

**LEVEL THE PLAYING FIELD: A TOGETHR & SPORTSISH CAMPAIGN TO
CHAMPION WOMEN'S SPORTS AND ITS OVERALL PERCEPTION**

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Executive Summary

Women's sports are continually growing at an exponential rate, and many brands are trying to find ways to tap into the industry. While women's athletes are finally receiving visibility through nontraditional media, there are still opportunities to evolve how much women's athletes are reported on and the type of publicity they receive. Historically, many leaders and those reporting on behalf of sports media brands have been men, making it challenging for women athletes to receive equitable coverage that communicates authenticity and respect in their stories. We will be examining how TOGETHXR and Sportsish, two woman-owned sports media brands, are taking the initiative to revitalize the perceptions of women's athletes and prove that equal coverage and representation benefits all of us. This campaign report contains background information on women's sports, the barriers that continue to hinder the industry, and insights from women's sports fans aged 18-55, highlighting why internal and external factors impact women's sports, and what opportunities lie ahead for the industry. TOGETHXR and Sportsish are executing their marketing communications campaign, which highlights both brands as leaders in the sports industry and changes the overall trajectory of women's sports for future generations.

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Introduction

Women's sports are commanding cultural momentum and the attention of mainstream media. The NWSL, WNBA, and many professional leagues are taking the world by storm. Superstars like A'ja Wilson, Trinity Rodman, Jordan Chiles, and others are transcending the industry by being unapologetically themselves, and fans feel genuinely invested and connected to women's sports in a way people have not seen before. Yet, the current narratives are being framed by people and organizations who are continually marginalizing women's athletes and their stories, hindering the industry. In addition to minimizing women's sports, women's athletes receive significantly less media coverage than men's sports. Even with record-breaking viewership, attendance, and high fan engagement, inconsistent and biased coverage negatively impacts women's sports' reputation in the media.

This is not just a media problem, but a cultural problem too. Storytelling in women's sports matters because it impacts the industry and how society values women's athletes. Leveling the playing field is not just about fairness; it's about revolutionizing what women's sports look like for the next generation of young women and girls.

TOGETHXR and Sportsish are two woman-owned sports media brands established in 2021 with the mission to champion women's athletes by rewriting storytelling norms. The two brands have been chosen to develop this strategic campaign because they intentionally put women's voices, experiences, and perspectives at the forefront. By leveraging their combined sports expertise and digital platforms, this campaign will challenge media biases, amplify athlete-centered stories, and establish a new industry standard for equitable storytelling in women's sports. TOGETHXR and Sportsish position themselves as believers that when representation in women's sports is consistent and intentional, it benefits everyone. This strategic

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marketing communications campaign is coming at the perfect time to revolutionize the future of sports media.

Problem Statement

According to TOGETHXR, “In 2019, women made up 44% of all participants in sports, yet received only 4% of sports media coverage and less than 1% of total sports sponsorships.” In addition, a recent study (University of Southern California, 2023) found that 95% of total television coverage, especially on ESPN’s highlights show, SportsCenter, focused predominantly on men’s sports in 2019. Insights found in social media posts, online articles, newsletters, and other digestible content were similar. Leveraging these insights demonstrates that women’s sports are disproportionately covered despite cultural impact, athletic achievements, and consistent investment from fans and businesses. Systemic inequities impact representation in the C-suite, potential investments, and broadcast and editorial priorities.

In 2024, columnist Ben Bolch wrote an article during the NCAA Women’s Basketball March Madness about LSU vs UCLA. LSU, a predominantly black team, was referred to as “dirty debutantes” and “villains,” while UCLA was “America’s Sweethearts” (Harper, 2024). TOGETHXR posted multiple videos on TikTok and Instagram, amplifying the responses of LSU Head Coach Kim Mulkey and forward Angel Reese expressing their frustrations with the media to signal the brand stood behind LSU (TikTok - Make Your Day, n.d.). Sportsish did something similar by amplifying direct quotes from players Angel Reese and Flau'jae Johnson in press conferences, demonstrating how stereotyping impacts women in sports. This instance is unfortunately one of many examples of how miscommunications in storytelling can cause biases to create cultural ideals in real time, distorting the overall image of women’s sports.

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For TOGETHXR and Sportsish, this campaign is an opportunity to address how systemic bias can affect storytelling, communication practices, and the overall legitimacy of women's athletes. Both brands are adamant about countering mainstream media practices by building something that represents women in sports. Confronting these challenges positions TOGETHXR and Sportsish as storytelling leaders who will transform the women's sports landscape and set a new standard for what storytelling framework can and should look like. Together, they can produce initiatives and content that will seek to deconstruct misrepresentation, implicit and explicit bias, and misogyny, impacting how young girls consume sports media.

Situational Analysis

History and Origins

Women's sports are systemically excluded from traditional storytelling that can potentially generate visibility, credibility, and value. Men's sports have always dominated media coverage, promotion, and overall perception because men's athletes, perspectives, and audiences were the standard. Even if a woman athlete or team was covered, it was only a special episode or isolated story. Research by Messner & Cooky (2021) found that ESPN's SportsCenter devotion to women's sports dropped from 5.4% to 3.5%, similar to other studies. This distinction suggests that historically, the media have never intended to represent women's sports, let alone their stories properly. Women's sports need to be treated as a foundational piece of the industry rather than an exception.

Sports media has been dominated primarily by white, male stakeholders. A 2021 Sports Media Racial and Gender Report Card shows that over 80% of editors are men and 79.2% are white in the sports industry (Lapchick, 2021). This imbalance showcases why TOGETHXR and Sportsish choose whose stories are told and how, giving them an edge over other sports media

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brands. With both brands being built by women, it strengthens credibility, trust, and a unique commentary that brands with predominantly white men can not replicate. Without diverse voices in the industry, coverage will continue to be filtered through the perspective of one demographic. Male journalists, commentators, and editors have, unfortunately, undermined women's athletic abilities and achievements for decades and instead sexualize, stereotype, or degrade them. Stories strip women's sports of their excitement and attention.

The negative effects of tearing down women's sports do not just impact athletes but also people who work in the sports industry. When people continue to communicate negatively about women's sports, it doesn't just distort messaging and perception; it also affects broadcasting, sponsorships, salaries, and sustainability. Women's athletes have unfortunately been negatively affected by these narratives, having shorter professional careers, fewer resources, less support from leadership, and reputations that do not match who they are as athletes. TOGETHXR and Sportsish can pivot women's sports by creating new storytelling dynamics that are inclusive and representative of what the industry will look like for the up-and-coming generation.

The Rise of Women's Sports

Women's sports fans are signaling that they want more. More games. More content. More accessibility. Since both brands' inception, TOGETHXR has brought in 4 million social media followers across all platforms and over 200,000 newsletter subscribers; similarly, Sportsish has 331,000 followers across all social platforms, 174 million total views, 9.6 million engagements, and 80% growth this past year (TOGETHXR Makes Strategic Equity Investment in Sportsish to Expand Female-Forward Storytelling - Sports Video Group, 2026). These numbers aren't outliers; they are rapid, accelerating data points that illustrate how storytelling can evolve how women's sports are presented.

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When analyzing who is driving the growth of women's sports, it is particularly promising to see which groups are invested. The most promising target market is young women ages 18-35 who are socioeconomically diverse, passionate about women's sports, pop culture, and social issues, and are the primary consumers. This group consistently uses social media platforms TikTok and Instagram and is loyal to their favorite teams, players, and brands. These fans take joy in building communities online that reflect community and authenticity. This group loves to intersect sports and culture. To them, athletes are people, and the stories that resonate with them most are the ones that are true to who they are. Audiences want something that reflects the human experience that women bring into sports.

