



Girls and Women Rock: Celebrating 35 Years of Sport & Title IX

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Conference Abstracts

Are Strong Bodies Enough? Thoughts on Sport, Physical Strength and Feminist Goals

Mary Louise Adams, Queens University

After thirty years of study on gender and sport, it might be time to revisit the axioms of our field and to wonder out loud what feminist researchers are actually trying to achieve with our work. Feminist sport advocates of the 1970s and 1980s wanted to use women's sport experiences to challenge the ideological constructions that are central to women's subordination. That is, they wanted women to get strong and they hoped evidence of women's physical strength would challenge definitions of femininity and justifications of male supremacy built upon the idea of women's weakness. This argument now appears often in popular and academic writing and in materials put out by women's sport organizations. But do stronger muscles really bring us any closer to achieving feminist political goals? This paper argues that it is time to question the privileging of an instrumental understanding of the body and to look more explicitly at the limits of physical strength, indeed at the limits of sport, as a route to subverting ideologies that contribute to gender inequality.

Gender Differences in Muscle Activity During Activities Associated with ACL Injury

Lori Avedisian
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Cleveland State University

Female athletes have a higher incidence of ACL injuries compared to men in non-contact phases of sports. Activities such as landing, cutting side-side, and deceleration may result in different muscle activation patterns between the genders. Since little research has been performed involving recreational athletes during these types of activities, it is imperative that this group be investigated. **METHODS:** 15 female/15 male recreational athletes with no history of ACL injury participated. Surface EMG electrodes were placed over the Gluteus Maximus, Gluteus Medius, VMO, Semitendinosus, Biceps Femoris, Medial head of Gastrocnemius, Peroneus Longus muscles. Subjects performed MVIC's at each muscle and this value used to normalize for use during activities (drop landings from two heights, jump landings, cut to the left/right, and deceleration). Values were recorded from 200 msec pre-contact-250 msec post-contact with the force plate. Mean and peak values (in mV) were calculated on the dominant leg and converted to percent MVIC for each activity. MANOVA was used to analyze the data, plyometric training instituted for 4 weeks, and an identical post-test performed. **RESULTS:** Deceleration showed that in the Gluteus medius, the women utilized a mean of 134% (SE 17%) of MVIC compared to men 73.4% (13.6%) ($p=0.01$). Cutting to the left showed a gender difference in the Biceps Femoris ($p=0.039$) with an observed power of 0.580 and Gluteus medius during the pre-contact phase following training ($p=0.048$) with the women activating higher than the men.

CONCLUSIONS: Inadequate time of hamstring and other core muscle contraction along with increased quadriceps use may place both genders at risk for ACL injury secondary to anterior tibial shear forces. Proper training is warranted and plyometric training and drills may assist to reduce this risk.

“What about the character of the girls’?”: Illinois Title IX Pioneers

Ellyn L. Bartges, Western Illinois University

This sentence, angrily scrawled by Lori Ramsey across a denied request for gym space for girls to practice GAA basketball during wrestling season due to the “sports is character building” for boys argument during the 1967-68 school year, epitomizes the rallying cry of many physical educators across Illinois (and the nation) as they sought to create opportunities for interscholastic competition for girls prior to the passage of Title IX. This presentation is based on 26 oral histories collected during research on the history of girls’ high school basketball in Illinois. It illustrates how Title IX is indeed the bedrock of modern equal opportunity and access for all generations since 1972 in education and athletics. From Play Days and GAA to the sanctioning and addition of interscholastic sports after 1972, Title IX quickly impacted female physical educators who were the coaches, officials, academicians and administrators in Illinois. This oral history presentation will focus on the experiences of these Illinois Title IX pioneers and the role they believed Title IX played in influencing the development of girls’ interscholastic sport in Illinois.

“Unsisterly” Competition: A Case Study from Spartan Women’s Basketball

Kelly Belanger, Virginia Tech University

Consciousness-raising, a powerful form of feminist rhetoric, is characterized by “egalitarian participation, self-transformation and autonomy through small group sharing and support, and elimination of all competitiveness in organizational life” (Sirianni). But the cooperative values underlying the feminist consciousness-raising often translate into pragmatic problems: ambivalence toward leadership, initiative, and competitive strategizing that assesses the constraints of a situation, anticipates moves of the opposition, and takes purposeful action. That is, ambivalence toward the very skills developed through athletics.

Perhaps because of the feminist taboo against “unsisterly” competition (a taboo now being questioned by Third Wave feminists), the rhetoric of female athletes has attracted relatively little attention. Yet highly competitive female athlete-activists who were loyal to a team of female peers emerged in US educational institutions during the 1970s. They recognized that their legal right to institutional resources under a new antidiscrimination law (Title IX) was being ignored by university administrators who resisted proportioning scarce resources to women, whom they perceived to be second-class athletes.

This poster presentation draws upon archival documents and oral history interviews to describe a continuum of competitive and cooperative discourses surrounding a Title IX complaint and lawsuit by the women’s basketball team at Michigan State University in 1978-79.

Reading Billie Jean King

Susan Birrell, University of Iowa
Mary G. McDonald, Miami University

Conceiving of sport celebrities as important sites for exploring larger cultural meanings critical analyses have increasingly revealed the social, economic and political significance of sport celebrities. In this paper, we build upon this body of literature to explore tennis great Billie Jean King as both a producer and product of larger cultural forces operating in the United States in the 1960s and 1970s. Applying qualitative discourse analysis we specifically analyze King's relationship to the liberal feminist movement and initiatives to democratize sport—that is to make elite sports like tennis more widely available for mass participation.

Title IX; It's not Just Athletics

Barbara Bitters, Marta Larsen, and Margaret Ellibee
Association for Gender Equity Leadership in Education (AGELE)

A thought provoking travel through time, comparing the status of equal education before Title IX was enacted to the current status. Topics discussed, in addition to Athletics, will include Access to Higher Education, Career Education, Employment, Learning Environment, Math and Science, Sexual Harassment, Standardized Testing, Technology, and Treatment of Pregnant and Parenting Students.

Introduction to Gender Equity and AGELE

Barbara Bitters, Marta Larsen, and Margaret Ellibee
Association for Gender Equity Leadership in Education (AGELE)

This lively session on Title IX, gender equity, and the Association for Gender Equity Leadership in Education (AGELE) provides an introduction and overview of the field of gender equity in education over the last 30 years.

Body Image Trends – A Look at Muscle Dysmorphia

Debbie Bradney, Lynchburg College
Kathleen Owens, Bucknell University

Female athletes are now training harder than ever before. They are incorporating more weight lifting, sport-specific training, and year round conditioning. Some athletes are even questioning the fallacy that “lighter is faster”. This, then, has led to the identification of a new body image disorder directly related to muscle mass. Muscle dysmorphia is a psychological condition just like anorexia nervosa and bulimia nervosa; however, the concern is not disordered perceptions of overweight; rather, the obsessive behavior is linked to perceptions of being too small, lacking muscle mass. Once considered a body image disorder to which men were predisposed, incidences in women are on the rise. Researchers have linked this disorder with athletes because of intrinsic and extrinsic pressures to maintain or build muscle while decreasing body fat. This pressure has led to obsession to have a lean, muscular physique. At what cost will some athletes go to for this ‘ideal’ body? Some athletes are putting excessive hours in at the gym. Some athletes are taking supplements, both legal and illegal. Some athletes are compulsive about their diet. How do Muscle Dysmorphia and other eating disorders relate? What are the short and long term effects of these body image disorders?

Coming Full Circle: Athletics Playing with Academia

Ro Di Brezzo, University of Arkansas

Too often, valuable resources on campuses are overlooked and underutilized. The purpose of this program is to suggest ways in which the academic unit in Exercise Science on campuses can partner with athletic programs for women to better prepare both the athlete and the student. Included in this session will be suggestions of ways coaches and trainers can utilize laboratory and student resources. In this setting, academics can provide assessments of performance variables such as power, agility, cardiovascular fitness, and strength. Selected biomechanical variables affecting performance (knee and knee injuries) will also be presented. For athletics, this collaboration with academics will provide valuable information about performance variables, which can inform training programs and improve performance. Since students respond to “hands on” experiences, this cooperation between athletics and academia benefits the student as well as the performer. This program will provide teachers with ideas for connecting theory and application to enhance student learning. The program is relevant for coaches, trainers, teacher, students, and researchers.

Title IX and (Multi)National Bodies: Complicating Black women as beneficiaries

DeAnne Brooks, University of North Carolina at Greensboro
Katherine M. Jamieson, University of North Carolina at Greensboro

In the post-Title IX moment, the category “woman” remains essentialized and women’s physical culture, rather than being fully liberating, is doubled-back on women as a form of discipline and control (Cole & Hribar, 1995). Common notions of the post-Title IX, liberated woman rest on a fictive history that gets re-articulated at key moments in order to sustain a belief in the linear progress of women and the progressiveness of the West. One complicated route to Western-style emancipation among women is through athletic migrations. An investigation of this swapping of civic nationalisms among Black women athletes in international competition offers at least two unique perspectives on women’s physical culture after Title IX: a) women's physical culture may be exploited in a project of replacing consumer agency (activism) with a seductive dominant cultural imaginary (lifestyle choice); and b) the purported “uplift” effects of Title IX for African American women are called into question when the category “Black woman” is complicated by various national identities. Accordingly, we seek to complicate analyses of transnational athletic migrations and to ask “who are the beneficiaries of Title IX?”

Does Women's Athletic Participation Influence Hiring Preferences and Salary Offers?

Laura J. Burton, University of Connecticut
Heidi Grappendorf, North Carolina State University
Angela C. Henderson, Texas Tech University
Jeff A. Dennis, University of Colorado

Despite the gains women have made in the world of business, little has changed in the overall perceptions of a good manager. Managers perceived as successful are those who held characteristics and attitudes most commonly associated with men. This phenomenon has been consistently supported in research that indicates that stereotypical male qualities are necessary to be a successful manager. In addition, despite some progress toward parity in pay, a salary gap continues between men and women.

Social role theory and role congruity theory indicate traditional gender expectations (e.g., being aggressive, self-confident for men, and helpful, nurturing for women) affect whether or not men and women fill those roles "successfully." Females who have participated in sports are linked to more masculine or androgynous gender role orientations, and agentic characteristics. The present study examined how athletic participation by females influences hiring recommendations and initial salary offers to entry-level management positions.

Results indicated that female athletes were provided advantage in the evaluation of their likeability, over and above male athletes, and male and female non-athletes. No differences were revealed for level of perceived competence or hiring recommendations. In addition, male athletes received significantly higher salary recommendations when compared to female athletes.

Reading the Pink Locker Room: On Law, Culture, Feminism, and Football

Erin Buzuvis, Western New England College School of Law

This paper examines the protracted public controversy that erupted after local media reported on my comment to the University of Iowa regarding its decision to renovate the football stadium's visiting team locker room entirely in pink. My statement, submitted in response to a University committee's request for feedback on a draft report to the NCAA, suggested that the "joke" behind the pink décor traded in sexist and homophobic values and, as such, belonged in comprehensive report on gender equity. Immediately, I received hundreds of hateful e-mails and was the subject of thousands of invidious on-line postings. The content of these messages intrigued the national media, whose reporting on the controversy fueled the fire for several months.

The controversy serves as a barometer of cultural values at the intersection of feminism and football that are disappointing, but useful, to the Title IX community. The manner in which the "Hawkeye Nation" reacted to my statement proves that hegemonic patriarchal ideology is deeply entrenched in football culture. Because compromises involving football are often necessary to resolving gender disparities in college athletics, this evidence suggests that cultural values must change before the guarantees of Title IX will ever be fully realized.

