | 94.68% |
| Chicago Tribune | 234 | 5 | 2.14% | 220 | 94.02% |
| Washington Post | 593 | 30.5 | 5.14% | 562.5 | 94.86% |
| New York Times | 149 | 19 | 12.75% | 130 | 87.25% |
| Totals | 2253 | 105 | 4.66% | 2130 | 94.54% |

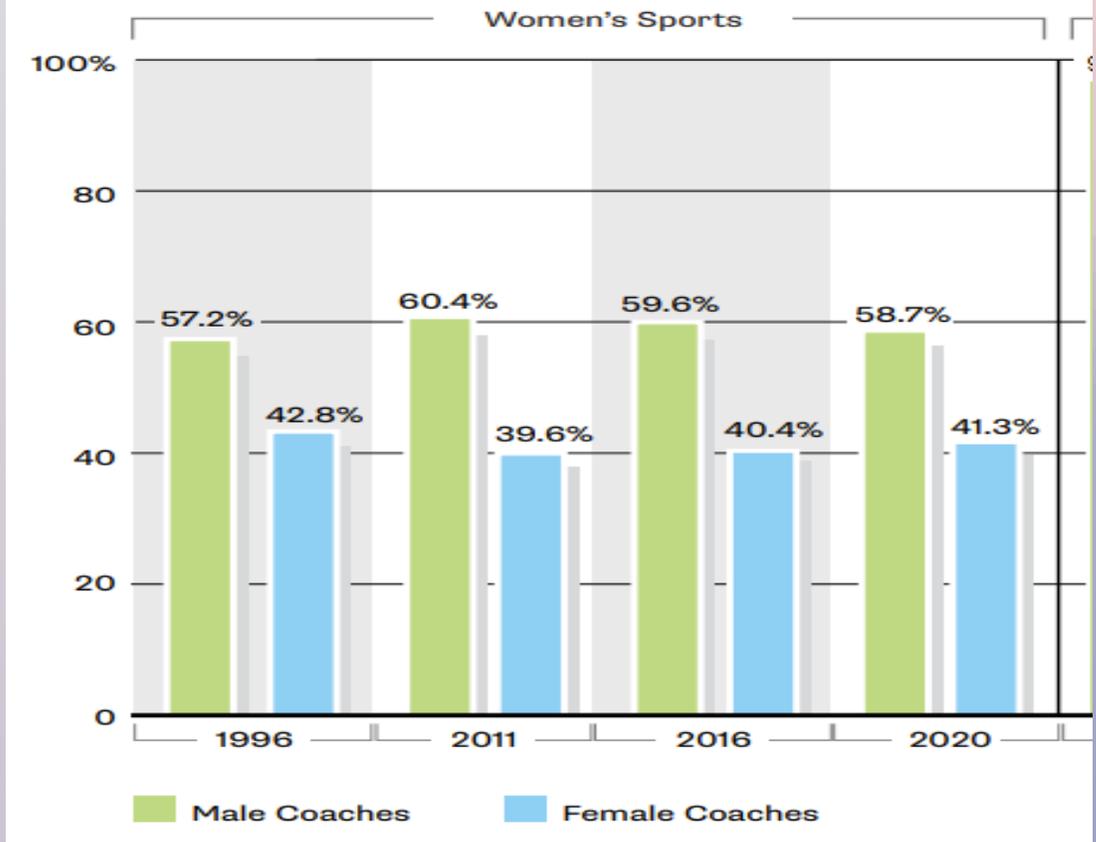
Other Inequities

Major differences in funding

Allocation of Resources: Division I



Lack of coaching staff for women's sports



Source: National Collegiate Athletic Association (NCAA). "The State of women in college sports. NCAA's Title IX at 50." https://s3.amazonaws.com/ncaaorg/inclusion/titleix/2022_State_of_Women_in_College_Sports_Report.pdf. June 2022. Web. 22 Nov. 2022