For TOGETHXR and Sportsish, this is what both brands define as their corporate social responsibility. On January 28, 2026, TOGETHXR and Sportsish announced a strategic partnership aiming to amplify diverse perspectives in women's sports and pop culture while remaining true to their fans by furthering storytelling and equitable news coverage for women's athletes (Togethxr, 2026). By launching this collaboration, both brands are providing the new generation with sports media that they can consume and connect with. Fans want more than statistics and surface-level reporting; they want to see content that dives into athletes' life stories and what they stand for with the same intentionality and seriousness that men receive in sports journalism. Fans see that these women aren't just elite athletes; they are also influencers, social activists who advocate for what they believe in, and business leaders. As brands witness the diversity among women's athletes, they will grasp the legitimacy and emerging opportunities in women's sports. TOGETHXR and Sportsish are trailblazing a new standard going forward because they are built for it.

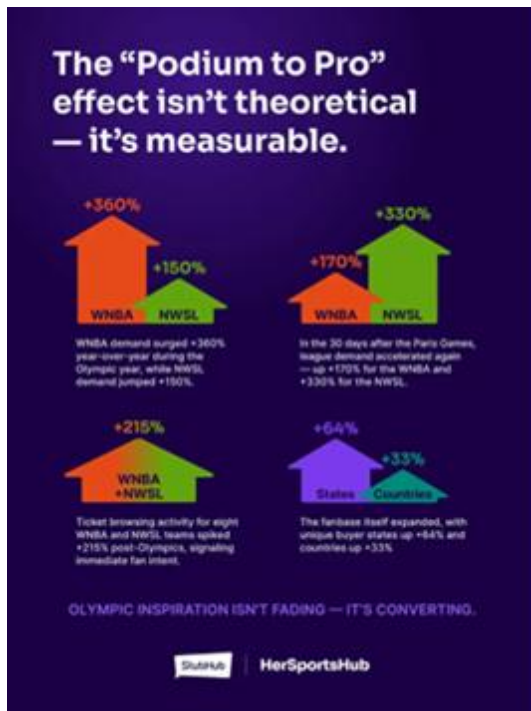
Impacts of Viewership

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Women's sports are starting to gain traction at an exciting time. This diverse fanbase of women's sports fans is growing viewership and attendance at an eye-opening rate. Organizations like the WNBA, NWSL, NCAA, and others are seeing record attendance and audience growth. Statistics are illustrating a common theme that the industry and brands cannot ignore. According to Nielsen, 46 billion minutes of women's sports were consumed in 2025 (Nielsen, 2026). This further signals that fans want women's sports content to be accessible so they can connect with their favorite teams and athletes. Consumption is crucial to a growing market and to meet the needs of fans; storytelling plays a huge role in moving women's sports forward. Additionally, StubHub has launched HerSportsHub to help women's sports fans continue to support their favorite teams (HerSportsHub Is Here, 2026). Before StubHub launched this new resource, the brand found some notable statistics:

- WNBA surged +360% year-over-year during 2024, while NWSL jumped +150% (HerSportsHub Is Here, 2026).
- 30 days after the Paris Olympics, the WNBA increased by +170% and +330% for the NWSL (HerSportsHub Is Here, 2026).
- Ticket activity for eight WNBA and NWSL teams spiked +215% post-Olympics (HerSportsHub Is Here, 2026).
- The women's sports fanbase is expanding, with unique buyer states up +64% and countries up +33% (HerSportsHub Is Here, 2026).

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(HerSportsHub Is Here, 2026)

HerSportsHub's findings confirm that fans are committed to attending games in person, generating brand loyalty and profitability. With ticket activity for the WNBA and NWSL exploding by 215%, this signals a large group of engaged fans who want more storytelling content and access; however, the media is continuing to underserve fans. For TOGETHXR and Sportsish, this is a unique opportunity to create storytelling longevity in how women's sports are covered, consumed, and valued. By establishing themselves as a hub for up-and-coming women's sports audiences, they can claim what the new era of women's sports will look like to close the gender gap and increase profitability.

Consumer Analysis

Primary Audience

While Sportsish and TOGETHXR do not have official consumer reports or statistics available to the public, leaders from both brands have commented about their primary audiences in multiple articles. The intersection of both brands' audiences that makes up the primary

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audience is predominantly women aged 18-35 years old who dominate platforms like Instagram, TikTok, and Snapchat (Long, 2021). This target audience is chronically online and admires emotional intelligence and vulnerability in the stories they consume (Messina, n.d.). Part of this primary audience includes men, women under 18, and over 35. The primary audience primarily lives in North America and is racially, occupationally, and socioeconomically diverse. This primary audience also includes fans who are part of the LGBTQ+ community and those who are socially conscious and community-oriented. This group is motivated to help further the legacy of women's sports by supporting their favorite teams and players while enjoying something they are passionate about.

In addition to consumers' demographics and behavioral patterns, many fans leverage their purchasing power and make most financial decisions. The Collective at Wasserman further dives into how women will control 75% of global discretionary spending and 85% of household purchasing decisions by 2030 (The Collective, n.d., p. 3). Women's sports fans use brands' stances on social issues and how they treat players and teams to gauge credibility and which brands to support. 91% of women sports fans believe it's important for brands to support social issues (The Collective, n.d., p. 6).

For example, in November 2025, TOGETHXR launched an initiative called TOGETHXR For Good as a nationwide response to families all across the country losing access to SNAP Benefits, essential food, and care (Togethxr, n.d.-b). TOGETHXR decided to partner with women's sports bars across the country as drop-off hubs for food bank donations, and people pledging time or money to make a difference. This national campaign received a lot of positive feedback because TOGETHXR was one of the few brands to step up during that time. Women's sports brands have always been proactive in integrating corporate social responsibility

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into their brand identity. These insights are crucial because women's sports fans want to support brands that lead with integrity.



(Togethxr, n.d.-b)

Secondary Audience

The secondary audience is those who work in the sports industry: reporters, commentators, journalists, editors, and creators. The typical demographics for sports professionals are that they are primarily male (80%), white (67%), an average age of 42 years old, and have at least a bachelor's degree (81%) (Get The Job You Really Want - Zippia, n.d.). On the contrary, women's sports professionals make up 20% of the industry, with an average of 12.6% being Latino, 9.7% Asian, and 6.4% Black (Get The Job You Really Want - Zippia, n.d.). These insights are essential to why reporting in the sports industry has been one-dimensional and lacks diverse representation. These statistics indicate that it is essential for people of color and women to have leadership roles in sports to expose fans to diverse narratives and perspectives.

Social media has played an immense role in how sports are communicated. Over the last couple of years, there has been an influx of social media influencers and content creators who are

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transforming how people view the sports industry. Many of these influencers and creators are current or retired athletes, professionals with degrees in sports management or broadcast journalism, or those who uniquely contribute to the sports industry. According to USC's *Owning the Narrative Study*, athlete-owned media is dominated by current or retired men's athletes (*First-of-its-kind Study Reveals Rise of Athlete-owned Media*, n.d.). However, many women's sports content creators are beginning to change the landscape, like Mariah Rose, Aliya Kisivo, Aliyah Funschelle, and more.

Aliya Kisivo is a content creator and podcaster who graduated from the University of Kansas with a degree in journalism and has created her own sports accounts on TikTok and Instagram discussing women's sports. Furthermore, Mariah Rose is a content creator who received her degree in journalism from the University of Georgia and created her social media brand "Hoops for Hotties", a way for her to create sports content for women and those in the LGBTQIA+ community (Greene, 2025). Since creating Hoops for Hotties, Rose has created a community of 166,000 on Instagram, 20,000 on TikTok, and almost 800,000 followers on her personal TikTok account. Similarly, Aliyah Funschelle is a Wichita State and Columbia alumna who is a sports reporter, content creator with her sports account Sports with Aliyah, and a podcast host with iHeart Women's Sports. Creators like Aliya, Mariah, and Aliyah are crucial to the growth of women's sports because their personal brands give them credibility for brand partnerships, social media presence can drive reach and financial value, and inspire the next generation to create women's sports content. TOGETHXR and Sportsish have the opportunity to leverage influencers to demonstrate how authentic communication in women's sports can impact the industry's overall sentiment. TOGETHXR and Sportsish's deep understanding of their

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primary and secondary audiences allows them to construct narratives and communications that resonate with fans and sports professionals.

