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# NEWS

## Tucker Center for Research on Girls & Women in Sport

FALL 2007

www.tuckercenter.org

### Fulbright Scholar to Conduct Groundbreaking Research at the Tucker Center



Dr. Sarah Leberman

The Tucker Center is pleased to announce the arrival of visiting scholar Dr. Sarah Leberman, who was awarded a Fulbright Senior Scholar Award to examine various issues related to women's sports. She is also the first Fulbright Scholar to carry out a research agenda at the School of Kinesiology. Dr. Leberman is a Senior Lecturer in Sport Management and Coaching in the Department of Management at Massey University in Palmerston North, New Zealand. We asked Dr. Leberman to tell us about herself, how she chose the Tucker Center as a place to conduct her important work, and to outline the research projects she will undertake during her tenure at the U of M.

I was drawn to the Tucker Center due to my interest in women in sport, and as it is the only centre in the world to focus exclusively on research on girls and women in sport, it seemed a natural fit! The fact that the Center is housed within the School of Kinesiology also attracted me, as it offers virtually the same suite of qualifications and offerings as Massey University. The aim of the

Fulbright programme is to encourage the exchange of ideas between New Zealand and the United States of America. Given that sport plays a prominent role in the culture and economy of both countries, sport provides an excellent platform from which to start positive dialogue.

My colleagues at the Tucker Center and I will be undertaking a focus on mothers and coaching, and in particular this question: What factors facilitate/inhibit mothers from coaching at the entry level? Internationally, there is a lack of female coaches, but much of the previous research has examined coaches at the elite or NCAA level. While Title IX has increased female sport participation at all levels in general, an indirect effect of Title IX appears to be the decline of female coaches. Little is known about the influence of mothers on child outcomes when a mother occupies a position of leadership in sports such as coaching. The anticipated outcomes of this research include understanding the factors involved, an exploration of entry-level coaching pathways for women, and development of programmes to encourage more mothers to get involved in coaching.

The second project I will be undertaking aims to replicate the Gender Equity in Sports organizational research conducted under the auspices of the New Zealand Olympic Committee's Women and Sport Group here in the United States. This project builds on previous Tucker Center research pertaining to the influence of gender

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### Letter from the Director



Dr. Nicole LaVoi

Fall greetings from the Tucker Center and welcome to the beginning of another academic year! In this newsletter you will find a slight departure from our previous "topically themed" newsletters of the last two years. We made this change because there are so many exciting things happening—not to mention so many new developments—in the Tucker Center that we wanted to use the entire newsletter to tell you about them. This is not to suggest that we don't have a central focus to our efforts on behalf of girls and women in sport. Indeed, the main thrust of this newsletter is "people-based," meaning we highlight a number of individuals who care deeply about how and why girls and women become fully engaged in sport and physical activity. As you will discover, the work and achievements of these individuals add new dimensions to the mission of the Tucker Center—making a real difference in the lives of sportswomen, their families, and communities.

In our feature story on page 1 you learn about the first-ever Fulbright Scholar to visit the Tucker Center—Dr. Sarah Leberman, who arrives at the U of M from Massey University in New Zealand. During her stay, Professor Leberman will study the gender breakdown of those who occupy powerful administrative positions within Olympic Sports, especially U.S. Olympic Sports. At the opposite end of the sports continuum, she will examine an area we know virtually nothing about—mothers who coach youth sports.

A second individual committed to the mission of the Tucker Center is doctoral student Jens Omli. In our *Guest Column* section on page 2, he writes about his experiences from his recent trip to Uganda and Kenya, and shares his insights and innovative research on East African girls' participation in youth soccer. Another dedicated member of the Tucker Team is Chelsey Rodd, a second year M.A. student in Sport Psychology, who is contributing to two Tucker Center research projects examining sport participation trends among underserved youth, particularly as those trends impact young girls. More details about Rodd and the research she is doing can be found in the *Staff Update* column on page 3.

Speaking of dedicated individuals who care about girls' and women's involvement in sport and physical activity, our Fall Distinguished Lecture will be delivered by Professor Maureen "Mo" Weiss, one of the nation's leading scholars in the area of developmental sport psychology. Her presentation, "Healthy Minds, Healthy Bodies: Barriers and Solutions to Girls' Physical Activity Participation," will address how getting girls to change their physical activity behavior provides the foundation for developing healthy minds and bodies. Professor Weiss recently joined the School of Kinesiology faculty so we decided to have the Distinguished Lecture Series come full circle, as she was the inaugural DLS speaker back in 1995!