“

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



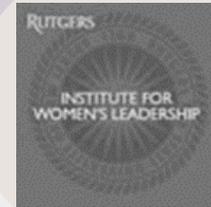
Interviewees

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



SC&I Graduate Students

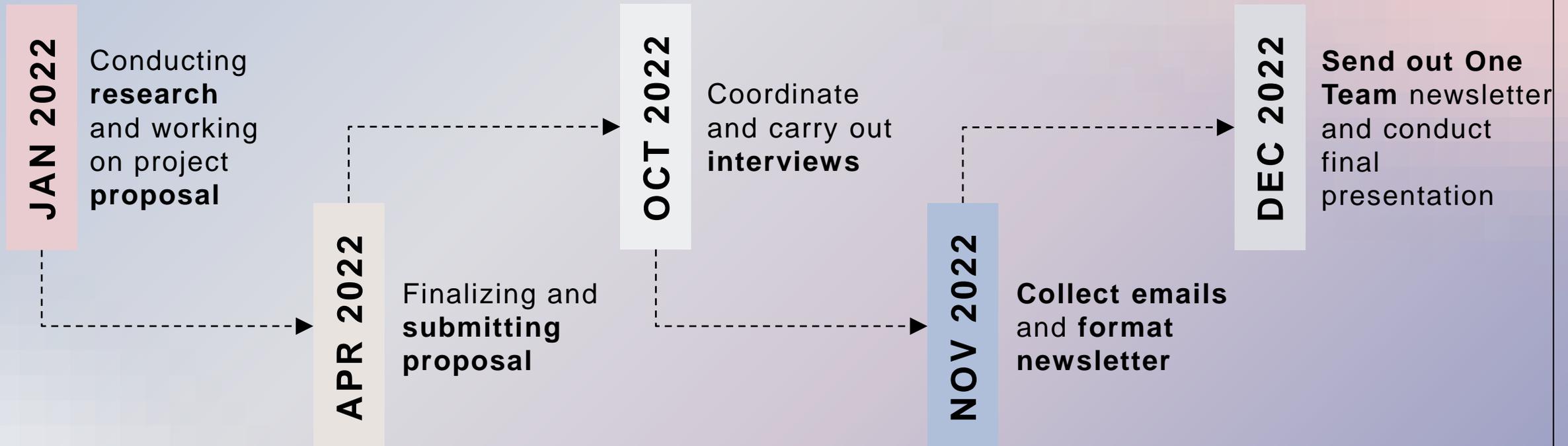
Three graduate students who volunteered to assist in the interview process and media arrangements



Christina Frolich

Advisor and previous IWL scholar who aided advice and recommendations

Timeline



Process

RESEARCH

Researching topics relating to women in sports, specifically at the college level.

PLAN

Proposing One Team, and planning for the next year.

INTERVIEW

Interviewing several female athletes at Rutgers.

FINALIZE

Putting together the newsletter and collecting emails of subscribers.

LAUNCH

Sending out One Team to all subscribers.