Competitive Analysis

TOGETHXR and Sportsish have competitors who also put women's sports storytelling and coverage at the forefront through social media & email newsletters. Two of the most well-known competitors are The GIST and Just Women's Sports. The GIST is most similar to Sportsish because its mission is to promote equal coverage through digestible content. The GIST was launched in 2019 by Jacie deHoop, Ellen Hyslop, and Roslyn McLarty to challenge the norm that fewer than 20% of journalists are women and that less than 5% of coverage focuses on female athletes and non-binary folks (The GIST, n.d.). In addition to The GIST's mission, the brand has a newsletter with 1 million subscribers, an average open rate of 45%, 528,000 followers across all social platforms, and a podcast with 450 total episodes and 300,000 annual downloads (The GIST, n.d.). The GIST has been featured in Forbes, Marketing Brew, Business Insider, and Axios. An area of opportunity Sportsish should consider leveraging is its Instagram channel and naming it the "Bestie Groupchat," where the Sportsish social team can promote Substack articles, share short-form video content, communicate with followers, and send a weekly recap of news followers missed during the week. This would allow the Sportsish community a way to come together and catch up about sports and pop culture in an inclusive and accessible way.

On the contrary, Just Women's Sports (JWS) and TOGETHXR are similar in being major amplifiers of the women's sports boom. In 2020, Just Women's Sports founder Haley Rosen, who played soccer at Stanford University and abroad, saw a similar issue to the leaders at TOGETHXR: 5 percent of sports coverage is dedicated to women's sports; a percentage that has

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remained fixed (Robinson, 2020). So, she decided to launch Just Women’s Sports to produce impactful content that combines her passion and excitement for women’s sports (Just Women’s Sports, 2026). Since launching in 2020, the brand has a 4.5 million owned reach, 110 million monthly reach, 2 billion yearly impressions, and 113 million monthly video views (Just Women’s Sports, 2026). JWS can generate such high metrics through video content, social media, newsletter, podcasts, and so much more. An area of opportunity TOGETHXR should consider is, in addition to championship games, TOGETHXR can have more frequent on-site activations in major women’s sports cities like NYC, Los Angeles, Philadelphia, and others. Bringing the inner circle together creates community and further grows women’s sports.

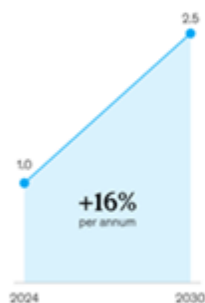
Market Analysis

The women’s sports industry includes a variety of sports encompassing basketball, soccer, volleyball, gymnastics, tennis, softball, and more. McKinsey & Company conducted extensive research about the future of women’s sports and closing the monetization gap. By 2030, the United States women’s sports market is projected to generate at least \$2.5 billion, a 250% increase from the \$1 billion generated in 2024 (Vonwiller et al., 2025).

Exhibit 1

The US women's sports market is primed for strong growth.

Total women's sports revenue, US, \$ billion



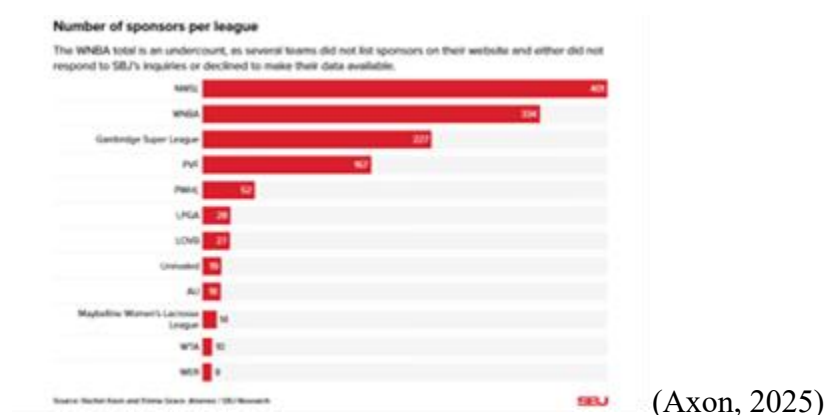
Rights holders only, comprising 4 core streams: brand sponsorship, ticketing to live sporting events, broadcast media rights, and merchandise sales.
Source: Ampere Analysis, GlobalData, DBP&I

McKinsey & Company

(Vonwiller et al., 2025)

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Sponsorships are transforming how women's sports are accelerating the industry's growth. The World Economic Forum reports that women's sport sponsorship is growing 50% faster than men's major leagues, and 86% of sponsors in a recent survey said their investment in women's sports met or exceeded expectations (Women's Sports Growth Is a Win for Investors, Brands and the Planet, 2026). The National Women's Soccer League (NWSL) currently leads all women's sports leagues with 401 sponsorships, and the WNBA is a strong second with 334 (Axon, 2025).

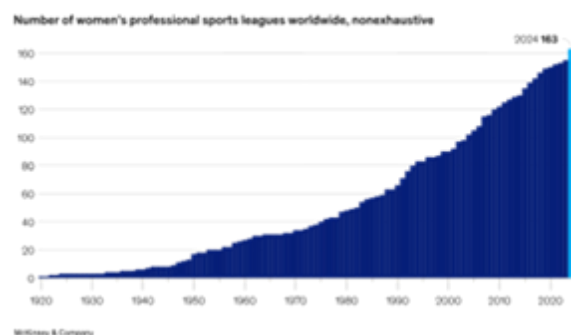


Additionally, the new 3v3 women's basketball league, Unrivaled Basketball, which played its first inaugural season in January 2025, has also revolutionized how women's sports approach sponsorships. Some of those sponsorships include Sephora, Samsung, Under Armour, Ally Financial, Wayfair, and many more (Meyers, 2025). Brands want women's athletes who not only align with their values and mission but also further positively impact their partnership with one another, and by doing so, sponsorships give players the compensation they deserve domestically instead of having to go overseas and get paid what they deserve. Brands sponsoring women's sport are benefiting from attracting new, diverse audiences and increasing return on investment (ROI).

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Second, expansion teams are also helping stabilize the market's growth. The WNBA has multiple expansion teams in the works, with the Toronto Tempo and the Portland Fire debuting this year, and new teams will follow in Cleveland in 2028, Detroit in 2029, and Philadelphia in 2030 (Vonwiller et al., 2025). In addition, the NWSL is adding expansion teams across the country, and new leagues like Major League Volleyball (MLV) and League One Volleyball (LOVB) are growing professional volleyball at a high pace. With many professional leagues expanding, players have more opportunities to play on teams, the demand for media coverage will continue to rise, and there will be more job opportunities for women leaders in sports.

The number of women's professional sports leagues has grown, reaching more than 160 worldwide.



(Vonwiller et al., 2025)

Furthermore, modern media has played a huge part in the growth of women's sports. Modern media has given players the creative autonomy to build their personal brand, control their own narratives, and directly engage with the people who support them. A study done by USC's School of Communication and Journalism highlights how podcasts have been a major driver of women's sports, showcasing athletes in their sports and personal lives. The study specifically states that the average episode is 65% sports and 35% personal life, and that women's issues are addressed 4.5 times higher than in men's shows (How Women Athletes Are Reclaiming and Reshaping the Sports Media, n.d.). In addition to podcasts, social media has also given women's sports a new level of visibility and legitimacy. Platforms like TikTok and

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Instagram allow athletes to curate their personal brand how they see fit. While social media has given women athletes unlimited visibility and opportunity, it can come with harassment, stereotyping, and body shaming, which can hinder women's sports. 78% of female athletes are self-conscious about their body image (How Social Media Has Changed the Game for Female Athletes, n.d.). While this has been a constant challenge for many women's athletes, this new generation is looking to change that narrative.