Youth Organizations as a Vehicle for Increasing Females' Participation in Intercollegiate Athletics

Morgan Campbell
Amanda Clayton
Debra Ann Pace
University of Nevada Las Vegas

One of the original goals of Title IX was to increase gender equity within intercollegiate athletics. Thirty-five years later, while females' participation in intercollegiate athletics has increased, it is still far from equal. The purpose of this presentation is to present a proposal for an intercollegiate athletic oriented focus group to be offered within various youth organizations; which both provide adolescents with similar experiences due to comparable group dynamics shared by the two activities (Leeson & Fletcher, 2005).

The focus group will be composed of current local female intercollegiate athletes regularly meeting with 7-10 female members of a youth organization in an open setting to cover topics related to the transition into intercollegiate athletics. The focus group will include a variety of topics needed to be a successful college athlete including: sessions on academics, nutrition, sport psychology, and leadership. This focus group will link the benefits of participation in youth sports, youth organizations, and intercollegiate athletics. The current intercollegiate athletes will act as mentors or role models to the young members of the focus groups by engaging in conversations and answering questions related to both sport and life transitions that the adolescents will be encountering. Finally, this presentation will include techniques and examples for implementing similar focus groups in various female specific agencies.

Media Analysis of Coaches in the 2005 NCAA Basketball Tournament

Ellen B. Carlton, Sonoma State University

Maureen M. Smith, California State University, Sacramento

Recently, Pat Summitt of Tennessee signed a 1 million dollar annual contract to coach women's basketball. With increased coverage of women's sports, most notably women's basketball with complete Final Four coverage, the role of coaches has become more visible, lending some coaches, such as Summitt, celebrity status. Moreover, with the increased salaries and television coverage, along with rising prestige of women's sports, more men are vying to coach women's basketball teams.

Little research has addressed the representation of coaches in the mass media. This study examines how the television media frames our images of female and male athletic coaches. This project employed a descriptive textual method in the analysis of oral commentary during televised broadcasts of the 2005 Women's and Men's NCAA Basketball March Madness tournament coverage.

Content analysis was employed to investigate the media framing of coach representations. One area of particular focus was how television commentators in their remarks framed the leadership styles of female and male coaches as authoritarian, democratic, or permissive.

The findings have multiple implications, including the role of broadcasters in the perpetuation of gender stereotypes in athletics, the education and mentoring of future coaches, and the impact of athletic experiences on coaching aspirations.

Getting the Girl: Female Athletes' Perceptions of the Recruiting Process

Megan Chawansky, The Ohio State University

Existing literature on the recruitment of high school student athletes primarily falls into two categories: “real-life” accounts of the recruiting process or guides to help one get recruited. Few of these sources include stories from women’s sports, and this void leaves us with little understanding of what it means for females to be recruited as prospective student athletes, what methods are used to recruit female student athletes, and how female student athletes make sense of their recruiting experiences. This study aims to fill this void by doing semi-structured focus group interviewing of former collegiate female athletes from various post-Title IX eras who have navigated the recruiting process. This study’s qualitative design utilizes both convenience sampling and aspects of snowball sampling, since former recruited female athletes are a unique group.

The Career Choices of Retired Female Student-Athletes in Taiwan

Yi-Chun Chung

Pin-Jui Huang

Nyit-Chin Keh

National Taiwan Normal University

Past researches of retired athletes had indicated that successful transition based on education and coping resources led to satisfying profession. However, according to an investigation in Taiwan, during the transition period, while most female student-athlete encountered “gender-role conflict”, male student-athletes had definite career plan already. The purpose of this research is to study the career choices of retired female student-athletes. Semi-structured interview was conducted on 10 retired female student-athletes who were once elite basketball players, aged from 24 to 30. Several themes were revealed: (1) Participants benefited from past training experiences were able to work under great pressure. Yet their abilities developed through education were insufficient to engage in jobs other than P.E teachers and coaches. (2) Due to the immaturity of sport industry, there were limited job types to choose from. The most-wanted jobs for the participants are P.E. teachers and full-time coaches, but with few job openings. (3) Job vacancies with higher prestige such as professors, journalists, or reporters were mostly taken by males. (4) Rest jobs opportunities had nothing to do with professional skills, usually with lower income or heavy workload. It was concluded that the overall job opportunities for retired female and male student-athletes were different in Taiwan. As this research is part of an on-going project about female athletes and career development, the causes of gender difference in career choices intertwined with education policies, industry development, as well as social-cultural factors should be put to exam in the future.

International Teamwork: Sharing the American Experience with Title IX as a Strategic Model for Other Countries

Cathryn L. Claussen, Washington State University

In the 35 years since the enactment of Title IX, we have made considerable progress in the United States toward achieving equitable sports participation opportunities for females. In many other countries, though, gender equity in sport remains a “foreign” concept.

Recently, however, sports equity for females has gained serious attention in some countries. The problem is that most of these countries are far behind the U.S. in terms of equitable treatment of women in sport, and in many countries helpful information can be hard to acquire.

This presentation proposes using the American experience with Title IX as a model to share with gender equity advocates in other countries. We have expertise acquired through scholarly study and years of practical experience that could be invaluable to other countries as they begin to struggle to find ways to establish legal protection for females’ right to participate on equitable terms with males.

Barriers to assisting other countries in their efforts toward gender equity are identified and include: differences in legal systems and processes; differences in primary sport settings; different cultural perspectives on appropriate gender roles; different religious prescriptions; and different views on the social utility of sport. Despite these obstacles, American sports equity experts have much to share.

The presentation concludes with a set of suggested strategies for American Title IX experts to employ in assisting advocates in other countries to move toward gender equity in sports participation. These include: identification of an American advocacy group willing to take on this mission; establishing a network with existing advocates in other countries; conducting analyses of American strategic successes and failures to compile into a guidebook; preparing a resource kit adaptable for use in various countries; and creating a stable of experts willing to serve as liaisons and/or traveling consultants.

As sport continues to “go global,” it is time for American experts to engage in international teamwork and share our wealth of information and experience with colleagues in other countries.

The Changing Collective Definition of Collegiate Sport and the Potential Demise of Title IX Protections.

Todd Crosset, University of Massachusetts Amherst

One of the unintended consequences of NCAA organizational restructuring, the current calls for reform of college athletics and the relentless commercialization of collegiate sport may be the erosion of Title IX protection for Division I women's sports. In the future, courts called upon to resolve disputes within the NCAA, may see collegiate sport more as a commercial enterprise and less as an educational enterprise. If this is the case, the justification for State intervention into collegiate sport will be undercut.

This argument revolves around two socio-political presuppositions that are in flux: 1) the idea that collegiate sport teams are voluntary private associations, and 2) assumptions about the educational value of sport. The prevailing view is that the collegiate sports are voluntary and educational. But the collective definition of collegiate sport may be changing. Following a review of socio-political justifications for state intervention into voluntary associations this paper explores logic underpinnings of Title IX (a state intervention) as it applies to collegiate athletics. It concludes with a discussion of the recent changes and political pressures that may redefine collegiate sport as a commercial venture and inadvertently, undermine Title IX protections.

Media Representations of Women Athletes: How Are Girls Affected?

Elizabeth Daniels, University of California Los Angeles

When women athletes are depicted in media, photographs often do not portray women actively engaging in sport activities (e.g., Fink & Kensicki, 2002). Rather, women depicted in sport media are regularly sexualized (Christopherson et al., 2002; Schultz, 2005; Shugart, 2003). The present study investigated the impact of media representations of women athletes on adolescent girls' body image. Girls ($N = 350$; M age = 14.97) viewed 5 photographs in one of four conditions—sexualized athletes (e.g., Anna Kournikova in a bikini); performance-focused athletes (e.g., Mia Hamm in action); sexualized non-athletes (e.g., model in a bikini); non-sexualized, non-athletes (e.g., woman fully clothed)—and completed measures of body objectification and media diet. Analyses showed that girls who saw photos of performance-focused women athletes reported less body shame compared to girls who saw photos of sexualized non-athlete women. Higher levels of magazine reading were associated with greater body surveillance and body shame. Implications are discussed with regard to the possibility that performance-focused images of women athletes may ameliorate body objectification in adolescent girls.

Older women and sports: Title IX and the widening door

Lisa Elliott, Cleveland State University

Since the passage of Title IX, girls at the high school and college level have enjoyed an ever-increasing level of access to sports. One of the unintended effects has been the increased access of older women to a sporting world whose doors had been mostly closed to them in their youth. This qualitative study interviewed 10 women athletes over the age of 45 who grew up in the years prior to the benefits of Title IX. Interviews were coded and analyzed for hypothesized variables and a focus group post-interview was utilized to further refine the data. This research captures their voices and their stories about their entry into competitive sports, whether at an earlier age or at a later stage in life. Their stories capture the women's struggles and strategies as they tried to remain competitive in a world that was not always welcoming to them. Their stories explore the effects of their sports participation on the lives of those around them and their perceptions of how their competitive spirit and commitment affects culture and helps to expand the definition and potential for older women. The research participants reflect on the lessons they learned and on what their healthier lifestyle might have to offer to the American culture's unhealthy eating and living style. Finally, the researcher explores the variables that help and hinder older women from pursuing an active and athletic lifestyle and the importance of this information for influencing educational and recreational programs.

Documenting Title IX Advances utilizing College and University Archival Collections

Jackie R. Esposito, Pennsylvania State University

The College and University Archives is a pro-active collecting unit, usually located within the Institutional Library. The Archives is dedicated to documenting the history of the University as an institution and as a member of the higher education community. The archives supports teaching, research, service, and administration by developing and managing archival, manuscript, pictorial, cartographic, audiovisual, electronic, print and object collections. These resources have been judged to be of permanent value in recording the history of the University in its various roles and contexts. In addition, the archives also documents the careers and activities of prominent faculty and alumni, supports an active records management program, manages the sports history archives of the University's intercollegiate athletics programs, and collects materials related to the history of the local community region. The Archives is readily accessible to faculty, staff, students, alumni, higher education community, and general public. As such, it is the primary repository for documentation on all phases of Title IX compliance and activity within a given institution. The records of various administrative and academic offices document how a specific institution complies with the delineated Title IX requirements.

This paper will accomplish two objectives: 1) identify research goals and strategies for locating Title IX-related materials within college and university archives repositories and 2) identify practices for locating "hidden women" collections within these same repositories. From the perspective of a University Archivist, whose collections include one of the nation's largest sports archives, this paper will serve as a user/access primer for Title IX research on a scholarly level.

It's All in Her Head: Myths and Realities of Concussions

Sarah K. Fields, Ohio State University
R. Dawn Comstock, Ohio State University

Sport has long been a masculine preserve, with opponents to female participation in sport convinced that women and girls were too physically frail to participate. The medical myths of female weakness have created social constructs in which female injury in sport is construed as evidence of some fundamental physical inability of the female body to survive sport. Feminist sport sociology has argued that these injuries are part of being an athlete and that any evidence of increased injuries in female athletes exemplifies how girls' exclusion from sport has hurt them or, conversely, that girls' sports injuries are taken more seriously than boys' and treated more conservatively.

This interdisciplinary paper presentation will utilize injury epidemiology, sport history, and sport sociology to explore the complicated relationship between sport, medicine, and society. Using data from High School RIO™ 2005-2006, we will describe the gender differences in concussions among high school athletes. We will explain how the different patterns of concussions, time-loss from the game, and mechanistic causes can be explained both by social constructions of gender and the body as well as by biomechanics. We will also suggest how to decrease girls' sports-related concussions.