I am certain you will agree that the individuals featured in this newsletter complement existing faculty expertise and areas of research, and are helping to expand the focus of the Tucker Center in new and exciting ways. And don't forget to stay up-to-date on all of our research, outreach, and programmatic efforts by visiting our Web site at [www.tuckercenter.org](http://www.tuckercenter.org).

—Dr. Nicole LaVoi, Associate Director

GIRLS MOST FREQUENTLY CITED THEIR MOTHERS AS A SOURCE OF INFORMATION ON HEALTHY LIVING, AND MOTHERS CLEARLY FUNCTION AS ROLE MODELS FOR THEIR DAUGHTERS.

—"THE NEW NORMAL: WHAT GIRLS SAY ABOUT HEALTHY LIVING," GIRL SCOUT RESEARCH INSTITUTE, 2006





## GUEST COLUMN: JENS OMLI

## One Researcher's View: East African Girls' Participation in Soccer



This past summer, I traveled to Uganda and Kenya to learn more about youth sport in East Africa. Through observations and interviews with secondary students, teachers, ministers of sport, and college professors, I found that the talents of many children—especially girls—are often thwarted by a lack of opportunities. I became particularly interested in learning why so few girls play soccer (though they call it football) in a country with such great love for the sport. I quickly discovered that it wasn't due to a lack of interest. Indeed, many of the girls asked when I was going to start a team for them to play on!

Most girls who are fortunate enough to go to school are exposed to a few sports—mostly netball and volleyball—during the school day, but very few are able to develop their talents in any sport, particularly soccer. Each evening in Uganda, boys will meet with their friends and play the sport barefoot on red dirt or green grass until their mothers and sisters have prepared the evening meal. Sometimes the boys play with proper soccer balls, but in the villages, they usually make their balls out of banana fibers. Due to traditional norms, girls who are old enough are expected to be helpful around the house and are left with little time to play sports.

In addition to their domestic responsibilities, there is tremendous pressure on girls to succeed academically. Education is seen as a way out of poverty—and rightly so. Therefore, due to a perception that sport can distract them from their schoolwork, sport is considered a luxury that parents cannot afford for

their daughters. Those girls who are allowed time to play may be more likely to sing and practice traditional dances with friends or choose a game like netball or volleyball, which are considered “girls’ sports.” Soccer, which involves more physical contact, is considered more appropriate for boys.

Several girls indicated their peers might be reluctant to compete due to a fear of being harmed physically. To put this fear in perspective it is important to note that in Uganda soccer involves more contact than would be expected in European or North American youth leagues. Fewer fouls are called because, given the field conditions (hard dirt and rocks), children in Uganda may be more reluctant to “take a dive” than children who regularly play on grass fields. The fear that girls in particular will be physically vulnerable results from the fact that when girls do play soccer they usually play with and against boys. And because girls are perceived to be less physically competent, the hands of boys are sometimes literally tied behind their backs for the sake of creating fair and equal playing conditions.

Clothing creates an additional barrier for girls who would like to participate. I spent time with a group of secondary school girls who had trained for weeks to compete in their first soccer game. Just before the contest, a group of villagers protested on the grounds that it would be inappropriate for their daughters to be seen in trousers. To wear shorts would have been worse, as shorts are associated with prostitution. Nevertheless, I did see some girls playing soccer in shorts, as well as the puzzled looks of those passing by. I also saw girls trying to play soccer in long skirts, which are physically restrictive.

In spite of all these cultural restrictions, there is hope. Paul

Musoga, the Minister of Sports at the Ekitangaala Secondary School north of Kampala, indicated it would be necessary to educate parents about the benefits of playing soccer for girls and to dispel the numerous myths about the so-called negative impact of strenuous physical activity on girls and women.

Overall, the Ugandans I interviewed seemed frustrated but optimistic. Ugandan society is changing and people have come to expect education for girls and accept non-traditional roles for women. I was told repeatedly that while very few girls currently play soccer, this



could change dramatically over the next decade. Girls are interested. Land is available. The cost of equipment is reasonable. Societal barriers are not insurmountable. As long as teams for girls are formed, girls will come to play. As long as leagues are organized, girls will come to compete. They'll come from the city and they'll come from the villages. And if they can play like the girls I saw, they'll be pretty good, and, most importantly, they will benefit from the positive development that can occur through participation in physical activity. 📌

*Jens OmlI is a doctoral candidate in Sport Psychology in the School of Kinesiology and a Research Assistant in the Tucker Center.*