For example, Olympian and Professional Rugby player Ilona Maher went viral during the 2024 Olympics because of her talent and physical appearance. Ilona received many comments about her physique, and she took the opportunity to get vulnerable with her new fanbase and make her video about body positivity. She created #beastbeautybrains on TikTok and Instagram, demonstrating to other women that they are smart, beautiful, and strong (How Social Media Has Changed the Game for Female Athletes, n.d.). Not only did her initiative resonate with many women, but now Maher has 5.4 million followers on Instagram, 4 million on TikTok, and a podcast with her sisters called House of Maher. Counteracting negative comments and holding people accountable for disrespecting these women is crucial for women's sports, especially as the landscape continues to evolve.

Furthermore, another major factor that could hinder women's sports is pay. Women's athletes are familiar with the fact that their male counterparts get paid significantly more than they do, even if they are more talented and successful. According to the Roxbury Review, professional male athletes can make anywhere from 15% to nearly 100% more than female athletes (Oliveira, n.d.). This is why many athletes across different sports are advocating for the salaries they deserve, especially since the numbers show viewership and growth are skyrocketing. For example, Trinity Rodman, a professional soccer player, went through a

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contract negotiation with the Washington Spirit (Kassouf, 2026). Because the Spirit's salary cap was \$3.5 million in 2025 and expected to be \$3.7 in 2026 after revenue share, Rodman considered playing overseas to earn more money. However, Washington Spirit and Rodman reached a creative agreement in late November to backload a four-year contract that annualized to over \$1 million per year; however, commissioner Jessica Berman rejected the deal (Kassouf, 2026). So, the National Women's Soccer League Players' Association (NWSLPA) filed a complaint on Rodman's behalf. In December 2025, the NWSL's board of governors created the High Impact Player rule, allowing teams to spend up to \$1 million over the salary cap on star players who meet certain criteria, and Rodman benefited (Kassouf, 2026). This resulted in Rodman receiving a 3-year contract for over \$2 million per year, including her bonuses. This was a monumental moment in women's sports because she became the highest-paid player in NWSL history. For TOGETHXR and Sportsish, these systematic challenges are not just observations; they are gaps that both brands were created for and are eager to address. The storytelling, advocacy, and community building of both brands begin to systemically shift these challenges by giving women's athletes a platform that validates who they are, and the industry needs to do the same.

TOGETHXR SWOT Analysis

| | |
|-----------------------------|------------------------------|
| Strengths (internal) | Weaknesses (internal) |
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| <ul style="list-style-type: none"> ● The brand is still new at 5 years old, which has helped TOGETHXR build an authentic brand story and connect with consumers faster and in real time. ● The brand was founded by 4 well-known professional and Olympic athletes, which creates credibility that traditional media can't recreate. This not only strengthens audience trust but also enhances brand authenticity and positioning as a leader in women's sports. ● Partnerships with multiple brands like Aflac and TJ Maxx help expand the brand's reach and credibility, instantly giving access to a new audience. ● "Everyone Watches Women's Sports" merchandise is not only a tag line but has a cultural impact and is starting a movement in women's sports. ● An authentic and innovative content strategy fosters connection and community among those in the inner circle. ● Rapid growth on social media allows for greater visibility and content, reaching diverse types of people. | <ul style="list-style-type: none"> ● Relies heavily on founders Chloe Kim, Alex Morgan, Simone Manuel, and Sue Bird for branding. If any of the founders had a reputation crisis, it could affect the entire brand. ● Being heavily dependent on strategic partnerships and content for revenue. ● Production cost to create "Everyone Watches Women's Sports" merchandise in addition to t-shirts. ● Over-saturation of social media and long-form video content can overwhelm or disengage the audience. ● Constant change in organizational structure due to executing company goals and trying to be flexible with new industry trends. ● Financial Vulnerability can decrease the company's budget to produce content and weaken brand perception. ● Having a very lean team can impact the heavy workload and could lead to burnout. |
| <p>Opportunities (External)</p> | <p>Threats (external)</p> |
| <ul style="list-style-type: none"> ● The women's sports marketplace is rapidly growing with more partnerships, brands, and investments emerging in the industry. ● Additional partnerships with other brands like Sportsish, OffBall, and others to help leverage women's sports storytelling. ● Diversifying the different types of storytelling, like having their own streaming service to broadcast games, more athlete-driven podcasts, and showcasing more user-generated content from fans, will reinforce TOGETHXR's growth and how the brand is one of the most transformative brands in women's sports. ● "Everyone Watches Women's Sports" | <ul style="list-style-type: none"> ● Keeping up with social trends on social media and tying it into the brand's identity. It could take away from the core mission of TOGETHXR. ● Emerging competitors like Just Women's Sports, which only curate women's sports content and do it at such an efficient and robust level. ● If TOGETHXR does not continue to differentiate itself, it can lose its unique edge, resulting in declining sales. ● Economic factors can impact TOGETHXR because they rely on sponsorships and video content. An economic recession would reduce the |

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| merchandise is expanding through partnering with other brands and being on other products besides t-shirts. | brand's media production budget, sponsorships, and impact other marketing expenses, threatening one of the main pillars of TOGETHXR's brand. |
|---|--|

Sportsish SWOT Analysis

| Strengths (internal) | Weaknesses (internal) |
|--|--|
| <ul style="list-style-type: none"> ● Sportsish's unique Brand positioning, "Not your boyfriend's sports news," is a memorable tagline that reminds you this brand is for women's sports fans. ● The brand is 5 years old, illustrating that Sportsish continues to target its niche audience of women's sports fans. ● High engagement across Instagram, TikTok, and Substack is showcasing how Sportsish diversifies how followers can consume content. ● Has a strategic partnership with TOGETHXR, which demonstrates dual credibility and visibility to one another's audiences. ● CEO Lily Shimbashi & Sportsish bring a relatable approach that resonates with young women who love sports. Shimbashi is also a speaker and content creator for the Sports Business Journal and ESPN. ● The brand has a distinct brand design with the light pink background, making it recognizable to anyone and putting a feminine twist on the branding. ● Diversity in sports content by blending sports coverage with pop culture to tell unique stories. | <ul style="list-style-type: none"> ● The brand is heavily tied to CEO Lily Shimbashi, making the brand's reputation dependent on her. ● A very small and lean team that is less than 10 people can lead to an intense workload. ● Sportsish, being heavily dependent on social media platforms, can create significant risk if it performs well to generate revenue. Because social media performance can be volatile, the brand needs other sustainable ways to drive revenue, whether it's an official newsletter or press coverage. ● Because the brand is still building financial capital for future production endeavors, it will still take time and resources in order to expand audience reach. |
| Opportunities (External) | Threats (external) |
| <ul style="list-style-type: none"> ● Major sports brands like ESPN, Bleacher Report, and many more are venturing into women's sports. This | <ul style="list-style-type: none"> ● There are emerging competitors like The GIST that also promote equitable coverage to both men's and women's |

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| | |
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| <p>helps Sportsish create more strategic partnerships.</p> <ul style="list-style-type: none"> ● Curating long-form storytelling content for younger women, like a podcast, blogs, and user-generated content, to put on YouTube. ● Leveraging content from Substack and putting it into a newsletter. ● Partnerships with content creators and influencers on social media, like Mariah Rose, Aliyah Funschelle, and other influencers with sports journalism or broadcast backgrounds, to collaborate on content. ● Expanding revenue streams like creating merchandise and partnering with other brands for brand activations in places like NYC, LA, etc. | <p>sports.</p> <ul style="list-style-type: none"> ● There is a high platform risk due to the brand heavily relying on social media to generate revenue. If the algorithm changes or there is a decline in reach or monetization, that results in visibility and reach being vulnerable. ● An economic downturn can impact media production and budget for long-form storytelling. ● Because marketplace trends are always changing, if Sportsish does not continue to evolve the brand and build its reputation, other brands can quickly poach its audience. |
|--|--|

Primary Research Objectives

The primary research will examine how media coverage and social media influence fans' and stakeholders' perceptions of women's sports. These questions will ask participants how they feel about the coverage of women's sports, whether they noticed that women's sports are reported differently from men's, and what they think of the current state of the industry. This survey also considers the impact of social media. This survey probes participants about which social media platforms they use and how social media has influenced women's sports over the past couple of years. While TOGETHXR and Sportsish were not explicitly mentioned in the survey, participants will receive questions that ladder up to both brands.

