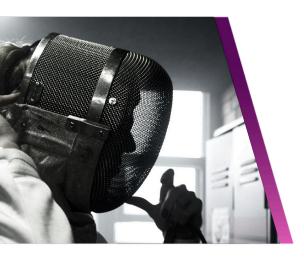


The Portrayal of Women Athletes in Sports Media

NEWSLETTER

2025/02





Project 101185115

Co-funded by the European Union













Welcome to the second newsletter of the POWER Project!

<u>POWER</u> stands for "The Portrayal of Women Athletes in Sports Media" and it is an Erasmus+ Sport collaborative partnership project aiming at reshaping how women athletes are represented in the media by promoting unbiased and inclusive narratives. The mission is rooted in fostering gender equality, combating stereotypes, and inspiring the next generation of athletes and media professionals to embrace diversity and fairness.

Time flies and we are beyond the halfway mark of POWER! The project started in November 2024 and runs for 24 months. In its first year, <u>the consortium</u> already completed a great number of project goals. Read further to learn about our achievements!

Research

The first project output to be completed was a comprehensive research report. The over 300-page long document contains six national research reports, which were subsequently consolidated in a crossnational report to offer a comprehensive overview of the representation of female athletes in the participating countries. Click here to read the report.

Second partners' meeting

On September 18-19, the consortium held its second transnational project meeting in Cascais, Portugal. The consortium members gathered to discuss and work together on some crucial project-related topics, including the overall management, the research phase, strategy formulation and communication. Click <u>here</u> to read more about the meeting.



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Awareness-raising

Our awareness-raising campaign is in full swing on all of our social media channels, <u>Facebook</u>, <u>Instagram</u>, <u>LinkedIn</u> and <u>X</u>. Moreover, we recently launched our <u>YouTube channel</u>, where we upload episodes of our podcast series on the topic of women athletes' portrayal in the media. Moving offline, three partners organised their national info days to raise awareness of the project locally. <u>Here</u> you can read about these info days.



Next steps

The consortium is currently working on strategy formulation and the development of the POWER guidelines.



Join our community! Follow us on social media and search the hashtags #FairSportsMedia and #PowerOfWomenAthletes or get in touch via <u>e-mail</u> or phone: +30 21 0821 5044



We wish you all a wonderful festive season and a happy 2026!

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