Members of the Ekitangaala Secondary School Girls Soccer Team in Uganda

## Research Updates

- Associate Director **Nicole LaVoi** and Research Assistant **Chelsey Rodd** received a grant from the **Melpomene Institute for Women's Health** to conduct a research study that examines physical activity patterns among underserved girls. “Unequal Opportunities, Unequal Outcomes: Reducing Physical Inactivity in Populations of Ethnic Minority Girls” is a groundbreaking project that aims to forge new connections and create synergy among scholars at the Tucker Center and across the U of M, the **Melpomene Institute**, and community organizations in the Twin Cities metro area. Working together, groups of individuals will identify barriers that prevent and limit girls' participation in physical activity within their respective communities. For example, focus group interviews with East African girls ages 10-14 will be used to make policy recommendations to community members and organizations that can increase culturally relevant opportunities for physical activity, and increase awareness of such opportunities through culturally appropriate marketing strategies. The over-arching goal of the project is to reduce disparities in health and well-being outcomes for ethnic minority girls.
- Research Assistant **Erin Becker** and **Nicole LaVoi** are conducting pilot interviews with former female collegiate athletes who have children participating in youth sports. This pilot study will help shed light on the dynamic interplay of motivations and challenges mothers face when choosing to coach, or not to coach, their own children. Findings from the in-depth interviews will be presented at the Association of Applied Sport Psychology (AASP) Conference in Louisville, KY, this October. Visiting Fulbright Scholar **Sarah Leberman** and **LaVoi** will continue their collaborative research on cross-cultural issues related to mothers and pathways to coaching throughout the fall and winter.
- **Maureen Weiss**, along with **Jennifer Bhalla** and **Melissa Price**, will publish a chapter, “Developing Positive Self-Perceptions Through Youth Sport Participation” in the *Encyclopaedia of Sports Medicine, Vol. X: The Young Athlete*.
- Tucker Center faculty and affiliated scholars will have two articles published in a special issue of the *Women in Sport & Physical Activity Journal* that commemorates 35 years of women's sports and Title IX. **Nicole LaVoi**, **Erin Becker**, and **Heather Maxwell** have an article titled “Coaching Girls: A Content Analysis of Best-Selling Popular Press Coaching Books.” **LaVoi**, **Jo Ann Buysse**, **Maxwell**, and **Mary Jo Kane's** article is titled, “The Influence of Occupational Status and Sex of Decision Maker on Media Representations in Intercollegiate Sports.”
- **Heather Maxwell** and **Nicole LaVoi** presented their research “Competent Athletes or Family Portraits: Content Analysis of Images on NCAA Division I Softball and Baseball Sport Marketing Posters” at the North American Society for Sport Management (NASSM) Conference in Ft. Lauderdale, FL, last May.
- Affiliated Scholar **Stephen Ross**, **Heather Maxwell**, and doctoral student **Patrick Walsh** have two manuscripts in press. “The Influence of Gender on Sport Sponsorship Recognition” will be published in the *International Journal of Sport Management* and “The Impact of Team Identification on Ice Hockey Brand Associations” will appear in the *International Journal of Sport Management and Marketing* special issue on the management and marketing of ice hockey.
- This October, Affiliated Scholar **Diane Wiese-Bjornstal**, **Nicole LaVoi**, **Jens OmlI** and **Chelsey Rodd** will present a research symposium on “background anger” in youth sports at the AASP Conference in Louisville, KY. At the same conference, **Wiese-Bjornstal** will serve as a discussant for a symposium on the psychology of sport injury.

## UNIVERSITY OF MINNESOTA

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... "Fulbright Scholar" continued from page 1

and occupational status of decision makers relative to media portrayals of collegiate athletes. Here we are seeking to cross-culturally compare the New Zealand and U.S. gender equity findings, particularly those associated with the number of women in decision-making roles within sport and the perceived barriers for women to attain these important roles.

Now for a little bit about me. I have been involved in the sport and recreation industry within New Zealand for the past 19 years as an academic, practitioner, consultant, administrator, and participant. I am therefore able to provide an in-depth understanding of the role that sport plays within New Zealand society. My roles at Massey University have spanned both management and academia. I served as Manager of the Sport and Recreation Centre, and later accepted a full-time academic post in the Department of Management, where I teach undergraduate and postgraduate courses in addition to supervising Ph.D. students.