Methodology

I independently designed, distributed, and analyzed a 21-question Microsoft Forms survey to examine how women's sports fans perceive women's sports media coverage, women

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athletes, and the state of the industry. I initiated the development of questions, distribution of the survey, collection of data, and analysis of qualitative and quantitative findings. The survey was divided into 3 sections: demographics, perceptions of women's sports media coverage, and the impact of social media on the industry. The survey was distributed via text message and on social media platforms LinkedIn and Instagram. There was a screener question in the beginning asking if the participant watches women's sports. Participants who answered yes could continue the survey, while those who answered no were automatically taken to the end. The survey was distributed to fans and stakeholders to understand consumers' and the brands' perspectives.

Because of the limited time to gather such a large sample, 45 people participated in the survey. The 21 questions measure how women's sports fans view media coverage and how bias and social media continue to impact the industry. The instrument was not previously validated and was not created specifically for this study. This results in the data being interpreted as experimental rather than generalizable, giving qualitative depth rather than concrete conclusions. Additionally, safety measures were taken to anonymize participant information by obtaining consent to use their consumer insights for this survey. The ideal demographic sample is women aged 18-35 because they are the primary consumers of women's sports. Because 52% of participants were outside of the ideal age range, these findings should be considered introductory rather than representative of the primary audience. These results not only give insights into how older women's sports fans perceive the market, but also highlight overarching themes. Future research would need to involve a much larger and more specific population to form valid conclusions and statistical confirmation.

In addition to addressing the sample size, 5 males participated in the survey. Male respondents (n=5) were excluded from the initial analysis because the research questions were

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specifically tailored to examine how women perceive challenges in women's sports. Including male respondents would not allow us to see the gender barrier currently hindering the industry. Prior research has disproportionately accounted for women and how they are impacted. Keeping male responses would skew the results and change broader themes and findings. Removing the men from this survey would lower the total to 40. Responses were recorded over a week, and no identifiable information was collected. Data collection also relied on self-reporting measures, meaning that all findings will reflect participants' perceptions rather than behaviors and outcomes.

Findings

45 women and men aged 18 to 55 years old participated in this survey. The only requirement for this survey is to watch women's sports. Because men are being eliminated from the findings, there are 40 total participants. Figure 1 displays the demographic profile of participants. The majority of respondents are between the ages of 25 and 34 (48%), while 34-44 (18%), 18-24 (15%), 45-45 (13%), and 55+ (8%) make up the other portions of the sample. 25–34-year-olds, the target audience for this campaign, reflect the largest percentage on the graph. When you combine the other age ranges, they account for 52% of participants, showcasing how engagement varies among age groups. This imbalance is important to consider going forward when examining insights and future limitations.

Figure 1

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What is your age range?

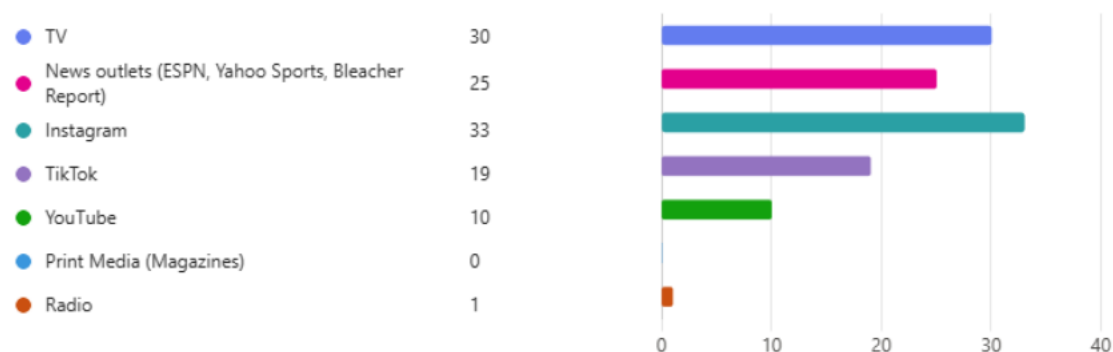


Women’s sports media coverage

In the first part of the survey, respondents shared how engaged they are with women’s sports media coverage and their perception of overall coverage. Figure 2 shows how participants responded to which platforms they most frequently use to access women's sports media. Instagram was the top platform (28%), followed by TV (25%), and news outlets like Yahoo Sports and ESPN (21%). This distribution illustrates how social media has ignited growth in women’s sports, especially on Instagram, as women’s sports content continues to emerge.

Figure 2

Which platforms do you primarily use to consume sports media?



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On average, respondents rated themselves almost 4 out of 5 on their sports media engagement and consumption. Of the 40 participants, many believe that the coverage of women's sports is framed through a man's lens and is of low quality due to limited visibility. Figure 3 shows that participants rated the overall quality of women's sports media coverage at an average of 2.38 out of 5. This low rating reinforces the insufficient coverage of women's athletes, and why many women's sports fans feel frustrated with the current state of the media. Additionally, many participants feel that women's sports receive between 0-20% of highlighted coverage, and 93% feel there is unequal coverage between men's and women's sports. Participants' insights highlight an opportunity for Sportsish and TOGETHXR's campaign to improve the quality of media coverage women's athletes receive.

Figure 3

How would you rate the quality of media coverage of women's sports? (Scale: 1 being poor → 5 being amazing)



Two of the main factors contributing to low-quality women's sports coverage are the lack of focus on athletic achievement and the change in language and tone compared to men's sports. Over half of the participants felt that when women's sports are covered, there is more emphasis on their personal lives and appearances versus their athletic achievements. Furthermore, 75% participants notice a change in how women's sports are covered compared to men's through language and tone. Some of the overarching themes that participants noticed are that women's

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athletes are called “aggressive”, “masculine”, or “have an attitude”. As shown in Figure 4, 93% of respondents feel that reporters’, commentators’, and journalists’ systematic biases affect how they report on women’s sports. This highly skewed distribution highlights how the intersectionality of gender and race can create additional barriers for women’s athletes. In addition, reporters, commentators, and editors do not express the same enthusiasm when communicating about women’s sports. The media hyperfocuses on women’s lives outside of sports instead of their achievements and exceptional athletic abilities. Additionally, commentators will play a 30-second clip and automatically voice an opinion on it without additional context about the player or game. Overall, these factors take away excitement from the games and instead come across as dismissive.

Figure 4

17. Do you believe there are systemic biases in how women's sports are reported on?



Social media impact on women’s sports

Social media has played a pivotal role in amplifying women’s sports, with 98% of participants believing that it has changed women’s sports over the last 5 years. Participants have a diverse range of answers, saying social media has given women’s sports more visibility,

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whether through athletes or emerging influencers, exposed disparities in the industry, more brands are starting to cover women's sports so users can self-select what they consume, and lastly, giving them a long-term return on investment.

Social media gives the women's sports landscape an edge compared to traditional media. Traditional media lacks diversity in coverage and prioritizes statistics over storytelling. As one participant said, "It's incredibly hard to find stations or streaming platforms consistently airing women's sports". Another respondent felt there aren't many people who care about and follow women's sports in traditional media. While a few participants feel that traditional media is beginning to improve how women's sports are discussed, there is still more progress to be made.

The current state of women's sports

In this part of the study, participants were asked about the current state of the women's sports industry. Most participants believe that women's sports have changed drastically over the last 5 years. The survey asked participants what they think is the biggest barrier to equal representation in women's sports, shedding light on a few consistent themes. The first barrier is that men in the industry dominate the space, while others said there is a continued disrespect for women's sports. One participant said, "Men trying to control our narrative and how we play the game". Another participant said, "Women do not need to rise to the level of men, I think men need to make space for women to move in. This is about sharing the spotlight, not competing for it. Women have been fighting women's problems for centuries, and look how long it's taken. It is up to the men to listen and to make space. Men need to see other men making space". Secondly, the next biggest barrier is visibility and awareness. One participant felt that the lack of visibility makes it hard to be fully immersed.