“Bootylicious”: Female African-American College Students’ Perceptions Of Body Image

Leslee A. Fisher, University of Tennessee

The purpose of this study was to understand Freshmen female African-American college students’ perceptions of stress and how such perceptions are related to female body image, weight change, eating and physical activity behaviors. This is formative research to support the broader collaborative University of Tennessee longitudinal study of weight change, stress and lifestyle behaviors (e.g., the “Freshman 15”) funded by and in collaboration with the College of Education, Health and Human Sciences, the Provost’s Office and the Black Cultural Center. In-person focus groups and a focus group guide – based on previous work by Duncan and Robinson (2004) – was used with 40 undergraduate African-American college women. Analysis of focus group discussion was based on Hill Collins’ (1986) concept of the “outsider-within” and revealed female African-American students’ perceptions of body image and their implications for eating and exercise behavior on a predominantly Caucasian campus. Results suggest that female African-American college students face unique stressors when coming to college such as finding an African-American beautician, places that serve the types of food they were raised with, trying to “fit in” at the exercise facility, different standards of beauty within the student body culture, and differential expectations from family versus professors on campus.

Women's Experiences in Two Contact Sports: A Canadian View

Giovanna Follo, Wayne State University

Contact sports are the last stronghold for men in sports, however new research shows that women now hold a place in these sports. A study consisting of thirty in-depth interviews was conducted from April to June 2006, and examined women's experiences in two contact sports: rugby and the martial arts. Women were asked about their experiences of participating in a male-dominated contact sport. The majority of the women still believed that the contact sports were male-dominated (which they defined as when the majority of participants are male). The participants did not see the male-dominated nature of the sports as a deterrent from participating and a motivation for their continuation in their sport. Participants were also asked about their acceptance in sport since, as females, they were outsiders. Even though acceptance did not occur instantly for these women, feelings of acceptance and inclusion increased as they displayed to their male counterparts their commitment to the sport, their willingness to integrate within the culture, and time spent in the sport. This presentation will report on research on Canadian women's involvement in sports, so that we can have an alternative viewpoint on what the eventual effects of Title IX might be for women.

Pregnant and Postpartum Bodies in Contemporary Sports and Media Culture

Mary Kate Goodwin-Kelly, Saint Mary's College

This project merges my long-running passion for athletics—particularly soccer (I played Division I soccer) and running (I have run two marathons to date)—and my current scholarship exploring U.S. Media culture's conceptions (or misconceptions) of motherhood. Informed by feminist approaches to film and media studies, my paper will chart the current fascination with pregnant and postpartum bodies in popular culture, and the obsessive media speculation about the real or imagined state of maternity of present-day celebrities. Then, tracing the celebrity status of two specific female athletes—Joy Fawcett (former member of the U.S. Women's National Soccer Team) and Marion Jones (former world record holder in the 100 meters), I will examine the representation and public scrutiny of these two figures—that is, of their athletic and maternal embodiment. I will analyze the celebration and denigration of these athletic mothers, while also exploring the impact that narratives about team collaboration or individual success – as well as cultural expectations about women's bodies—have had on the shaping of these particular athletes' public images.

The Legal and Business Aspects of Women's College Basketball Contracts

James T. Gray, Ithaca College

When is a contract not a contract? Where is job security as fleeting as the last seconds of a basketball victory? In what field is an employment contract broken as easily made? None other than the world of women's college basketball. The basketball coach of the new millennium is not only required to be an instructor, but also a fund-raiser, recruiter, academic coordinator, public figure, budget director, television and radio personality, alumni glad-hander, and whatever else the coaches employer may direct the coach to do in the best interest of the university's athletic program.

Periodically, these demands can result in unhealthy stress, an unsatisfactory private life, and constant job movement. The causes of stress and job movement can be traced to unacceptable or unrealistic athlete graduation rates, the emphasis on winning, as well as changes in player, alumni and school attitudes towards coaches.

As a result of the foregoing, this presentation will address important women's college basketball contract concerns from a legal and business perspective. Issues to be addressed include contract formation issues, contract termination strategies, assessing negotiation leverage as well as case law relative to equal pay issues among female and male coaches.

An Odyssey through Intercollegiate Athletics: The Story of Liz Ullman

Elizabeth A. Gregg
Lawrence W. Fielding
Indiana University, Bloomington.

Elizabeth (Liz) Ullman's brief career in sports information epitomizes the struggles faced by women employed in intercollegiate athletics shortly after Title IX passed. Ullman attended the University of Iowa where she double majored in English and Physical Education, wrote for the student newspaper covering women's athletics, and participated on the Field Hockey team coached by Dr. Christine Grant. As a protégé of Dr. Grant, Ullman was educated on the implications and objectives of Title IX. After graduation Ullman took a full-time position as sports information director for women's athletics at Indiana University (IU), the first such position in the Big Ten Conference. Additionally Ullman served as the sports publicist for the Association of Intercollegiate Athletics for Women (AIAW). Immediately Ullman faced discriminatory working conditions and a lack of support from male employees within the athletics department at IU. Unwilling to accept the status quo, Ullman filed an employment discrimination lawsuit against the university. Subsequently Ullman was virtually forced out of her position at Indiana. After realizing that equality in athletics was decades away, Ullman decided to leave intercollegiate athletics to pursue a career in politics. As a result, women's athletics lost one of its most promising professionals.

Title IX: Opportunities and Challenges for Ethnically Diverse Girls

Joy Griffin – University of New Mexico
Kay Morgan – Kirtland Elementary School

Session 1 Showing of new documentary film funded by the New Mexico Commission on the Status of Women (edited to 27 min)

Session 2 Discussion of Film (13 min)

The contrast of Pre-Title IX to Post-Title IX attitudes, opportunities and challenges was central to this year long project, involving ethnically diverse HS girls in New Mexico. These girls were surveyed to find out their most important opportunities and challenges. All-girl video crews were asked to document these issues. This film project helped HS girls to understand Pre-Title IX attitudes and opportunities in contrast to current opportunities and challenges. Film introduction – Pre-Title IX media clips were used to illustrate women's roles and are immediately contrasted to current girls' career hopes and to UNM Lobo women basketball players' discussions of how sport has affected them. The body of the documentary is divided into the top five challenges (date violence, body image, depression, teen pregnancy, and substance abuse). The organization of each section follows the same pattern. Pre-Title IX attitudes are reflected through old media clips and advertising and contrasted with the girl's media productions of current challenges within their communities. The documentary closes with the hopes ethnically diverse young women have for their futures, and LOBO women's basketball team talk about their future career paths and opportunities afforded by Title IX.

Race, Class and Title IX: Have Some Been Left Behind?

Ruth Hall, College of New Jersey

Although Title IX has been of immense value to sport programs for women and girls, it is white women and girls - not Black women, Latinas or Native American women and girls - who have profited most from Title IX. Similarly, low income women and girls have not reaped as many benefits from Title IX as middle and upper class women and girls. The purpose of this presentation is to examine the interaction of socioeconomic status and race on access to the benefits from Title IX.

My presentation will chronicle the experiences of three Black women: one pre-Title IX athlete/coach, and two post Title IX athletes (one in her 20s and one in her 30s). I will interview these three women and explore their athletic experiences pre and post Title IX, their awareness and importance of Title IX in their lives as athletes and ramifications of Title IX in their high school and/or college programs. Although these three women are college educated, their family or origin differ in socioeconomic status. My presentation will conclude with an overview of where Title IX needs to be refined to be more inclusive.

**Getting away from the men-as-victims mythology that threatens Title IX:
The necessity for radical feminism to change media framing**

Marie Hardin, Penn State University
Erin Whiteside, Penn State University

This research incorporates content and textual analyses of news, editorials, opinion columns and letters to the editor in regard to Title IX since 2002, along with focus group responses from sports fans from ages 18 to 50, to discuss prominent media frames about Title IX and their impact. Consistent themes in all media coverage, including the acceptance of sport as inherently male and hierarchical and of women and girls as trespassers – even in discourse that explicitly favors the law – will ultimately serve to weaken public support for it, as focus group responses demonstrate. The researchers argue that even though Title IX was crafted on liberal feminist principles, a more radical/transformational approach to women, men and sport must take place to mute harmful mythology and ensure long-term support for the law.

Examining Experiences of Self among College Basketball Coaches

Sarah Ballinger Harris, Grove City College

A qualitative case study approach was used to explore the self-concept of two male and two female NCAA Division III head basketball coaches. Semi-structured interviews were conducted with the four coaches as well as significant others in the coaches' personal and athletic lives. Following Markus and Wurf's (1987) dynamic self-concept model, the development, components, and relational factors of the coaching self were examined. The cases revealed the coaching self is closely linked with the individual's overall self-concept and develops from a prior association to sport and people within sport. Personal factors such as competitiveness also contribute to the coaching self. The coaching self responds to the context with a move toward isolation, which produces an effect on others close to the coach. While both genders shared commonalities in characterizing the coaching self, the female coaches indicated more detrimental effects of the overall sense of self as a result of their coaching roles. These results suggest closer attention to the influence of gender and contextual influences on the coaching self.

Scholar-Baller Women Rock: Higher Education and Sport

Keith Harrison

ThinkWoman(tm) is about intelligence, athleticism and true beauty and respect of women: mind, body and soul. ThinkWoman is about supporting Title IX policies, diverse body representations and creating a positive label about women's health and physical activity. Scholar Baller is inclusive by enabling men's and women's sport to equally participate in this cultural movement as well as the curriculum and incentive program. ThinkWoman is the exemplar for the academic reform movement in terms of balancing textbooks and playbooks.

Coaching Efficacy: Implications for Women in Sport

Teri J. Hepler
Deborah L. Feltz
Michigan State University

Since the passage of Title IX, the percentage of women's teams being coached by women has decreased from 90% in 1972 to 42% in 2006 (www.womenssportsfoundation.org). One salient factor related to women and coaching is coaching efficacy. Coaching efficacy (CE), defined as the extent to which coaches believe they can influence the learning and performance of their athletes, comprises four dimensions: motivation, game strategy, technique, and character building (Feltz, Chase, Moritz, & Sullivan, 1999). Research suggests that CE is related to subsequent coaching behavior, such as praise/encouragement (Feltz, et al, 1999) and leadership style (Sullivan & Kent, 2003), as well as to outcomes, like winning percentage, player satisfaction (Feltz, et al, 1999), coaching commitment (Kent & Sullivan, 2003), and team efficacy (Vargas-Tonsing, Warners, & Feltz, 2003). However, two recent studies found that female coaches report lower game strategy efficacy than do men (Marback, Short, Short, & Sullivan, 2005; Sullivan & Kent, 2003). As CE is related to effective coaching behaviors and desirable outcomes, increasing CE among female coaches could impact women's desire to remain in or enter the coaching profession. Suggestions for increasing CE among women coaches, particularly related to game strategy efficacy, include coaching education programs and apprenticeships.

Mentoring Our Mentors: Combating a Crisis at the Secondary Level

K. Paige Hershey, Spring Branch Independent School District

This paper discusses research highlighting the decrease in numbers of women coaches at the secondary level in Texas and the continuing dominance of males in positions of leadership in athletics throughout the state. Statistical data gathered from throughout the state underscores both trends and is used by the author to call for the need for mentoring programs for female coaches and athletic directors. Models for such programs for both female coaches and athletic directors are presented as one possible means for combating the loss of female mentors for girls at the secondary level.

Advertising (Em)Power(ment): Girl Power-ed Tomboys

Amy Hribar, Montana State University

In recent years, there has been a noticeable increase in advertisements targeting young girls, teen girls, and women that employ postfeminist hails of empowerment. This paper examines the advertising purchase and postfeminist understandings of power, empowerment, and girlhood circulating with/in contemporary American sporting culture. Gaining visibility and a toe-hold in the consumer market via the music scene, the celebratory and consumerist Girl Power movement emerged from earlier political movements in popular culture such as the Riot Grrl and Rebel Girl of alternative music scenes, and later via popular music of the Spice Girls and solo artist Pink. As articulated to sport, Girl Power rhetoric contains and displaces anxieties around the iconic notion of the tomboy and attendant anxieties around sexuality while obscuring considerations of race- and class-based understandings of femininity and girlhood. I examine the constant rearticulation and reconstitution of feminism as well as the changing nature of the relationship between fitness, feminism, femininity, and girlhood in contemporary America through the notions of the tomboy and Girl Power.

