

# That's just the way it is?

## An Exploration of Gender Discrimination in Sport



<http://willtoperform.blogspot.com/2009/11/female-athletes-epidemic.html>



<http://www.guardian.co.uk/sport/blog/2009/aug/16/world-athletics-championships-records>

In this unit we have focused on the role of stereotypes and discrimination as a barrier to full participation in society. These same labels and prejudgments exist in sport as well.

Women should feel free to participate in any sport they choose to. We all understand however, that the reality of the situation is not as cut and dry as this. Certain barriers exist on the female side of sports that make things complicated for women to participate in the sport of their choice.

## RESEARCH



Research and gather information focused on women's participation in one sport on the list below. Develop a proposal to increase female participation and/or general media attention in your sport. Please submit any and all research notes you have compiled. Some sports will require you to focus on the aspect of participation, while others will need you to focus on media attention; essentially GROW ANY ONE OF THESE SPORTS FOR FEMALES:

<http://www.peaksurveys.com/>

**Hockey**  
**Lacrosse**  
**Soccer**

**Football**  
**Golf**  
**Ringette**

**Baseball**  
**Basketball**  
**Track and Field**

There will be room enough for 2 groups of 2 to research and present each sport. Other topics are to be approved by the teacher.

## PRESENT/PROPOSE



<http://gcsehistory.wikispaces.com/Presentations>

Create a presentation to showcase your official proposal aimed at growing the female side of your sport. Using the four tips to an effective presentation handout we covered in class, convey the information you found to the class. The class will vote on the proposal that will create the most positive media attention for the each sport.

Your official proposal needs to be 2-4 pages in length and must include:

- A professional picture of your team (you and your partner)
- An overview about your team and what your general mission is
- Identify problems with the current marketing plan (**Market Analysis**)
- List new strategies or improvements to the old plan (**Proposed Market Strategies**)
- Briefly explain who you're aiming to reach (**Target Market**)
- End your proposal with a summary of the main goal of your plan with this particular sport.