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In addition, there is a lack of financial investment from brands. There is an assumption that women's sports lack revenue potential, which is far from the truth. Finally, there is a lack of support from leaders in women's sports. While there have been monumental strides in women's sports, there is still immense progress to be made. This is the time for media companies to make a genuine investment in women's sports, as they have on the men's side. Whether that is through podcasts, all-female casts, or big-time reporters giving equitable time and coverage, women's sports deserve full recognition.

Recommendations

Integrated Marketing Communication Goals for Campaign

This campaign's 3 main goals are:

- By Q4 2026, TOGETHXR and Sportsish will increase awareness around biased storytelling practices in sports media by reaching at least 200 journalists, commentators, and editors through a sports media summit and case study. The goal is for 35% of attendees to consciously change their storytelling practices by monitoring their post-event survey answers and professional work.
- Boosting engagement across TOGETHXR and Sportsish's social media platforms by 25% as both continue to center their missions around putting women's athletes, fans, and representation at the forefront.
- Improve the overall perception of women's sports by creating educational resources for sports professionals based on the lived experiences of all

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women athletes and 2 decades of historical data that confirms the challenges they face.

Positioning statement: TOGETHXR and Sportsish are woman-dominated brands that put women's storytelling at the forefront through combining women's sports coverage with pop culture to give women's sports fans inclusive content.

Integrated Marketing Communication Objectives

The main objective is to address how systemic bias can affect storytelling in women's athletes, and how specific communications practices can help begin to resolve the issue. The primary audience still feels that male-dominated coverage and misogyny play pivotal roles in why women's sports are spoken about in such a demeaning manner. The campaign's objectives entail:

- TOGETHXR and Sportsish are launching an athlete-centric storytelling project that publishes at least 25 long-form features across both brands' social media platforms and websites. The goal for this series is to boost unique visitors by 30% and view-through rate by 40% by December 31, 2026.
- Launching a nationwide initiative over the next 12 months that reaches a minimum of 60,000 people. This initiative will focus on raising awareness about racial biases, offensive language, and misogyny in women's sports coverage and communications. The goal is to create at least 20 partnerships with sports professionals and brands while further amplifying media features through news networks.

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- By Q2 2027, grow the campaign’s digital audience by 40% across TOGETHXR and Sportsish’s joint platforms that will include video, podcasts, and short-form social media content, while also exceeding a 25% return visitor rate and a less than 5% bounce rate.

Integrated Marketing Communications Strategies

Strategy 1: The Real Story

TOGETHXR and Sportsish are spearheading a co-branded athlete-centered storytelling series that tells authentic narratives about women’s sports athletes who are seen every day, and those who are beginning to emerge. This allows fans to connect with athletes on a deeper, multidimensional level rather than seeing them as just athletes. By leveraging TOGETHXR’s production team and Sportsish’s digital storytelling style, the campaign will set an exceptional standard of how women athletes should be represented in the media, driving awareness.

This strategy aligns with one of the overarching themes from the research. Many fans are frustrated with how men in sports media cover women’s athletes, which lacks intention. Producing content that puts women’s athletes’ voices at the center of these stories closes the gender gap and reinforces TOGETHXR and Sportsish as credible leaders in women’s sports media.

Tactic 1: Creating cobranded video content

TOGETHXR and Sportsish will produce a 25-episode series over 12 months focused on athlete storytelling. These episodes will be distributed across shared and owned media

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platforms. The intention is to increase engagement by 40% across both brands' social media platforms.

The plan for executing involves interviewing 25 women's athletes across multiple professional sports (basketball, volleyball, soccer, etc.). The videos will look like behind-the-scenes footage where athletes can either speak into the camera or have clips compiled into a voiceover. Each woman will have a 5–7-minute feature posted on YouTube, and a 90-second short-form video posted to Instagram and TikTok. TOGETHXR and Sportsish will collaborate on a co-branded logo, and "The Real Story" design will integrate elements of both brands. Both brands, along with the athlete, will simultaneously promote the episode on social media to maximize optimal reach and views while highlighting a genuine partnership.

Tactic 2: Meet the Creators – Influencer-led Storytelling Partnership

TOGETHXR and Sportsish will partner with five women's sports content creators with backgrounds in journalism, broadcasting, or sports management to facilitate conversations about the storytelling series.

Influencers will assist with interviewing athletes, provide commentary and reaction videos, and have discussions with followers on Instagram or TikTok livestreams following the release of each episode. Content creators are given the creative freedom to promote each episode in their own way, whether that's creating a teaser of each episode or posting behind-the-scenes moments. All five influencers are required to create 2 primary posts highlighting the episode, 2 story posts, and 2 interactive posts within the 2 weeks of the episode going live on Instagram and TikTok. Figure 1 and Table 1 both

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showcase five influencers TOGETHXR and Sportsish will utilize for this partnership.

This collaboration will build new community engagement, expand audience reach, and combine credibility for everyone contributing.

Figure 1



Table 1

| Potential Influencers | Summarized Biography | Social media account metrics |
|-----------------------|----------------------|------------------------------|
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| <p>Mariah Rose</p> | <p>Mariah Rose is a content creator and internet personality who got her bachelor's degree from the University of Georgia in Journalism. She has created her social brand, Hoops for Hotties, on TikTok and Instagram, targeting women and the LGBTQ+ community to have a fun way to learn about basketball. She has also been featured in many podcasts.</p> | <p>TikTok: 753.1K followers Instagram: 48.3K followers</p> |
| <p>Aliyah Funschelle</p> | <p>Aliyah Funschelle is a sports content creator who got her bachelor's degree in sports management from Wichita State University and her master's degree in sports management from Columbia University. She is a content creator and has her own podcast called The Match-Up.</p> | <p>TikTok: 113K followers Instagram: 63.6K followers</p> |
| <p>Aliya Kisivo</p> | <p>Aliya Kisivo is a sports journalist and storyteller who got her degree in Journalism with a concentration in Digital Marketing Communications from the University of Kansas. Aliya not only creates content about women's sports but</p> | <p>TikTok: 63.9K followers Instagram: 6,881 followers</p> |

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| | also owns a podcast called Allow Me to Explain with Aliya Kae. | |
| Logan Hackett | Logan Hackett is a sports content creator who was a Division 1 golfer at Texas Southern University and got her degree in Kinesiology. Her TikTok and Instagram accounts for Sportswithlogs have boomed with digestible women's sports content. | TikTok: 189.8K followers Instagram: 4,510 followers |
| Coach Jackie J | Coach Jackie J is a content creator who focuses on advocating for women's sports, LGBTQ+ rights, and sports analysis. Coach Jackie is an LSU graduate. Her focus is to create content that showcases why there should be a necessary joy around women's sports, specifically basketball. | TikTok: 752.6K followers Instagram: 348K followers |

Strategy 2: Rewriting the Playbook: Breaking Barriers in Women's Sports

Many complex and intersectional barriers impact how women's sports are communicated and portrayed. Because many who hold positions of power are unaware of how stereotypes and biases affect them, too, this initiative allows TOGETHXR and Sportsish to create educational and experiential opportunities for their secondary audience to directly address systemic bias and inequitable storytelling practices while also positioning themselves as thought leaders in the industry.

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Tactic 1: Rewriting the Playbook Summit

Leaders from TOGETHXR and Sportsish will host a “Rewriting the Playbook” summit where sports professionals will be educated, challenged, and inspired to evolve women's sports.