Reflections on the Training Experiences of Elite Female Athletes in Taiwan

Pin-Jui Huang

Yi-Chun Chung

Nyit-Chin Keh

National Taiwan Normal University

The early entry of children-athletes into sport with severe training was very common in Taiwan. However, for athletes, they were not only trained physical techniques mechanically but also coached to be disciplined during the training process. Later, when these athletes grew older, some of them turned to be the coaches in the same sport, to pass on their professional skills and values systems to younger generations. The phenomenon mentioned above pointed out the typical cycle of the elite athletes in Taiwan, and the researcher used to be one of them. However, traditional teaching methods and training approaches were challenged by education reformers in recent years, and the researcher became interested in the influence of past training experiences. The purpose of this research is to reflect on past training experiences, to see how they changed the meaning of sport in the life of female athletes. Life history approach was conducted to collect experiences from 5 retired female athletes who are now coaching the same sport. Several themes emerged from the interview data. (1) Being “selected” into the sport, participants used to make great effort to win honorable prizes for the school or the country; however, when they became “useless” for the sport, they faced the transition period on their own without any institutional help. (2) The patriarchal coaching style in the past had in some way caused the genderless identity in the field of sport. Hence when participants retired from the sport and rebirth to the society, it took some time to adapt to the female gender identity. (3) Although unsatisfied with former training experiences, participants’ coaching styles were similar to what they experienced in the past. By revealing above-mentioned female experiences, this research hoped to call people’s attention on the issue of appropriate coaching in Taiwan.

Title IX: Misconceptions, Lack of Knowledge, and Campus Education

Katie Hubbard
Tami Eggleston
Brenda Boudreau
McKendree College

At McKendree College, one student and two faculty members collected data on the knowledge that current college students and athletes have about Title IX. Unfortunately, the results indicated a variety of misconceptions and inaccurate perceptions about Title IX. Men viewed that there were more expanding opportunities for women in sports than women did. A large difference was also reported such that male athletes strongly believed that Title IX has decreased the number of male athletes in colleges. Men also believed that if a team makes more money than it should be given more money. In addition, almost all of the students reported that they did not complete surveys sent to them via email (one of the possible changes in Title IX compliance law).

Even more alarming, many students had no knowledge about Title IX. After finding these results, we presented information on campus during women's history month via presentations and newspaper articles. In this poster, results of the survey will be revealed as well as presenting simple strategies to disseminate the importance of Title IX on a college campus.

Leadership Behavior and Women in Sport: Leader and Follower Perspectives

Mary A. Hums, University of Louisville
Damon P. S. Andrew, University of Tennessee

Several studies in business and sport have noted systematic differences in leadership behavior between men and women. Many of these studies only examined leadership behavior from the perspective of the leader or the follower. This study's purpose was to examine the role gender plays in leadership behavior as reported by leaders and followers as defined by Chelladurai's (1978) Multidimensional Model of Leadership. Collegiate tennis coaches (M = 40; F = 71) and female collegiate tennis players (n = 167) participated in one of two studies. Study one examined leadership differences according to the coach's gender from the leader's perspective and found female coaches reported significantly less ($p = .048$) autocratic behavior than male coaches. Study two examined leadership differences from the female athletes' perspective and found no significant differences in perceived leadership behavior based on the coach's gender. Since female athletes have demonstrated a preference for less autocratic behavior in past studies (Chelladurai & Saleh, 1978; Erle, 1981; Terry, 1984), the results indicated the typical leadership behavior exhibited by female coaches may be more appropriate for female tennis players.

The Modern Woman: 21st Century Images of Female Athletes

Eliza Jacobs, Temple University

In the summer of 2004, just before the Athens Olympics, several female members of the American Olympic squad were featured in photographic layouts in *FHM*, *Maxim*, and *Vanity Fair*. These images and their presence in these particular publications raise several questions about the modern female athlete and the representation of her body. Do these photographs challenge or reinforce how the media have traditionally represented female athletes? Do the images in these magazines signal a shift in the media environment to a place where female athletes now feel empowered to promote their bodies? Or do they perpetuate femininity and sexuality as the standard by which we judge and accept female athletes? These questions are examined through a comparison of representations of the female athletic body from the early 20th century to those presented in these 2004 publications. Aside from attempting to disentangle the meanings embedded in these images, this research also seeks to serve as a catalyst for scholars and practitioners to engage in a dialogue about the nature of these images and the possible positive and negative impact they might have on the goals of women's sports in today's culture.

Girls Gone Wild: Are Women's College Sports in Crisis?

Eliza Jacobs, Temple University

In recent times, the dark side of college sports has entered public consciousness. With regard to women's sports, the fallout from the Northwestern women's soccer hazing incident rippled through the media not only because these athletes attend a top educational institution, but also because they are female and this behavior is, traditionally, uncharacteristic of young women. Does this incident, as well as other hazing episodes now publicized by the media, suggest a shift is occurring in the culture of women's sports where female athletes are increasingly behaving badly? Or, on the contrary, is this simply a reflection of the collegiate sports environment and more importantly, an illustration of how today's youth embrace interactive technologies and social networking websites?

Using the Northwestern women's soccer team as a case study, this research employs a textual analysis of print and photographic sources to examine these issues. In particular, two national newspapers, *The New York Times* and *USA Today*, and two websites, *Badjocks.com* and the Northwestern University Athletics website, serve as the texts for this research. This paper attempts to determine if, on the eve of Title IX's 35th anniversary, women's collegiate athletics faces an identity crisis as its athletes behave contrary to social expectations.

**Why are black women & girls under-represented in aquatics?
“It’s about opportunity and hair, not biology”**

Wardell Johnson, Eastern Kentucky University

During the years of the Civil Rights movement, blacks were not allowed to swim in the any city-owned swimming pools in most communities. This was especially true in the South. This was during the time of racial segregation when blacks were not allowed to even drink out of the same water fountain as whites. Under-representation in swimming cannot be explained away as biological as segregation had a profound effect on the interest and ability of an entire group of people. It would seem only natural that the effects of not being allowed to participate in an activity would cause many of these disparities. This issue is very similar with the Title IX legislation of 1972. Women were denied opportunities to participate in sport and athletics simply because they were women.

Numerous black female social scientists, swimming professionals, and college students who were interviewed as part of the USMA research study, stated, “that hair care was a social deterrent to “them” swimming”. The texture of Black’s hair requires more styling care after swimming, so that even recreational swimming demands greater time commitment, making swimming less attractive to black women (Campbell, 1991; Wessel, 1994; Woodham, 1994).

In Their Own Words: Why Women Leave Division I Coaching

Cindra S. Kamphoff, University of North Carolina at Greensboro

Acosta and Carpenter's (2006) latest report suggests that only 42.4% of current women's teams are coached by a female head coach compared to over 90% in 1972, the year Title IX was enacted. Furthermore, research suggests that females intend to leave the coaching profession sooner than their male counterparts (e.g., Sagas, Cunningham & Ashley, 2000). Yet, the reasons why women are leaving coaching have not been clearly identified. As part of a larger project, six former Division I coaches who had left the profession in the last five years were interviewed about their experience in coaching and their decision to leave the profession. Phone interviews were used to reach women throughout the country and each interview was transcribed verbatim. A descriptive analytic strategy of indexing was used and external auditors were employed. After a comprehensive and extensive analysis of the interview transcripts, three general themes emerged: 1) Gender disparities in women's work, 2) "It's a long, hard position," and 3) College coaching and normalized sexualities. The results revealed that the patriarchal structure of collegiate athletics was a major factor in the women's decision to leave coaching and the words of women provide guidance for change.

Empower Yourself to Excel

Debbie Kiefiuk, C.S.C.S.

Role models in sport teach us how to excel in sport and in life. Billy Jean King, Mabel Fairbanks, Kathy Switzer, Wilma Rudolph, (your favorite athlete role model here) are a few examples of empowered women. Sporting experiences can be applied in the workplace. Imagine...an environment where rules, roles and responsibilities are clear and there is a fair playing field. No limitations and no more glass ceiling. What is learned through sports can also be applied and used to excel at work. Athletic female role models acquire skills and qualities that are valuable when applied in the workplace. These skills include goal-setting, staying focused when under pressure, winning through teamwork and developing yourself as an authentic leader. Participants will benefit with a playbook that educates, inspires and motivates one to optimize your performance potential in any aspect of life. Empowered excellence is celebrated by sharing sporting excellence from female athlete role models and exploring the champion within us all!

Homonormativity and the Politics of Coming Out: The Case of Women's Sports

Samantha King, Queen's University

This paper explores the place of women's sport in the mainstreaming of gay and lesbian identity, or what Lisa Duggan (2003) describes as the emergence of "homonormativity." More specifically, it analyses how coming out stories in women's sport are articulated to two primary mechanisms of homonormalization: a) the incorporation of gay and lesbian politics into consumer capitalism, such that visibility, marketability, and the capacity to accumulate property are now viewed as primary signs and engines of progress; and b) the battle for legal protection for same-sex domesticity, which has become the main concern of gay and lesbian political organizing in the U.S. Focusing on media responses, both gay and mainstream, to Sheryl Swoopes' coming out, the paper argues for a scholarly perspective—and politics--that continues to address homophobia in women's sports while at the same time refusing to isolate this form of marginalization from the economic and racial hierarchies through which it operates.

Wellness Aspects in First Year College Female Athletes

Janna LaFontaine, College of St. Benedict

A study of wellness aspects among first-year college students at a mid-sized, church-related, undergraduate, liberal arts college in the upper Midwest was conducted during the 2002-2003 school year. The students completed the Wellness Evaluation of Lifestyle during a required wellness course. The study sample consisted of 535 first year college women of which 71 were collegiate athletes. Descriptive statistics of the female college athletes indicated that the following wellness aspects had the highest scores: exercise, friendship and love. Aspects of wellness in which the female athletes scored lower were nutrition and stress management. The implications of this study for athletic programs may indicate a need to address nutritional concerns and tactics for dealing with stress among young collegiate female athletes.

Title IX: Don't Let Our Daughters Grow Up Without It

Deborah Slaner Larkin, The MARGERET Fund
Neena Chaudhry, National Women's Law Center

This session will highlight the work that remains to be done to achieve gender equity in education programs, focusing on athletics. Participants will gain a better understanding of advocacy tools they can use to help keep Title IX strong for future generations of women and girls.

After providing a brief overview of the progress in women's sports since Title IX, we will discuss new threats to the law, emerging equity issues, and how these could affect girls and women. We will focus on strategies directed at the Administration and Capitol Hill, our emerging field work on campuses, and our outreach and action to the general public through our innovative Title IX websites. Our presentation will include visuals describing Title IX, case studies, and other examples of our work.

“Coaching Girls”: A Content Analysis of Popular Press Coaching Books

Nicole LaVoi
Heather Maxwell
Erin Becker
University of Minnesota

The 1999 Women’s World Cup and 2000 Olympics increased interest and visibility of women’s sport thereby prompting the production of many coaching books written specifically for coaching females. The emergence of “coaching girls” books can be read two ways. On one hand, “coaching girls” books potentially raises awareness and knowledge by recognizing unique dimensions of sport participation for female athletes. On the other hand, “coaching girls” books can be viewed as cultural narratives that perpetuate gender stereotypes, reify the gender binary (Kane, 1995) and problematize female athletes. Eleven recently published (2000-2005) popular press books specific to coaching girls in basketball, softball, and soccer were analyzed. Content analysis revealed consistent themes across books concerning how girls should be coached, and illuminated an abundance of the content and “advice” is not supported by empirical research. Non-research based messages contained within “coaching girls” books may trivialize, misrepresent, distort, and marginalize girls emotions, thoughts, relationships, skills and behaviors in sport contexts (Birrell & Theberge, 1994), while upholding “coaching boys” as normative praxis. Results will be discussed in terms of coaching education, coaching science research and the professionalization of youth sport in the United States and its special impact on girls.

