Changing the perception of female sports broadcasters as a phenomenon

AUTHOR: MISS REABETSWE MPETE
BA HONS SPORTS MANAGEMENT
BA SPORTS COMMUNICATIONS
Changing the perception of female sports broadcasters as a phenomenon

• Aim and Objective
• Introduction
• Current perception of broadcasters
• Are females accepted in this male-dominated profession
• Recommendations

Copy Right: Reabetswe Mpete
AIM

• AIM
  • To identify key factors that can assist in changing the perception of female sports broadcasters as a phenomenon

• OBJECTIVE
  • Highlighting the stereotypes that need to changed within the sports world
  • To move the discussion forward on changing the perception
INTRODUCTION

• Throughout the years, the narrative has always been that sport belongs predominantly in a man’s world. In recent years, this narrative has slowly changed and the role of women in the sports fraternity has grown.

• Women have not only begun dominating on the field but have also made strides in the broadcasting industry. In South Africa, this has been seen on radio and television and there has been an increase in the coverage of women’s sport; and the results and stories are being reported on by female broadcasters.
CURRENT PERCEPTION OF BROADCASTERS
CURRENT PERCEPTION OF BROADCASTERS

• “The only thing that really bugs me about television’s coverage is those damn women they have down on the sidelines who don’t know what the hell they’re talking about” (Gross n.pag).

• The credibility of female sports broadcasters has always come into question.

• Discrimination and an ‘invisible’ status within the Sports Departments that they work in.

• The working environment for women has been described as generally hostile due to the discrimination and continued harassment.
CURRENT PERCEPTION OF BROADCASTERS
ARE FEMALES ACCEPTED IN THIS MALE-DOMINATED PROFESSION

- Physical appearance
- She doesn’t belong
- Does she know her job

Initial introduction to female broadcaster

Co-hosts and Sideline broadcasters
- Females are accepted as co-hosts and sideline broadcasters first

Hosts and Analysts
- Positive support, after proving themselves after years, and receiving acceptance from views

Copy Right: Reabetswe Mpete
RECOMMENDATIONS

• Although there has been an increase in acceptance for female broadcasters, the constant struggle still remains

• A round table of female sports broadcasters to begin the discussion

• Further in depth studies into the South African Context
  • One – on – One interviews with Male broadcasted, Female broadcasters and Sports show producers
  • Profiles of female broadcasters should raised within mainstream media
  • Development of an institution in Africa like the Association for Women in Sports Media
Thank you