Feminist Leadership



Prioritizing women and their stories



Dismantling biases surrounding women in athletics



Guiding through Listening

Research Method, The Interviews



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



★ ONE TEAM ★



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

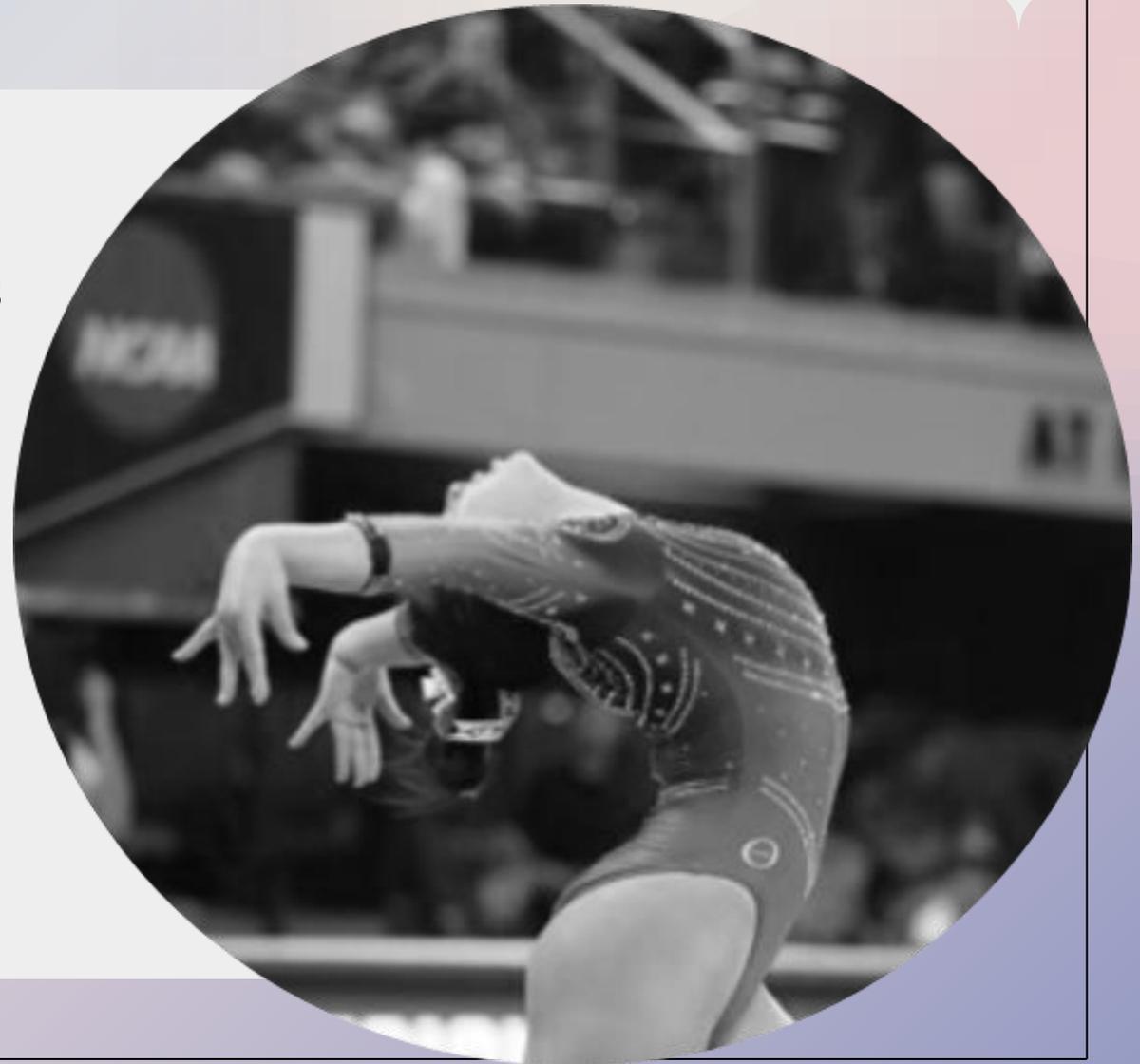


Fig.2- Rutgers Gymnastics at NCAA Nationals

Lessons Learned

✦ Confidence

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

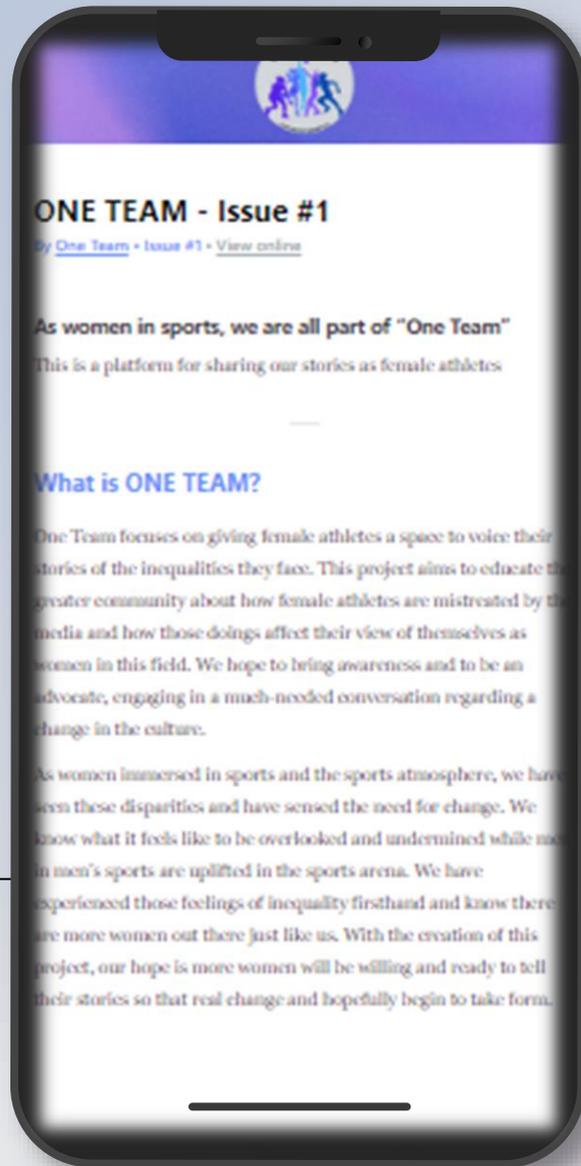
✦ Creating a safe space

Creating the space and relationships with interviewees to be vulnerable

✦ Flexibility

Learning to work with scheduling conflicts regarding timeline and interviews.

One Team Newsletter



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.

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