Seeing the Invisible, Speaking about the Unspoken – Homophobia in Sport

Karin Lofstrom, Canadian Association for the Advancement of Women and Sport and Physical Activity

Dr. Guylaine Demers, Laval University and Quebec Women and Sport Organization

Despite the enormous benefits of sport, and the earnest efforts we undertake to make sport inclusive and positive, sport is not welcoming to gay and lesbian people and particularly to gay, lesbian and questioning youth. Heterosexuality is the presumed norm in sport, from the grass roots right to the most elite levels. And while we have made gains in making our schools, institutions and workplaces more welcoming of diversity, including LGBT persons, there has been very little discussion about making sport a more inclusive place.

For girls and women, homophobia in sport presents an obstacle to participation for both groups: lesbians who are not welcomed, and heterosexual girls and women who are reluctant to pursue sport activities because of the lesbian label. Thus, the existence of homophobia is a double-edged sword, working against the full participation of all females in the sport experience. Homophobia hurts everyone in sport.

CAAWS, the Canadian Association for the Advancement of Women and Sport and Physical Activity is taking the first steps in Canada to reduce homophobia in sport. Highlights from the recently released CAAWS paper on homophobia in sport 'SEEING THE INVISIBLE, SPEAKING ABOUT THE UNSPOKEN' will be discussed along with content from the Homophobia in Sport workshop that has been designed for National Sport Organization's /University's staff, administrators, volunteers, coaches and athletes.

Advancement of Women in Intercollegiate Athletic Administration

Nancy Lough, University of Nevada Las Vegas
Heidi Grappendorf, North Carolina Sate University

Recent research has contributed to an understanding of the qualifications, experiences and career paths necessary for the advancement of women to the Director of Intercollegiate Athletics position (Grappendorf, Lough, & Griffin, 2004; Miller-Hatfield, 2003; Raphaely, 2002; Tiell, 2004). For example, Grappendorf & Lough (2004) found that 31% of Senior Woman Administrators (SWA) have a career goal of becoming an Athletic Director. However, the current representation of women as athletic directors remains stagnant at 9.3% for Division I, 17.8% in DII and 26.6% in DIII (Acosta & Carpenter, 2006). Ideally, with the mandate of the SWA position by the NCAA a pool of women athletic administrators should have been gaining the necessary experience and qualifications for promotion. Furthermore, programs such as the NACWAA Institute for Administrative Advancement have contributed to the preparation of women aspiring to the athletic leadership role. Though it appears that a growing pool of qualified women are on the verge of transitioning into the athletic directors' position, challenges remain. Therefore, the purpose of this presentation is to present the data on career paths and profiles of SWAs (Divisions I, II, & III) and Athletic Director's to determine the probability that more women will advance in intercollegiate athletic administration.

Women Collegiate Athletes on the Intercollegiate Athletic Experience

Nancy Lough, University of Nevada Las Vegas
Colleen McGlone, Coastal Carolina University

More women are participating as collegiate athletes than ever before and the number of women's teams continues to rise. Yet, as more time has passed since the enactment of Title IX, increasingly women's athletic programs are being led by men. To address this problem, most recent research has examined the plight of women coaches and athletic administrators. This study was designed to address a void in the existing research by focusing specifically on the perceptions of current women student athletes. Perceptions of women's sport and/or collegiate athletics may deter qualified women from the pursuit of careers in coaching or athletic administration. By identifying issues of concern to women student-athletes, sport administrators may be able to create new dialogue and advocacy efforts in order to enhance the overall student-athlete experience. Topics of inquiry included perceptions of the NCAA, their experience with athletic administrators, Title IX's impact on their experience, and coaching or sport administration as a career option. Significant findings and themes that emerged include a lack of awareness regarding the roles of key leaders in athletics, frustration with media coverage and equity, as well as an overall impression of their experience as a paradox between demands and rewards.

Female High School Athletic Directors - Where are we now?

Marilyn Mather, Dowling College

Significant effort has been made in tracking the progress of women in college athletic leadership positions (Acosta & Carpenter, 2006). Similar longitudinal studies have not occurred on the high school level, and in general, limited research has been conducted on interscholastic sport leaders. Whisenant (2003) gathered information from 22 of the 50 state high school athletic associations and found that 13% of the athletic directors were female. This contrasts with pre-Title IX (1971-72) statistics of 40% (female athletic directors and girls sport directors) in Virginia (Heishman, et al, 1990). The negative influence of homologous reproduction, hegemonic masculinity and disparate-impact discrimination are shown to be barriers to the growth of women as high school athletic directors (Whisenant, et al, (2005). The usual career path for an athletic director is to coach at the high school level and then move into athletic administration. As the number of female high school coaches declines, will a pool of women continue to be available to become role models as interscholastic athletic directors (Collins, 1997)? This paper looks to draw together the history and recent research on female high school athletic directors.

Bad Girls? Hazing in Women's Intercollegiate Athletic

Dr. Colleen McGlone, Coastal Carolina University

While Women's sport has been highlighted by the national media, it is often for unbecoming reasons including hazing. This was evidenced by the recent hazing pictures posted on the internet and the naming of the "dirty dozen" (www.badjocks.com). It was experiences like these that led to this study which aimed to determine the prevalence and perceptions of hazing in the National Collegiate Athletic Association (NCAA) Division I (D1) athletics. This study brought to light that hazing is prevalent in women's NCAA DI athletics. The fact that nearly one out of every two athletes in this survey indicated they have been hazed suggests that hazing has become part of the culture of women's DI NCAA athletics. Key findings from the study include the prevalence of hazing involving alcohol, sexual harassment and psychological methods, athletes reasoning for hazing and administrators perceptions of hazing as a problem in women's sport. The prevalence of hazing combined with the perceptions revealed in the study indicate that athletes, coaches, administrators, athletic departments, institutions and the NCAA are in a vulnerable position in regards to hazing. By identifying prevalence and perceptions of hazing in women's sport, sport administrators can proactively work on strategies to reduce hazing in women's athletics.

Perceptions of Openness toward Female Sport Managers within the Sport Industry

Mark Moore, East Carolina University

This study examines the effects of organizational characteristics, diversity, openness toward and the employment of female managers within the sport industry. A questionnaire was developed to collect data on attitudes toward Human Resource Management (HRM) practices within sport organizations and sent to 500 collegiate and professional sport organizations in the USA; 196 respondents (39%) returned their completed survey forms. This survey instrument employed a five-point Likert Scale with anchors of strongly agree; (5) to strongly disagree (1). With the survey data, a structural equation model examined causality among organizational characteristics, diversity openness measures and representation of female executives. Findings indicated significant paths between organizational size and compensatory openness ($t=3.04$, $p<.05$), top management openness and compensatory openness ($t=10.18$, $p<.05$), and top management openness and the percentage of female managers ($t=2.01$, $p<.05$).

In conclusion, the implications to women within the management of sport are two-fold. First, this paper will examine ways to increase openness toward gender equality within the managerial area of sports. Second, it will examine the specific organizational climatic requisites for managing diversity openness within sport organizations.

Teaching About Title IX = Teaching About Fairness and Choices

Kay Morgan – Kirtland Elementary School
Dr. Joy Griffin, University of New Mexico

Title IX opened new possibilities for girls and boys in schools. There are more opportunities and choices for educational programs, sports and recreational participation, and career paths. However, many elementary students come to our physical education classes with a narrow view of what are appropriate and possible choices and activities for boys and girls. Students at our school are ethnically diverse, and most come from high poverty families with traditional gender roles. Few can afford to participate in organized activities outside school programs. We try to increase their understanding of possible choices that are appropriate for everyone. We don't assume this will just happen without some intervention. A variety of media and activities are used to increase their exposure to role models different from the limited gender roles and job opportunities they see in their lives. This presentation will focus on some techniques and interventions used to spark discussion about conditions before Title IX, and how Title IX provided greater possibilities. Included will be pictures of ethnically diverse students participating, as well as their comments about what is fair and the importance of equal chances and choices.

Intercollegiate Athletic Spending: An Examination of Gender Specific Expenditures

Heather Morris, Ohio University

Ming Li, Ohio University

Thirty-five years after Title IX, institutional expenditures in intercollegiate athletic programs still fall far short of achieving equity. This study was conducted to assess the current landscape in intercollegiate athletic financial expenditures within the context of gender equity. Using 2004-05 Equity in Athletics Disclosure Act (EADA) data, an examination of NCAA Division I-A (N = 119) gender specific expenditures was conducted. During 2004-05, NCAA Division I-A institutions spent over \$3.8 billion to operate their athletic programs with almost \$70 million or 1.82% of that going towards the recruitment of student-athletes. Considerable differences in expenditures by gender were observed in an analysis of per capita operating expenses. Overall, Division I-A institutions spent \$19,472 (unallocated expenses excluded) less per female student-athlete than they spent per male student-athlete. With respect to recruiting spending on male and female athletes, the ratio was 1: 0.6. It was found that Division I-A institutions spent a higher proportion of overall athletic expenses towards recruiting males (M = 1.27%) as opposed to females (M = 0.55%). The average difference on per capita recruiting expenditure between males and females was \$553. Only four schools reported higher per capita recruiting expenditures for females than males.

Fatigue of the Shoulder Rotators on Collegiate Women Tennis Players

Yvonne Niederbracht
Andrew L. Shim
Indiana University of Pennsylvania

PURPOSE: To assess eccentric external and concentric internal shoulder muscular fatigue prior to and immediately after a 5 week shoulder strength training program.

METHODS: Subjects were six collegiate women tennis players who participated in a 5 week, 4 times a week, preseason strength training program consisting of five exercises: External Rotation 90°, Seated Row, Scaption, Chest Press, and External Shoulder Rotation (Rubber tubing). Three sets of 15 repetitions were performed for each exercise. A Kin-Com isokinetic dynamometer was used to assess total work performed throughout 20 maximal contractions. Peak total work was defined as total work conducted during the first 5 repetitions and muscular fatigue was assessed by dividing total work conducted in the last 5 repetitions by the peak total work.

RESULTS: Fatigue of the external rotator muscles was equal to fatigue of the internal rotator muscles, both prior to and after the shoulder strength training program and were accompanied by significantly increased levels of fatigue of the external ($p = 0.037$) and internal rotator muscles ($p = 0.045$).

CONCLUSIONS: Fatigue-induced shoulder muscle strength imbalance did not occur and is not considered an additional shoulder injury risk factor to the overhead athlete.

The Appropriation and Sexualization of Women's Gymnastics

Michelle Niestepski, University of Rhode Island

At the 1972 Olympics, Olga Korbut won over millions of television viewers with her daring acrobatic moves, changing gymnastics from a graceful women's sport to a challenging, athletic sport for girls. Since then, gymnastics has enjoyed unequaled popularity and, not surprisingly, constant criticism. Korbut, Nadia, and Mary Lou were praised, but Zmeskal's disappointing performance at Barcelona in 1992 was followed with numerous articles about teen athletes being pushed too hard. The mid-'90s brought books and TV films criticizing coaching practices and claiming that many gymnasts were suffering from eating disorders. While the U.S. women's team earned gold in Atlanta, Strug's performance on an injured ankle and Moceanu's frightening fall off the balance beam resulted again in headlines criticizing gymnastics (and led to Olympic minimum age restrictions). Yet, gymnastics thrives; gyms are earning record profits, TV coverage enjoys high ratings, post-Olympic tours pack stadiums, and films such as *Stick It!* attract diverse audiences. Most concerning, however, is the recent sexualization of gymnastics seen in college floor routines and post-Olympic tours. Thus, using feminist and sociological lenses, this presentation theorizes how gymnastics social reproduction is appropriated and altered by popularity and criticism, and its effect on women's athletics.

