



SOMOS VERSUS

LET'S CHANGE THE NARRATIVE

**FIRST SPORTS MEDIA
OBSERVATORY
IN MEXICO**



For too long, sports media have perpetuated stereotypes that present a narrow view of who women athletes are and what they should look like.

The time is now for all of us to be part of the solution.

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**SOMOS
VERSUS**
CAMBIEMOS LA NARRATIVA

FONDO SEMILLAS
MUJERES SEMBRANDO IGUALDAD



Con apoyo de
**ONU
MUJERES**



In November 2020, we take on a new project:
the first Sports Media Observatory in Mexico.

Over the course of a year, we observed eight
major sports media outlets in Mexico.

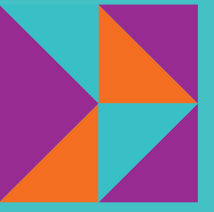
WHAT FOR?

Understanding the type of journalistic
coverage on female athletes and the role of
female journalists in newsrooms

GOAL

To raise awareness of the quantity and quality
of the sports news coverage about female
athletes in Mexico.

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MAJOR FINDINGS

1. QUANTITATIVE GAP

Of 9,964 news we examined, only 7% were about female athletes.

From every 10 news items, less than one spoke about a woman.

2. SPACE GAP

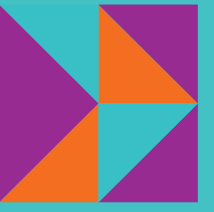
Men appear as the main characters in 9% of the articles on women's sports.

Women are only 1% of the main characters in articles on men's sports.

Men journalists sign 24% of the news about women's sports.

Female journalists sign 5% of the news about men's sports.

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MAJOR FINDINGS

3. STEREOTYPES

8.6% of the news items we analyzed reinforce gender stereotypes.

25% of the women's sports news and 32% of women's sports covers reinforce some kind of gender stereotype.

4. DIVERSE IDENTITIES

Barely 10 news items in the entire sample featured an LGBTIQ+ character.

Only 6 news stories spoke about a non-binary person.

5. PEOPLE WITH DISABILITIES

Only 51 of 9,964 news items covered adapted sports; 60% of them about an extraordinary event on the sports agenda: the Paralympic Games.

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SOMOS VERSUS

In Somos Versus we aim to:

- **Spark analysis and conversations** around women in sports media, as main characters or as content creators.
- **Highlight women's stories** involving sports practice, management and communication.
- **Team up with other organizations** to boost women's bodily autonomy. Trigger positive change, challenging stereotypes rather than fueling them.

CONTACT US

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