Recently, I was appointed Director of Sport at Massey University and was the programme leader of sport management and coaching from 1999-2006. I was

the lead editor on the 2006 text *Sport Management in Aotearoa/New Zealand*, the primary text for all tertiary institutions teaching sport management in New Zealand. Nationally, I am a member of the New Zealand Olympic Committee's Women and Sport Group and am an accredited Athlete Career Education Adviser with the New Zealand Academy of Sport, which reflects a high level of knowledge pertaining to the New Zealand high-performance sport environment.

I will be coming to Minnesota with my husband Brett and 5-year-old daughter, Phoebe. As a family we are looking forward to spending time living in a different culture and meeting new people. Personally, I am very excited about my time at the Tucker Center and the joint research we are going to do! I relish the opportunity to engage with new people, be challenged in my thinking, gain exposure to different ideas, and share my knowledge. 

Dr. Leberman arrives at the Tucker Center on October 1, 2007.

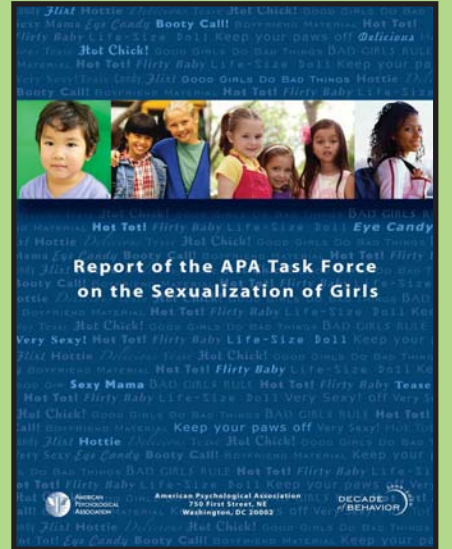
## DID YOU KNOW?

# Report Suggests Physical Activity May Counter Negative Effects of Sexualization of Girls

Last February, the American Psychological Association (APA) released a groundbreaking report on the sexualization of girls that recognizes the important role of physical activity in counteracting the many negative outcomes associated with the sexualization of girls. The high value placed on physical attractiveness can result in girls experiencing reduced cognitive functioning, low self-esteem, eating disorders, depression, diminished sexual health, and internalization of stereotypes. Because physical activity can be a powerful counterweight for negating the effects of sexualizing females, media portrayals of sportswomen become an important tool for teaching young girls to focus on—and honor—what their bodies can do versus what they can look like.

Unfortunately, research indicates that compared to males athletes, females are much more likely to be portrayed in ways that highlight their physical appearance instead of their athletic competence. The APA task force report provides a compelling summary of the many reasons why fighting for social change in terms of how female athletes are portrayed in the media is a most worthy endeavor.

Copies of the full report can be downloaded free of charge at [www.apa.org/pi/wpo/sexualization.html](http://www.apa.org/pi/wpo/sexualization.html).



## KUDOS & ANNOUNCEMENTS

### Scholarly Activities

- **Mary Jo Kane** was selected as one of America's 100 Most Influential Sports Educators by the *Institute for International Sport* at the University of Rhode Island.
- **Nicole LaVoi** talked to the Detroit Lakes Rotary Club about the Tucker Center and Minnesota Youth Sport Research Consortium [[www.mnysrc.org](http://www.mnysrc.org)] initiatives as part of the U of M's Alumni Association Statewide Speakers Tour which is designed to help citizens of Minnesota connect with the U of M.
- **Maureen Weiss** will present "Sport Psychology in the 21st Century" at the meeting of the *Academy of Kinesiology and Physical Education*, September 27-30, in Savannah, GA.
- **Diane Wiese-Bjornstal** will present "Pediatric Sport Psychology" to the *Northland American College of Sports Medicine* meeting in Brookings, SD, October 5, 2007.
- In January, **Kane** will give a keynote address, "Issues Related to Academic Performance of Division I Student-Athletes: A Case Study at the University of Minnesota" at the *NCAA Colloquium on Intercollegiate Sports* in Nashville, TN.

### Honors & Awards

- Affiliated Scholar **Rayla Allison** is on the Board of Directors of *Foundation IX* [[www.foundationix.org](http://www.foundationix.org)], a group whose mission is to eliminate cost

as an obstacle for girls to participate in sport and organized fitness.