Title IX 30 Years Later: An in-Depth Policy Analysis

Kari Odland, Central Michigan University

No law has meant more to women in sport than Title IX. As it continues to expand horizons for women, the reality is that it has not worked to its full or intended potential. The purpose of this policy analysis was to examine Title IX regarding its effectiveness and implementation on college campuses 30 years later.

Investigators looked at and discussed the role Title IX plays at Division I institutions against the backdrop of the ideology that intercollegiate athletics is an education, not a business using the two Title IX compliance models. First, the investigators looked at the 3-part test for proportionality and second looked at the 2-part test for participation with regards to compliance.

Findings from the policy analysis included the following regarding Title IX: concern over the future; fear of the federal government weakening the language; concern regarding the opportunity for women to contribute to athletics in a meaningful way; the creation of acrimony among female and male student-athletes; the lack of sufficient forward progress, and the reality of Title IX.

The investigative process served to create dialogue and disseminate information, provide a better understanding of the impact Title IX has on women's athletics and to assist the general public in re-considering the role that Title IX plays in society.

The Importance of Sports Participation in the Lives of Young Females

Gretchen D. Oliver, University of Arkansas
Heather R. Adams-Blair, Eastern Kentucky University

“Involvement in sport and physical activity contributes the physical movement capacities of girls, the health status of their bodies, the values and ethical behaviors they develop and their personal, unique identity. Physical activity must be an integral part of everyday life, not an ‘add-on!’” – Dr. Linda K. Bunker

The researchers of this project will address the importance of physical activity and sports participation in the lives of young females. The focus is to identify the physical, psychological and emotional, and social benefits that females gain through physical activity. The researchers concentrate on all ages and compare behaviors of female athletes to non athletes in middle school, high school, college and beyond. Behaviors such as growth and development; body image; self-esteem; graduation rates; salary income; communication; breast cancer; smoking; pregnancy; drug use; depression; and suicide will be discussed.

The researchers will also incorporate portions of a study of Fortune 500 female board members and past and present sports participation and the relationship that physical activity and sports play in business and success.

Finally, the presenters will provide reasons why girls and women still aren't as active as they should be and ways to get all females involved in some type of physical activity and organized sports teams and organizations.

Having it All: Mentoring Young Professionals

Kathleen Owens, Susquehanna University

Debbie Bradney, Lynchburg College

Since the passage of Title IX, girls and women have benefited from more opportunities to participate in the full range of sport and fitness experiences. In the past 35 years, the very definition of womanhood has been reshaped into a multidimensional experience often characterized by competition of a different sort. Successes on the field of play – including simply the opportunity to participate – have resulted in a generation of women who want and are able to have it all. Our young professionals are now gifted with more independence, confidence, and desire for success – all characteristic of successful athletes and predictive of professionals who desire family, personal and professional success; however, there is also additional pressure to maintain the traditional female role of caregiver. As the demands increase and our young women find themselves stretched thinly, how can we effectively mentor them to continue to put themselves first? This presentation will focus on tools to encourage young professionals to prioritize a balanced approach to life while pursuing excellence and enjoyment.

Strategies used by Physical Therapists for Intervention and Prevention of the Female Athlete Triad

Kathleen J. Pantano, Cleveland State University

Purpose: To describe current methods of treatment and prevention used by physical therapists in the U.S for women having, or susceptible to, the Female Athlete Triad. This syndrome can lead to the development of osteoporosis at a young age.

Methods: A survey, sent to 500 physical therapists practicing in the U.S., assessed methods used by physical therapists to treat and prevent the Female Athlete Triad. Descriptive statistics were used to describe the strategies, including the frequency in which physical therapists refer to other health care professionals for intervention.

Results: One hundred and seventy-nine physical therapists responded to the survey (36% response rate). Of the 179 participants, 25% (44) stated that they currently employ specific methods of treatment. Sixteen of those respondents (36%) reported that they currently use preventative strategies, but only 16% (7) are involved athletic screening for the disorder. The methods of treatment, prevention and frequency at which physical therapists use a multidisciplinary team approach are described.

Conclusion: This study indicates that, for the sample of physical therapists studied, more were knowledgeable about the treatment of the Female Athlete Triad than in its prevention. A greater focus on education for prevention could lead to earlier detection of the condition.

Coach's Knowledge, Attitudes and Behaviors Regarding the Female Athlete Triad

Kathleen J. Pantano, Cleveland State University

Purpose: The restriction of dietary intake and overtraining in female athletes can lead to athletic amenorrhea and the early development of osteoporosis, a condition known as the Female Athlete Triad. Without proper intervention, the female athlete with this condition may risk developing the devastating affects of osteoporosis prematurely. This study describes coach's current knowledge, attitudes and skill regarding screening and intervention for the Female Athlete Triad. Determining where gaps exist can direct future education about the syndrome.

Methods: A questionnaire was sent to 300 Division I collegiate coaches in the U.S. Descriptive statistics, Pearson product-moment correlation and t-tests were used to describe relationships of the variables studied and compare coaches with high and low levels of knowledge ($p \leq .05$).

Results: Forty-three percent of the 91 coaches responding to the survey were able to correctly list the specific components of the disorder. Coaches with high levels of general knowledge about the triad had statistically significant differences in their perceptions, behaviors and specific knowledge than coaches with low levels of general knowledge about the triad.

Conclusion: Future education should focus on treatment and prevention related to specific factors of the syndrome, such as nutritional requirements, methods of assessing and screening techniques.

A Qualitative Examination of Female Collegiate Athletes' Coaching Preferences

Paula M. Parker, East Stroudsburg University of Pennsylvania, USA
Nancy Jo Greenawalt, East Stroudsburg University of Pennsylvania, USA

The purpose is to qualitatively explore coaching leadership preferences among female collegiate athletes. Since the inception of Title IX, female athletic participation has grown; however, opportunities for women to coach have not (Suggs, 2000). In 2002, women held 44% of head-coaching positions over collegiate female teams (Willis, 2005).

This lack of growth in female head coaching positions may be related to persistent negative attitudes toward female coaches (Habif, VanRaalte, & Cornelius, 2001). Research regarding athletes' attitudes has been varied. Studies continue to support that males prefer male coaches (e.g., Parkhouse & Williams, 1986). Habif et al. (2001) found female athletes rated males more favorably than female coaches, while Fasting and Pfister (2000) supported that elite females preferred female coaches. Male coaches may be preferred even when compared to more qualified females (Hasbrook, Hart, Mathes, & True, 1990).

During informal conversations, the researchers have found many female athletes do prefer male coaches. Examples of reasoning include "males are more autocratic" and "female coaches are too emotional." In order to further explore these statements, focus groups consisting of various women's teams at a Division II university will be conducted in fall 2006. Discussion of findings and recommendations for change will be explored.

If You're Good, They'll Find You: An Examination of the Communities for Equity versus the Michigan High School Athletic Association Court Case

Amanda Paule, Michigan State University

The purpose of this study was to examine individual's perceptions of the Communities for Equity versus the Michigan High School Athletic Association (MHSAA) court case. This court case centers on the potential changing of the sports seasons for girl's sports in the state of Michigan. Communities for Equity charged that the MHSAA placed girl's sports in the nontraditional seasons while the boy's sports were placed in traditional seasons (Communities for Equity v. Michigan High School Athletic Ass'n, 2001). It is this placement of the sports which Communities for Equity argue constitutes legally inequitable treatment (Communities for Equity, 2005). Through the use of a qualitative methodology, eighteen individuals were interviewed about their perceptions of this court case. Three themes have emerged from the data: perceptions of the case, potential repercussions, and abilities alone leading to the next level. Each of these themes represented the various layers and complexities associated with the court case.

Analyzing Sport Communication: An Examination of Article and Photographic Coverage

Paul M. Pedersen, Indiana University

Andrea N. Geurin, Indiana University

The relationship between sport and the mass media has often been considered symbiotic. Sport personalities, organizations, and events provide coverage material and opportunities to the mass media. At the same time, through their coverage, the mass media promote certain activities and individuals in sport. Although some sport entities and personalities receive abundant, consistent, and free promotion (i.e., coverage), others are often given limited coverage - or ignored altogether - through gatekeeping. To ascertain the promotion of male sports and female sports on the pages of ESPN The Magazine, this study analyzed the type and amount of written and photographic coverage provided by this sports publication to male sports and female sports over the publication's first seven years (1998-2005) of existence. The 203 issues were coded, and it was found that male sports received phenomenal promotional advantages over female sports, as they garnered 97% of the feature articles and cover photographs, and 94% of the special photographs. Other coverage differences and promotional advantages were illustrated in the study and are discussed.

Collectively, male sports are promoted by ESPN The Magazine while female sports are marginalized and fail to receive much promotion on the cover or pages of the publication.

The Reciprocal Relationship of Sexist Naming Practices and Athletic Opportunities in Colleges and Universities in the Southern United States

Cynthia Fabrizio Pelak, University of Memphis

This paper examines the relationship between the use of sexist names for college sport teams and structural gender inequality within athletics at four-year colleges and universities in the Southern United States. Drawing on theoretical insights and empirical findings from feminist scholarship on sexist language practices, gender inequalities within athletics, and the importance of intersecting systems of race and gender oppression, the author addresses three interrelated questions. First, what are the forms of sexist names and the extent to which such practices are used by collegiate sport programs in the South? Second, which schools are more likely to use sexist names? And finally, what are the affects of using sexist names on the equitable distribution of athletic opportunities for women and men students? This paper uses both univariate and multivariate regression techniques to analyze data on naming practices and institutional characteristics of 240 collegiate sports programs. The findings suggest that sexist naming practices are the norm at Southern schools and that the use of sexist names has a direct negative effect on gender equity within athletics. The historical constructions of race and gender in the South appear to reinforce contemporary naming practices in the region. The paper concludes with a discussion of how “renaming” collegiate sport teams can serve as a vehicle for women’s empowerment and a strategy for building non-sexist climates within collegiate sport departments.

More than a Game

Cynthia Lee A. Pemberton, Idaho State University

“So you don’t know how to read?” asked the mousy-looking, middle-aged attorney who represented the college, as we labored through my multi-day deposition. This sarcastic question referred to my testimony and ignorance of Title IX before the summer of 1992. In place since 1972, Title IX requires gender equity in all federally-funded education programs, including athletics. Despite having spent a lifetime in athletics, I knew nothing of the history of women’s sport or how recently the opportunities I had enjoyed as an athlete and coach had come about. I’d benefited personally and professionally from 20 years of Title IX, and didn’t even know it existed.

“More than a Game” chronicles the struggle for Title IX compliance and gender equity in sports from 1992 through 1998, at a small liberal arts college in Oregon. It portrays an inside look at life as a “whistleblower,” the workings, limitations and costs of the legal process, the day-to-day battle engaged and endured; and ultimately the price in human capital paid. “More than a Game” lays bare a personal journey of enlightenment and learning, determination and persistence. It’s a story about the pursuit of justice and social change, embedded in the day-to-day realities of the legal system and academic bureaucracy.

Division I Male Athletes' Perceptions of College Women in Sport

Alina Potrzebowski, University of New Mexico

Perry Cohen, University of Maryland

Michelle Touson, University of New Mexico

Female athletes are a large part of Division I intercollegiate athletic departments. However there is a dearth of female representation in intercollegiate sport coaching and administration. In 2006, 91% of Division I athletic directors were male (Acosta & Carpenter, 2006) with many of the administrative positions being filled by former male athletes (Lapchick, 2005). In light of these statistics, we must work to educate men as well as women about the challenges to gender equity in sport. This study addresses the perceptions that male athletes (future administrators and coaches) have about female college athletes. Specifically, we interrogated male athletes' perceptions of female athletes' ability, the sexuality and femininity of female athletes, gender equity within intercollegiate sport, the legitimacy of women's sport, and male athletes' perceptions of the sport participation of significant women in their lives (mothers, sisters, daughters, friends, and partners). Data were collected using focus groups consisting of current Division I male athletes. Themes that emerged from the focus groups were further explored through individual interviews. This study provides an important step towards creating powerful alliances with our male counterparts in sport.