This three-day summit will take place in New York City for those who want to attend in person, or a livestream will be available for those who want to attend virtually. The audience for this event is industry executives, prospective sports professionals, content creators, and current sports professionals. The programming includes athlete-led panels with leaders from TOGETHXR and Sportsish moderating, media bias workshops, networking sessions, and a sneak peek into the collaborative case study with Sports Business Journal and ESPN. Post-event content includes video compilations of different panels for social media, quote graphics, having athletes post about the event themselves, and an easy, digestible recap on both TOGETHXR and Sportsish’s websites. These elements will help generate buzz, drive continuous conversations on social media, and sustain engagement. Figure 2 is a mockup of Lily Shimbashi from Sportsish, Chloe Kim from TOGETHXR, and Andraya Carter from ESPN being moderators for a few of the panels.

Tactic 2: Women’s Sports Industry Case Study Partnership

TOGETHXR and Sportsish will collaborate with ESPN and the Sports Business Journal on a case study that will help reporters, commentators, journalists, and editors report on women’s sports accurately and intentionally, based on using existing data and lived experiences by athletes for improvements.

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This case study would take 6 months to produce. The ideal ways to distribute this case study would be through media pitching to news outlets, being featured in industry newsletters, and conference presentations. The case study would include data insights, athlete testimonials, communication do's and don'ts, and best practices for inclusive and respectful language.

Figure 2 (moderators for panel):



Strategy 3: The Access Zone

Based on the research findings, women's sports content has an accessibility gap, making it difficult for fans to interact and engage with their favorite sports content and other fans all in one place. This strategy helps position TOGETHXR and Sportsish as facilitators of connection, community, and convenient access to women's sports content.

Tactic 1: Streaming Service Integration with Tubi

TOGETHXR and Sportsish are partnering with Tubi to create a women's sports-only streaming service that includes live games, athlete documentaries, archived, and in-house exclusive content. Since Tubi is free, both brands would ensure ads come from those with whom they have partnerships. Building this platform would take between 24 and 36

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months. This gives fans an affordable, accessible way to watch all things women's sports rather than having to pay for multiple subscriptions.

Tactic 2: Community Content Hub and Cobranded Activations

TOGETHXR and Sportsish's co-branded digital community will give fans an interactive experience to access blogs, game recaps, athlete spotlights, and social media storytelling while also interacting with one another.

This Access Zone will feature women's sports game recaps, athlete spotlights, live chats during games, and user-generated content integration with other social media platforms. There will also be a brand activation feature that locates live watch parties near you, a schedule of upcoming women's sports events, and co-branded merchandise available for purchase. Merchandise can range from regular co-branded collections to limited-edition drops or event-exclusive apparel. The Access Zone gives people interaction and convenience at their fingertips. This will also have a 12–36-month timeframe and launch the community hub and streaming service.

Limitations

The research insights provided valuable information on how women's sports are perceived and the challenges and barriers that still lie ahead. The primary limitation is that the majority of participants were outside of the 18–35-year-old age range. This particularly impacts the research findings because it demonstrates a non-representative sample dominating the data. As a result, the findings may not accurately reflect the experiences and opinions of the intended demographic. Future studies should implement methods to recruit specific audiences, whether researchers use age screening or platform outreach, to better capture niche respondents. In

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addition, another limitation that impacts sampling bias is convenience sampling. Participants were recruited through the researcher's personal social media profiles and text messages. This method was chosen due to limited time and budget constraints. Participants may have closely related demographics and perspectives to the researcher. This limits findings to a broader number of people.

Furthermore, the other methodological limitation is that the researcher intentionally excluded male respondents from the data. This is because the research questions and target market were tailored to how women perceive the current state of women's sports. Including male respondents would have skewed the data and not been fully representative of women participants.

Lastly, survey design and reliance on self-reporting data have also impacted methodological limitations. The survey instrument is not a standardized or previously validated measuring tool, which could affect the reliability and validity of the findings. In addition, a fixed format may not have captured the nuances of participants' experiences. Future research would benefit from validated instruments or sending the survey to a small sample before deployment. Furthermore, self-reporting data findings are prone to recall bias. Participants could be influenced by survey expectations by either under- or overreporting specific attitudes or behaviors.

Evaluation

The evaluation stage will determine how effective each strategy is and whether the tactics drive further implementation and execution. TOGETHXR and Sportsish will monitor their target audience's reaction to the campaign, its collaborative concepts, and how this affects the metrics

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they are measuring. First, both brands need to determine what metrics are important for each strategy and how to measure success. For strategy #1, the pre-launch baseline metrics for each account are 30,000 average impressions; 20% engagement rate, and 15,000 follower increase for both brands per month. The ideal measures of success would be for TOGETHXR and Sportsish to partner with all 5 potential influencers, increase engagement by 40%, and increase followers by 10% on their social media platforms. This will involve the brands partnering with influencers to tease the campaign's rollout. The influencers' teasing content will generate buzz around what TOGETHXR, Sportsish, and the creators are unveiling. Once the campaign is officially ready to launch, all accounts will announce their combined partnership and the summit. This is where TOGETHXR and Sportsish will use Sprout Social, TikTok Analytics, Instagram Analytics, and Google Analytics to monitor social media reach, engagement, and other metrics to gauge how their target audience responds over a 10-month timeframe.

For Strategy #2, the summit's definition of success would be having 600 on and off-site attendees, 20 athlete panelists and workshop leads, and earned media coverage from ABC, MSNBC, and CBS. In addition, pre- and post-summit surveys created in Qualtrics to measure the quality of women's sports media coverage, storytelling bias, and whether equitable practices are currently integrated into women's sports media. These surveys will use open-ended questions and a Likert Scale to gauge behaviors and attitudes. Behavioral changes will be tracked using Brandwatch for 4 months to monitor keywords where sports professionals have adopted these practices in their day-to-day work. Throughout the 4 months, there will be monthly check-ins to see how metrics are performing.

For the case study, success would be defined as increasing visibility, humanizing what women athletes go through every day, and having at least 10 journalists pitch the story to news

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outlets such as Forbes, ABC News, the Washington Post, and the NY Times. Impact will be assessed by bringing together 600 attendees across the sector, media coverage exceeding a nationwide reach of 40,000 people, and at least 100 journalists, editors, and commentators download the case study. Google Analytics will track the number of case study downloads over the course of 4 months with monthly check-ins. These implementations can be integrated through company policy, internal resources, and leadership. These impactful measures demonstrate how engagement translates into actionable practices.

For Strategy #3, the definition of success for the community hub and the streaming service would be to have paid media ads and sponsored posts generate 50,000 people using each application. Sportsish and TOGETHXR would collaborate with app developers from Goji Labs and User Interface (UI) and User Experience (UX) designers to ensure the community content hub is fully built within a year. TOGETHXR and Sportsish would have multiple checkpoint meetings, demos, and brainstorm sessions to complete this on time.

For the streaming service, TOGETHXR and Sportsish will collaborate with Tubi's software architects to create the platform and an affordable monetization model. This will ensure that fans can watch all their favorite athletes in one place. The ideal timeline for this process would be 24-36 months to build the application and integrate broadcasting for all women's sports games. TOGETHXR and Sportsish will track progress with the streaming service by having checkpoints with the Tubi team and having demos of each feature to ensure they will be on track to launch in 36 months.

Once both platforms are built out, multiple announcements will go out through a press release, TikTok, and Instagram over the course of 3 weeks, with the additional posting of the 5 influencers. Engagement will be tracked monthly through Google Analytics, Instagram

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Analytics, and TikTok Analytics, with the pre-launch baseline metrics of 20,000 and 25% engagement rate. Success for this strategy would be if social posts exceed the 40% in engagement by leveraging each other's content and additional contributions from their 5 influencers.

Conclusion

Women's sports are continuing to demand the attention of mainstream media, and those who shape the industry need to take it seriously. Women's sports are no longer a secondary storyline to men's sports. Fans are continuing to break attendance records; athletes are commanding their personal brands, and no one can deny the industry's momentum. TOGETHXR and Sportsish are two growing brands that are continuing to lead the sports industry by putting women's sports, representation, and fans first. Both brands are championing stories that reflect women's empowerment, depth, and humanizing women's athletes. Sports aren't just about broadcasting statistics and accomplishments; it's about telling real stories of multidimensional athletes. Women's athletes can be resilient, passionate, iconic, and unapologetic.