- Affiliated Scholar **Jo Ann Buysse** received the *2007 Excellence in Academic Advising Award* from the College of Education and Human Development.
- Program Associate **Jonathan Sweet** received a College of Education and Human Development award for "Quality and Quantity of Job Outcome" for his work on a University-wide project that required an extensive commitment of time and energy over and above his regular job responsibilities.
- **Mary Jo Kane** received the *McNamara Campus Recognition Award* for her contributions as co-chair of the *Student-Athlete Academic Performance Task Force* appointed by the President's Office. **Kane** was also elected by her faculty peers to serve as Vice-Chair of the University Senate for 2007-08.
- **Maureen Weiss** received the *2007 American Alliance for Health, Physical Education, Recreation, & Dance Research Consortium Distinguished Service Award*.
- **Jens Omli**, doctoral candidate in Sport Psychology, was awarded the *2007 Eloise Jaeger Scholarship*. This scholarship ensures that the best Kinesiology students in the nation are able to



The Tucker Team at the Girls & Women Rock Title IX Conference: Heather Maxwell, Chelsey Rodd, Erin Becker, Dr. Nicole LaVoi, Katie Anderson, and Dr. Jo Ann Buysse

participate in significant education and research initiatives designed to improve the lives of girls and women, their families and communities. Omli used the award to examine patterns and barriers facing East African girls' participation in physical activity. See Omli's *Guest Column*, page 2.

- Congratulations! Members of the **Tucker Center Student Research Team** are in transition: Research Assistant **Heather Maxwell** is working full-time at General Mills as a Consumer Insights Associate, and **Katie Anderson**, **Anna Berowski**, and **Kim Resheske** earned B.A. degrees in Kinesiology and are currently working in the field.

## TUCKER CENTER STAFF UPDATE

### Chelsey Rodd

Chelsey Rodd joined the Tucker Center this past summer as a Research Assistant. A second-year M.A. student in Sport Psychology, she arrived at the U of M from St. Olaf College with a double major in Exercise Science and Psychology. Rodd's high-quality work and interest in—not to mention dedication to—improving the sport experience for girls make her a perfect fit for assisting with research in the Tucker Center. Her passion for "making a difference" was solidified when she attended the *Girls & Women Rock: Celebrating 35 Years of Sport and Title IX* conference last spring. "The

conference opened my eyes to how far we've come, but made me realize how much work is left to do. It also provided perspective on the importance and relevance of the work we do in the Tucker Center," Rodd explains.

In addition to her academic background, Rodd's experience as a Division III softball player and as a director of a sports camp have enabled her to help initiate new research projects. For example, under the guidance of her academic adviser, Associate Director Nicole LaVoi, Rodd is working on two related projects examining underserved youth involved in sport and physical activity. The first project, "Disparities in Youth Soccer: Unequal Opportunities, Unequal

Outcomes," is funded by a grant from President Bruininks' *Initiative on Children, Youth, and Families*. The second project, "Unequal Opportunities, Unequal Outcomes: Reducing Physical Inactivity in Populations of Ethnic Minority Girls," will begin this fall and is funded by a grant from the *Melpomene Institute for Women's Health*. Rodd and LaVoi hope to translate the findings from these two studies into policy recommendations that will help the Twin Cities metro area increase the number of physically active girls.

Rodd will graduate in the spring of 2008 with a master's degree in Sport Psychology and plans next to pursue her Ph.D. Her dedication and contributions to enhancing

the experiences of girls through sport and physical activity have made her a great addition to the Tucker Center staff!





## FALL 2007 DISTINGUISHED LECTURE

# “Healthy Minds, Healthy Bodies: Barriers and Solutions to Girls’ Physical Activity Participation”

Tuesday, October 16, 2007  
 Cowles Auditorium , 7:00-9:00pm  
 Hubert H. Humphrey Center  
 University of Minnesota  
 West Bank Campus

The Tucker Center presents, “Healthy Minds, Healthy Bodies: Barriers and Solutions to Girls’ Physical Activity Participation” as the fall Distinguished Lecture—featuring the return of internationally known scholar Maureen Weiss. In 1995, Professor Weiss (who is fondly referred to as “Mo”) delivered the inaugural Distinguished Lecture which set the bar high and provided



Professor Maureen Weiss

a solid foundation for the future success and rigor of the DLS. This fall she returns not only as our keynote speaker, but as a Professor in the School of Kinesiology where she will spearhead a new program in developmental sport psychology. Dr. Weiss previously held faculty appointments at the University of Oregon and the University of Virginia.