A Pioneer in Women's Athletics: An Interview with Betty Wiseman

Alexander M. Renes
Leslee A. Fisher
University of Tennessee, Knoxville

Betty Wiseman of Belmont University--located in Nashville, Tennessee--is regarded as a pioneer in women's athletics in the State of Tennessee and in the southeast. She single-handedly jump-started the women's athletic program at Belmont by forming a women's basketball team in 1968, nearly four years prior to Title IX. Recently, she agreed to do an interview about her experiences. In her personal interview Coach Wiseman describes her experience as a participant in women's basketball during the pre-Title IX era, the process of founding the women's basketball team at Belmont University in the late 1960's and how the program developed over her 16 year coaching career. Included are results and discussion related to Coach Wiseman's involvement in pioneering women's athletics. In addition, this paper explores the historical significance of Coach Wiseman's achievements, the role female leaders can have in women's athletics in promoting social change, and the importance of social justice in women's athletics. Future directions for increasing awareness of social justice issues for women in sport are also given. Specifically encouraging current female athletes, coaches and professionals to become active in current issues in women's athletics.

Student Fan Involvement with College Basketball

Lynn L. Ridinger, Old Dominion University
Fred Battenfield, Old Dominion University

Most current college students were born well after the enactment of Title IX in 1972. This generation has grown up in an era where it is acceptable for women to excel in sports and it was cool to see Mia Hamm take on Michael Jordan in a Gatorade commercial. While Title IX seeks to ensure athletic opportunities, it does not guarantee media attention or fan support. Do college students support women's sports teams at their school? How do young people, born after Title IX, perceive women's sports to be the same or different from men's sports? These questions formed the basis for this current research.

The purpose of this study was to compare student fan involvement with the women's and men's basketball teams at one NCAA Division-I university in the mid-Atlantic region. Involvement was measured utilizing a modified version of the Personal Involvement Inventory (Zaichkowsky, 1985). A survey, sent to a random sample of 4000 students, was completed by 1,010 respondents for a response rate of 25%. MANOVA results and regression analyses revealed several significant differences among students based on a variety of variables (i.e., gender, residential status, year in school, and fan identity). These differences will be discussed along with implications for garnering student support for women's sports on college campuses.

Confessions of a Former College Wrestling Coach Regarding the Application of Title IX and the Sport of Wrestling

B. David Ridpath, Ed.D., Ohio University

The perception that Title IX is responsible for the demise of hundreds of intercollegiate wrestling programs is widely accepted by those of us affiliated with the sport. It is part of the rhetoric and through numerous unsuccessful legal challenges by the National Wrestling Coaches Association (NWCA) and the College Sports Council (CSC). Wrestling coaches are wrong as to why intercollegiate wrestling teams have been eliminated at an alarming rate. The researcher demonstrates why wrestling is not suffering because of Title IX; in fact the sport should be flourishing. It is the excess unsustainable growth in college athletics that is the primary reason for the decline of wrestling programs, not Title IX. The researcher traces the historical misconceptions between the dearth of wrestling programs and Title IX, the numerous legal challenges, and what is next for college wrestling in the “post Title IX” era. In addition, the researcher describes a roadmap and solutions that will solve, in the eyes of the wrestling community, any issues with Title IX and application of the three-prong test to wrestling at the intercollegiate level.

Homophobia: A Barrier to Equality in Women's Basketball

Lea Robinson, Independent activist/scholar
Helen Carroll, National Center for Lesbian Rights
Pat Griffin, Women's Sports Foundation
Elizabeth Whitney, Emerson College
Jeff Perrotti, Harvard University

The focus of this panel is homophobia in Women's Basketball. This panel will examine how fear and intolerance of lesbians in women's basketball leads to discrimination and intimidation that affect not only lesbians, but all athletes, coaches and administrators, as well as teamwork, teammate relationships and overall team chemistry. We hope to also articulate the interconnectedness of homophobia with sexism and racism in Women's Basketball in ways that intensify inequality in women's sports. Recent court cases involving Title IX show that this legal tool can also be used to address discrimination based on sexual orientation. Because Title IX can provide this protection against discrimination based on sex, gender, and sexual orientation, it is essential to make these connections. This panel hopes to encourage dialogue among LGBT students, staff, and administrators and allies, to explore how homophobia in women's basketball can be addressed successfully to the benefit of all participants.

Trash talk among middle school aged female basketball players

Martha B. Rosenthal, Bridgewater State University

This paper will synthesize results from two studies on girls, aged 10 – 14, involved in basketball. Both studies used identical methodologies but were completed in different states. The girls completed two open ended qualitative questions about verbal aggression, i.e. trash talking, in their basketball experiences. They also completed a revised version of the Sport Behavior Inventory (Conroy Silva, Newcomer, Walker & Johnson, 2001) that specifically asked them to assess the legitimacy of verbally aggressive behaviors in basketball. The results will be analyzed in the context of previous literature about children and their perceived legitimacy of aggressive behavior (Conroy et al, 2001), developmental literature about middle school aged students (Butler, Linder & Johns, 2000; Life's first great crossroad, 2000; Stein, 1999) and sport dropout literature (Lumpkin, Stoll & Beller, 2003). This topic is of great significance as it will help to describe the culture of girls' basketball and it will address dropout among young female athletes. One hypothesis was trash talking in basketball, especially about skill and body size, may contribute to an unwelcoming environment for the less skilled girls and to dropout of sport all together.

Judged on Appearances: Gender Performances of Elite Women Gymnasts

Sally Rea Ross, Bowling Green State University

Despite an overall increase in participation, studies continue to identify some sports as more acceptable for females, such as the aesthetically pleasing sport of gymnastics (Koivula, 1995, 2001; McCallister, Blinde, & Phillips, 2003). Although gymnastics may continue to be perceived as a gender appropriate sport, individual meanings constructed by those women most deeply involved are important to distinguish. An assessment of ways a new generation of women in sport view femininity and present their female bodies both within and outside of the sport context may lead to a greater understanding of the female experience in sport. Butler (1993) argued that since gender is a performance it should be seen as fluid and variable, or the way we behave at different times and in different situations. Thus, the purpose of this study was to investigate how elite college women gymnasts define femininity and identify how they perform gender within sport and the larger society. Themes from interviews of seven elite college women gymnasts uncovered understandings of gender stereotyping as well as a belief in recent social change, and expressed hope for future inclusion of broader classifications of femininity. Results also challenged the classification of women's gymnastics as an exceptionally feminine sport.

Women College Athletes Share Understandings of Their Mothers' Sport Involvement

Sally R. Ross
Bowling Green State University

Present day college women athletes grew up playing sports while many of their mothers did not have this opportunity. For this qualitative study, thirteen Division I college women athletes were asked to assess themes related to understandings of their mothers' sport opportunities and level of support received from their mothers in their athletic endeavors. Women athletes in this study often identified both parents as supportive, but viewed fathers as athletes much more readily than mothers. While some recognized that their mothers lacked opportunity, many believed they lacked interest or skill.

Miller and Levy (1996) recognized the important influence of parents, particularly mothers, on the sport participation of girls. They concluded that parents who actively participated in sports may provide positive role models for daughters. Shakib and Dunbar's (2004) research found that while fathers had trophies, newspaper clippings, scrapbooks, and other evidence of sport involvement, mothers had no such thing. An argument is made that as former women athletes become mothers, they need to readily share athletic accomplishments and accolades with their daughters. Additionally, an effort to educate girls and women who are current beneficiaries of Title IX would be welcomed, so that these opportunities are understood and not taken for granted.

Giving Voice When Institutional Leaders Misinterpret Title IX

Sharon L. Shields, Peabody College of Vanderbilt University

The purpose of this presentation is to give a brief overview of selected cases from the past 35 years involving the misinterpretation of Title IX that have led to the elimination of men's sports in institutions of higher education so that compliance to Title IX can be achieved. As "keepers of the law", how do we fight the battle on both fronts? Not only have we been put in a position to insure that women receive equal opportunity to participate in sports but we continually find ourselves in positions where we must fight administrative injustices that lead to the elimination of men's sports for compliance purposes.

The presentation will also include the review of a recent case involving the elimination of a men's soccer team at Vanderbilt University so that an additional women's team could be added to the athletic program. A brief video created by students in the university's Department of Communications which presents the viewpoints of the university administration, student-athletes, coaches, and faculty will be shown and discussed. This work will serve as a foundational tool for session participants to deepen their understanding of institutional injustice and possible ways to address this in their own institutions should it occur.

They Play like Girls: Gender Equity in NCAA Olympic Sports

Earl Smith, Wake Forest University
Angela Hattery, Wake Forest University

Based on data compiled from the Equity in Athletics Disclosure Act (EADA) and using a sample of 30 representative Division 1-A athletic programs, we examine the degree to which the tenets of Title IX are adhered to in the Olympic sports of soccer, tennis, golf, track and field, rowing, gymnastics, lacrosse, and swimming. Our analysis focuses on these sports for three reasons: (1) many schools offer teams in each sport for both men and women—thus we can compare apples to apples; (2) participation in these sports by men and women has been relatively equal; (3) and most observers believe that gender disparities have all but disappeared in the Olympic sports. Specifically the EADA data allow us to examine expenditures in each sport, including per capital spending per athlete, as well as the degree to which these sports have created coaching opportunities for women. Our preliminary analysis suggests that inequities continue to exist even on what is believed to be the levellest part of the NCAA playing field.

Travelers on the Title IX Compliance Highway: How Are Ohio's Colleges & Universities Faring?

Ellen J. Staurowsky, Ithaca College
Heather Morris, Ohio University
Amanda Paule, Michigan State University
James Reese, SUNY-Cortland

In the winter of 1973, Oberlin College, which competed in the Ohio Athletic Conference (OAC) allowed a woman to compete on its men's swim team because there was no comparable team for women at that time. After her first meet, Oberlin's athletics director, Jack Scott, received a letter from the OAC informing him that a grievance had been filed by an unnamed member institution for violation of Article III rule 1 of the OAC Constitution and Bylaws, which read in part, "...Every bona fide male undergraduate student...is eligible to represent his college in intercollegiate athletic competition..." (Brandt, 1992). As a measure of progress, the experiences today of women athletes in the state of Ohio are far different from those attending institutions of higher learning just after the passage of Title IX of the Education Amendments Act of 1972. But how different, and how much progress has been made? The purpose of this study was to begin to address these questions by compiling and analyzing data available through the Equity in Athletics Disclosure reports filed by 63 junior colleges, colleges, and universities in the State of Ohio over a three year span of time for the academic years 2003-2006. The template for this study was the report completed by the Women's Law Project examining the state of Title IX athletics compliance in colleges and universities in Pennsylvania (2005), the first study of its kind. Similar to that effort, this study assesses the success with which intercollegiate athletics program in Ohio have met the mandates of Title IX thirty five years after its passage.

Personal is Political: Sandra Day O'Connor and Sport

Kylee J. Studer-Short
Sarah K. Fields
The Ohio State University

In March 2004, Supreme Court Justice Sandra Day O'Connor released her final major ruling on gender equity. Writing for the majority in Jackson v. Birmingham Board of Education, she provided protection against retaliation to the male whistleblower who stood up for the rights of female athletes under Title IX. In the world of sport and gender equity, O'Connor's only other Supreme Court decision was the narrow reading of Title IX in Grove City College v. Bell (1984). At first glance, the two seem to conflict, the one broadening Title IX protections, the other narrowing them.