This campaign is not just about strategy; this is a cultural intervention to transform how equitable coverage is delivered and how communication shapes public perception. TOGETHXR and Sportsish are challenging structural barriers that continue to hinder how to cover and perceive women's athletes. By reshaping these stories, it reshapes the industry too. Narratives create a new normal; coverage sparks demand, and when women's sports are treated with the same respect as men's sports, the industry will truly thrive. Both brands will continue to advocate for women's athletes to receive the respect and courtesy they deserve. Equity in women's sports is not just for today's athletes and fans, but for the next generation of

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competitors and fans who have the opportunity to see what's possible and continue to break the glass ceiling.

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[planet/#:~:text=Women%27s%20sport%20sponsorship%20is%20growing,delivered%20better%20than%20expected%20results](#)

Appendix A: Survey Responses

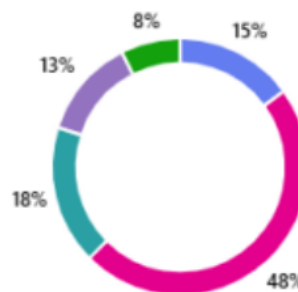
1. Do you watch women's sports? (Ex. basketball, volleyball, dance, tennis, softball, soccer, etc.)

| | |
|-------|----|
| ● Yes | 40 |
| ● No | 0 |



2. What is your age range?

| | |
|---------|----|
| ● 18-24 | 6 |
| ● 25-34 | 19 |
| ● 34-44 | 7 |
| ● 45-54 | 5 |
| ● 55+ | 3 |



3. What is your gender?

| | |
|--------------|----|
| ● Woman | 40 |
| ● Man | 0 |
| ● Non-binary | 0 |



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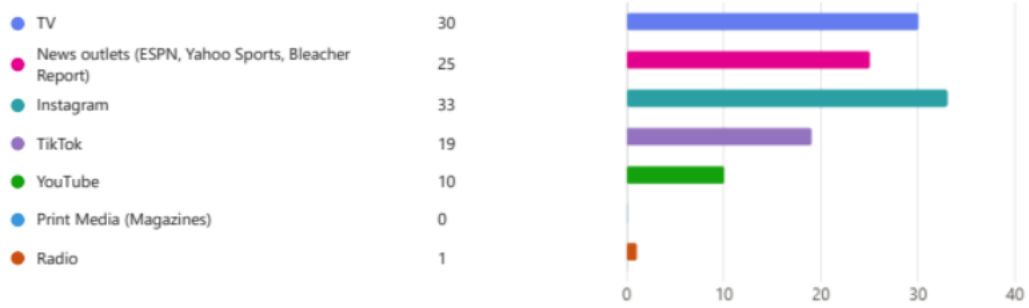
4. On a scale of 1-5 (1 being not engaged and 5 being very engaged) how engaged are you in keeping up with sports?



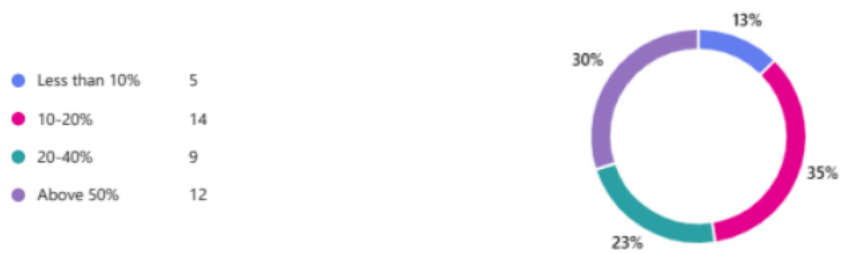
5. On a scale of 1-5 (1 being not often and 5 being very often) how often do you consume sports media? (Ex. TV, podcasts, articles, etc.)



6. Which platforms do you primarily use to consume sports media?



7. What percentage of the sports content you encounter that highlights women's sports?



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8. How would you rate the quality of media coverage of women's sports? (Scale: 1 being poor → 5 being amazing)



9. Do you believe women's sports receive equal media coverage compared to men's sports?



10. In your opinion, when women's sports are covered, is the focus more on athletic performance or other factors (e.g., appearance, personal life)



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11. Have you ever noticed a difference in the language or tone used when reporting on women athletes versus men's athletes?



12. If you answered yes to the previous question, what kind of language or tone have you noticed in coverage of women's sports? Feel free to share adjectives or a short summary.

25 Responses

Latest Responses

"I've found it can come across as patronizing. Also, women are kept in their own le..."

"I just notice that I always see clips focused on women and their emotional nature ..."

...



13. Do you think social media has improved the visibility of women's sports?



LEVEL THE PLAYING FIELD

14. If you answered yes to the previous question, how has social media benefited women's sports? Feel free to share a short summary.

34 Responses

Latest Responses

- "Increased visibility of women's achievements to a wider audience (US Women's S..."
- "Visibility on all platforms have improved women's coverage of sports because of ..."
- "It has been highlighting the women in their sport and their talents. Fan base clips ..."

...

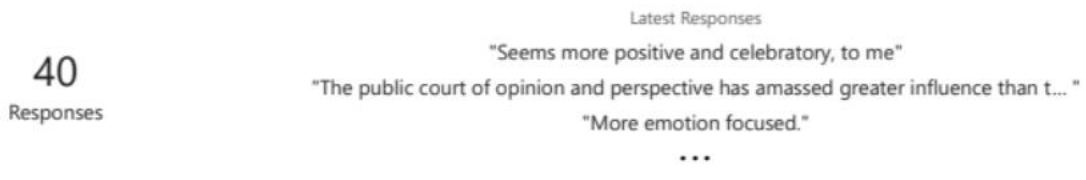


15. Have you ever followed or engaged with a female athlete or women's sports team on social media?



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16. How does social media coverage of women's sports compare to traditional media coverage?



17. Do you believe there are systemic biases in how women's sports are reported on?



18. Do you think public perception of women's sports has changed over the past five years?



LEVEL THE PLAYING FIELD

19. What do you believe is the biggest barrier to equal representation of women's sports in the media?

39
Responses

Latest Responses

"Respect for female athletes and their accomplishments/skills/sacrifices"
"The patriarchal society. When I Google NCAA championship, the default is men's...."
"Gender norms, sports aren't only made for men. When we remove that bias and ..."
...

12 respondents (31%) answered men for this question.



20. In your own words, how would you describe the current state of women's sports coverage in the media?

39
Responses

Latest Responses

"Improving but not on par with men's"
"Progressive. Improved. Influenced by consumers who are demanding it. Also, whe..."
"It's getting way better especially in women's basketball, tennis, gymnastic, and tra..."
...

8 respondents (21%) answered gotten better for this question.



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21. Is there anything else you'd like to share about your perceptions of women's sports and how they are represented?

14
Responses

Latest Responses

"Representation must be dictated by the women playing the sport. How they are r... "
"I enjoyed taking this survey - Beans :)"

...

6 respondents (43%) answered sports for this question.



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Student bio

Jaleah Greene is a graduate student at Florida International University earning a Master of Science in Global Strategic Communications upon the completion of this professional project.

Jaleah was born in Orlando, Florida, and earned her Bachelor of Science in Business Administration from the University of Central Florida in 2022. She has maintained a 4.0 GPA throughout her degree and is on track to graduate on April 27, 2026. Throughout her master's program, she worked as a Senior Communications Specialist for a healthcare company, was a Marketing and Communications committee member for The Taylor Lead Foundation's iWin (Idaho Women in Sports) Change Make*Hers Gala, and a social media manager for a Division 2 basketball player. After graduating, she would like to pursue a role in women's sports where she can put her marketing communications, social media, and content writing knowledge to work, advocating for women's athletes and building a legacy for women's sports. Outside of being an avid women's sports enthusiast, her hobbies include traveling, fitness, spending time with family and friends, and going to the beach.