During her Distinguished Lecture, Weiss will examine girls’ physical activity participation from a developmental and

motivational perspective by identifying determinants of activity participation, barriers to that participation, and sources and mechanisms of physical activity behavior change that are essential to making a difference in developing healthy minds and bodies among girls and women. Girls are potentially afforded numerous health benefits of participating in regular physical activity, such as organized sport, leisure activities, physical education, motor development, dance, and active transport (e.g., walking, biking, rollerblading). Such benefits include reduced risk of cardiovascular disease, obesity, osteoporosis, and metabolic disease, as well as increased learning of life skills, self-esteem levels, cognitive development, quality of peer relationships, and value toward a physically active lifestyle.

Despite these many benefits, girls—and especially adolescent girls—are an at-risk group for achieving adequate physical activity levels which are critical to accrue the positive physical and psychosocial developmental outcomes derived from participation. The 2001 *Surgeon General’s Call to Action to Prevent and Decrease Overweight and Obesity* has shown that only 50% of individuals ages 12 to 21 years participate regularly in vigorous physical activity, physical inactivity is higher among females than males, and physical activity declines dramatically as one’s age or grade in school increases. Declines in

physical activity are especially steep for adolescent girls. Unfortunately,


at precisely the moment when adolescent girls have the most to gain physically, socially, and psychologically, they become significantly less physically active. Why does this conundrum exist?

No one is better positioned to examine this conundrum than is Professor Mo Weiss. Weiss has a long and distinguished career as a scholar, educator, and public advocate. She has published over 110 research articles and book chapters, and has co-edited four books on youth sport and physical activity. Weiss has served as President of three major professional organizations and is a Fellow of the American Academy of Kinesiology and Physical Education (AAKPE) and the Research Consortium of the American Association of Health, Physical Education, Recreation, and Dance (AAHPERD). Weiss has also been recognized for her contributions to the field with many professional awards, including the Honor Award from the National Association for Girls and Women in Sport (NAGWS) for exemplary service and leadership to the advancement of girls and women in sport.

In addition to her focus on gender-related issues, Professor Weiss’ research explores the psychological and social



development of children and adolescents through participation in sport and physical activity. She is particularly interested in issues related to self-perception (self-esteem, perceived competence), motivation, character development, and social relationships (parents, peers, coaches/teachers). Currently, she is conducting a longitudinal study of positive youth development through sport. This research examines the impact of The First Tee Life Skills education programs—sponsored by the PGA, LPGA, and USGA—on participants’ learning of interpersonal, self-management, goal setting, and resistance skills. Youth 10 to 18 years of age are followed over time to assess knowledge and transfer of life skills learned in the golf context to other domains such as school, home, and social situations. They are also assessed on developmental outcomes such as confidence, moral conduct, judgment, perseverance, and self-efficacy to regulate learning and resist peer pressure.

With such an impressive background, the Tucker Center is delighted to have Weiss share her considerable research expertise and insights on “Healthy Minds, Healthy Bodies.” Please join us on October 16 in welcoming back Mo Weiss! 

## RECAP FROM THE SPRING 2007 DISTINGUISHED LECTURE

## “Sex vs. Athletic Competence”

Last spring, a panel of experts with diverse professional and research-related backgrounds presented the Tucker Center’s Distinguished Lecture, “Sex vs. Athletic Competence: Exploring Competing Narratives in Marketing and Promoting Women’s Sports.” The panel included **Kristin Bernert**, VP of WNBA Team Development, **Regina Sullivan**, Senior Associate Athletic Director at the University of Minnesota, **Mary Jo Kane**, Director of the Tucker Center, and **Heather Maxwell**, Tucker Center doctoral student in Sport Management.

Bernert and Sullivan discussed marketing techniques currently used to promote women’s sports at the professional and collegiate levels. Bernert highlighted market research the WNBA has conducted to better understand their consumers and boost attendance rates. Sullivan followed by outlining how the U of M promotes and maintains athletic excellence in Gopher women’s athletics. Connecting current marketing techniques to 30 years of sport media scholarship, Professor Kane summarized trends of media representations of female athletes. She then explored the cultural assumptions behind a “sex sells” narrative that assumes the most

effective way to market women’s sports is to portray athletic females as sexy and feminine, rather than as highly accomplished athletes. Maxwell wrapped up the panel by sharing results of an innovative pilot study she and Kane are conducting in which they explore how media images of sportswomen impact attitudes toward women’s sports, especially as those attitudes may influence consumption patterns of fans. The panel’s diverse perspectives—and insightful comments—invoked many conversations long after the presentations ended!



Distinguished Lecture panelists Heather Maxwell, Mary Jo Kane, Regina Sullivan, and Kristin Bernert