As the first female Supreme Court justice, O'Connor has long garnered attention by those examining her commitment to feminism and gender equity. This paper presentation will continue that quest, using feminist jurisprudential and cultural studies lenses to examine the rhetoric of O'Connor's judicial decisions and attempt to explain the seeming paradox of Jackson and Grove City. Plus, it will contextualize her sport decisions in her broader gender decisions. It will read these decisions in light of O'Connor's childhood, growing up as a physically active girl who worked her family's ranch. It will argue that in Jackson, O'Connor revealed her true commitment to women and girls and gender equity.

Influence of Gender on Policy Development for Life & Work Balance

Bonnie Tiell, Tiffin University
Marlene A. Dixon, University of Texas
Sweeney, Xavier University
Nancy Lough, University of Nevada, Las Vegas
Barbara Osborne, University of North Carolina
Jennifer Bruening, University of Connecticut

A less than harmonious relationship has long existed between intercollegiate athletic policy development and integration of the female voice. Examining life and work balance issues provides a framework for incorporating gender concerns in policy development. Clearly, the shortage of female athletic administrators (Acosta & Carpenter, 2006) has contributed to the lack of a female voice. Existing policy may adversely affect employees with family responsibilities as the male oriented culture of intercollegiate athletics is not one that supports work-life balance. A negative work-family conflict may result in job turnover, career change, and lack of professional advancement. In this study, NCAA Division I athletic directors and senior woman administrators reported that a work-life supportive climate was impacted by gender, marital status and parental role. Division I administrators also perceived that family life and work conflict had more potential to influence women to leave the profession. Since males were found to use work-life policies less than females, male administrators were less likely to encourage use of such policies. Thus the lack of a female voice affects policy development that may be critical in the creation of a culture that supports work-life balance and may be crucial in efforts to retain women.

Revisiting the *Female Athlete Triad*: Metaphors, Models, Meanings in Exercise Science

Theresa Tiso, Stony Brook University

“...ontology is not given in the order of things,...ontologies are brought into being, sustained, or allowed to wither away in common, day-to-day, sociomaterial practices. They inform and are informed by our bodies, the organization of our health care system (and educational systems), the rhythms and pains of our diseases, and the shape of our technologies. All of these, all at once, all intertwined, all in tension. If reality is multiple, it is also political.” (Mol 2002: 6-7)

The *Female Athlete Triad (FAT)* is a widely disseminated model that links eating disorders, amenorrhea, and osteoporosis in female athletes that was originally based on exemplary research on women runners in the early 1980's. I want to reveal how the construct of the female body as a unit of analysis in scientific research is a product as well as a source of cultural beliefs that serve to limit the female athlete. Through a case study of the *FAT*, I will use a feminist technoscience analysis to trace the trajectory of this model from the original data collection in the 1980's, to its inclusion in the Position Papers of the American College of Sports Medicine (ACSM) in the 1990's, to its present day dissemination in educational, clinical, and athletic settings. My aim is to illuminate the process whereby cultural conceptualizations of the female as *body*, and the female as *athlete* helped to articulate a research agenda that linked normal physiological functioning, psychosocial behaviors, and a debilitating disease during a specific period of increased athletic participation by females in the U.S. Stengers describes the scientific lab as an “enactment of categorical functioning” where cultural limitations coupled with physical metaphors become artifacts during the research process. Even as many women took to the streets during the running boom in the 1970's and 1980's, as an object of study, the female *athlete* is, first of all, a female *body* that was reduced to a medicalized reproductive unit in the lab. She was conceptualized as a weak, menstruating, diseased (PMS, amenorrhea) body that needed to be protected from adverse effects of any physical exertion. As the female *body* entered scientific research as an *athlete*, her performances were automatically compared and contrasted with masculine norms that were already coded as the ultimate athletic standards, thereby reducing her to a less capable performer. Using the insights based on the work of exercise scientists, feminist theorists, and philosophers of science, I will begin to answer the following questions:

- 1) How and why did the *FAT* become an “enactment of categorical functioning” first, as a research program, and then as a model included in most athletic programs?
- 2) What is the impact on our research agendas when the “double reduction” of a diseased and unathletic female body is used as a unit of analysis in medicine and science?
- 3) What social, political, and cultural factors intersected at this time to influence the construct and wide dissemination of this *FAT* model in the 1980's to 1990's?
- 4) Why is an etiology of eating disorders, body image concerns, and health effects not linked to a *Male Athlete Triad* for further study?
- 5) How can we accentuate the *positive physical female* in our research and educational settings?

The Disappearing Female Amateur Basketball Teams in Taiwan

Yu-Hsien Tseng

Jui-Fu Chen

National Taiwan Normal University

In recent years, with the increase of women participating in sport, issues related to gender equity in sport had been brought to discussion in many aspects. However, when it comes to the basketball in Taiwan, while thousands of audiences come to see Super Basketball League played by male student-athletes, the opportunities for female amateur basketball teams sponsored by corporations are reducing rapidly. The purpose of this research is to explore current situation of female amateur basketball teams in Taiwan. In-depth interviews were conducted on coaches, administrators, and athletes in female amateur basketball teams. Findings that emerged from the analyses of interview data have been organized to the following themes. (1) Influenced by gender role stereotyping, the society as whole seemed did not encourage the existence of female amateur basketball teams, and female teams were seen as unattractive investment by the corporations. (2)Therefore, the decline of economy in Taiwan, the loss of corporate operation, and the poor competition results became the most-often excuses to terminate female teams, while at the same time male teams were still supported by the corporations. (3) As the result, the number of female amateur basketball teams reduced from 7 to 4 within a decade, causing the shrinkage of women's basketball in Taiwan. It is suggested that policies should be formulated by the government to encourage woman participating sport. Further, the task forces by government or programs by non-governmental associations should bring out the implementation plan to improve the current situation of women basketball in Taiwan.

Title IX: The Impact on the Socialization and Role Conflict of Females with Careers in Intercollegiate Athletics

Kathy J. Turpin, Sports Association Management, Inc.

The purpose of this study is to examine the unique experiences of women in intercollegiate athletic careers to determine why there is a decline in the percentage of women head coaches and athletic directors? The research design chosen for this study is a qualitative methodology that will examine the phenomenological experience of ten women who currently or formerly serve(d) in intercollegiate athletic careers. The philosophical paradigm that will support this study will be social constructivism, and the theoretical framework that will guide this study will be critical feminist and interactionist theories. Research conducted by Acosta & Carpenter (2004), Tiell (2004), Sweeney & Lough (2004) and an NCAA study (1984) will be valuable resources for this study. It is my desire to capture the participant's unique personal experiences and perspectives of a career in intercollegiate athletics, and therefore provide insight that previous research has not uncovered.

This study can provide information to administrators in higher education as to what factors influence females to be socialized into sport, what factors influence them to stay and pursue promotions, what challenges they encounter that make it difficult for them to remain in a career in athletics as well as lessen their opportunity for advancement within their career. As a result, institutions can assess their hiring techniques and their environments to better serve females in the field, thus increasing the number of women in athletic department leadership positions.

The Effects of Advertising on Women's Participation in Sport and Fitness

Carrie J. White, West Liberty State University

Throughout the past several decades, marketing and advertising have played a significant role in the participation of girls and women in sports and fitness. In the years since Title IX, marketing and advertising efforts have been geared towards the evolution of women as spectators to women as participants in sport and fitness. From a gendered perspective, women are a target market that advertisers traditionally adore. However, this target market has changed significantly since the 1960's into a large sport and fitness related industry.

Traditionally, sports and fitness participation was viewed as a masculine market with men pictured in outdoor settings and less likely to be at home. The woman's profile was as a homemaker and was considered masculine to be outdoors, exercising or participating in any type of physical activity.

By the 1970's, women's participation in sport and fitness became more acceptable, however the opportunities did not exist for girls in the school systems to become athletes, as we see today.

The "aerobics" generation of the 1980's really gave way to the onset of women's participation in sport and fitness. It became not only acceptable, but desirable to become physically fit and healthy. The girls of today are benefiting from the health and fitness opportunities that were given to their mothers 20 years ago.

Sexual Orientation Discrimination, Student-Athletes, and Title IX

Claire M. Williams, Ohio State University

Homophobia in sport takes the form of verbal, emotional, and physical abuse and is used as a mechanism to undermine the accomplishments of male and female athletes alike. Student-athletes who are discriminated against due to their actual or perceived sexual orientation face the fear of being ostracized by teammates and friends, losing scholarships, playing time, and property destruction. Maintaining the silence that surrounds homophobia in sport allows for it to continue, both socially and legally.

This presentation will examine the applicability of Title IX as a legal course of action for high school and collegiate student-athletes who face discrimination based on their actual or perceived sexual orientation. While Title IX is most commonly used as a means for achieving gender equity in interscholastic and intercollegiate athletics, a series of court cases have broadened its scope to include prohibiting sexual harassment. This prohibition includes sexual harassment targeted at sex, gender, gender nonconformity, and sexual orientation. Sexual orientation discrimination, however, is not prohibited by Title IX. By looking at the original purpose of Title IX and at the loose distinction between sexual orientation discrimination and harassment, it will be concluded that gay, lesbian, and bisexual student-athletes should have a legal course of action under Title IX if faced with sexual orientation discrimination.

NCAA Certification and Evaluating Gender Equity: Using a Questionnaire to Get the Facts

Amy S. Wilson, University of Iowa

In early 2005, the University of Iowa was in the first stages of gathering information for the NCAA Certification process. My professor and advisor, Dr. Christine Grant, was serving as co-chair of the Gender Equity Sub-Committee. In my position as Dr. Grant's research assistant, I had the opportunity to collaborate with her to create a questionnaire for the purpose of gathering accurate and detailed information regarding gender equity in Iowa's athletic department. All head coaches at the university completed the questionnaire; therefore, members of the Gender Equity Sub-committee were better equipped to evaluate gender equity from a department wide perspective.

The purpose of my paper is to describe the questionnaire's content, the process of its implementation, and the degree to which it is useful for NCAA Certification. The impetus for the questionnaire was the recognition that an athletic department's hectic-paced daily activities often leave little opportunity for the sort of meaningful and in-depth reflection that should be the foundation of not only NCAA Certification, but also of an athletic department's strategic plan. When an institution chooses to use this sort of information seeking tool, it recognizes that the first step to improving gender equity is acquiring knowledge of the true state of equity in its athletic department. Armed with specific and detailed facts, an athletic department has a greater likelihood of effectuating positive change.

The paper presentation will conclude with an invitation to interested persons to access and use the questionnaire, as well as with suggestions for using this tool for interactions other than with head coaches.

Beyond Title IX: A Leftist Feminist Approach to Achieving Gender Equity

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Within American society and sport, we live in a patriarchal structure where male power and privilege is the norm (Johnson, 2005). Historically, women in America were excluded from certain privileges such as the right to vote, to hold property, to an occupation, to attend school, and to participate in sport. Feminism arose in opposition to these patriarchal principles. Feminism is the general belief that gender inequity exists in society, the inequity is problematic, and further attention and action is warranted. (Johnson, 2005). Past discussions on how to achieve gender equity have ranged from the radical feminist perspective of overhauling the entire system, to the liberal approach which involves equal access to existing systems, and finally to the leftist approach. Applying the leftist feminist approach (Perrault, 1993) goes beyond Title IX and Title VII to not only gain access to existing systems, but to engage in significant transformation of those systems. Kanter's (1977) sex segregation theory, Witz' (1991) model of occupational closure, and Johnson's (2005) concepts for addressing patriarchal systems will be used to analyze intercollegiate athletics policies/practices that may perpetuate gender inequities. Furthermore, these concepts will be used to identify new strategies for achieving gender equity in intercollegiate athletics.