

## Advocacy Update

July 5 – July 8, 2011

**Game, Sex and Match: The Perils of Female Sports Advertising** (July 2)—Given all the recent uproar over coverage of women's sports, TIME looks at how female athletes are portrayed when covered. In their efforts to promote their sports and own brands, have female athletes hyper-sexualized themselves unintentionally, marginalizing their athletic abilities? Furthermore, is the result of this portrayal due to having so few females in decision-making positions on the advertising campaigns or the athletes desire to combat the perception that being an athlete is not feminine? [READ MORE](#)

**Pay for U. Women Coaches Lags Behind Pac-12, BYU** (July 3)—Utah recently completed its move to the Pac-12 and has discovered that the pay for its coaches of women's sports is significantly less than the rest of the conference. Utah Athletics Director Chris Hill has said that the University would look into the disparities. [READ MORE](#)