

Introduction

Women in sports broadcasting are not treated equally in the media industry. "This misconception is reflected in the fact that on ESPN's SportsCenter, women's sports coverage makes up only two percent of airtime. This is even though the 2017 study found an increase in viewer interest in events such as the Women's World Cup." (2019 Michelle Krasovitski) African American women must gain more knowledge about the importance of their careers because mistreatment has become a typical factor in their everyday careers in the media industry.

"Media fulfills several essential roles in our society. One obvious role is entertainment. "Media can act as a springboard for our imaginations, a source of fantasy, and an outlet for escapism" (2016) African American women must work smarter not harder. Working more intelligent means creating sources for other African American women that will help gain exposure and give them a chance to prove themselves within the media industry. The media can also provide information and education. Data can come in many forms, and it may sometimes be difficult to separate from entertainment. "Today, newspapers and news-oriented television and radio programs make available stories from across the globe" (2016) Racial conflicts and segregation are in American society, putting African American women in media groups within Sexism, Race, and Cultures. "Another important note that the study pointed out is that commentators will more often than not first mention the athletes' roles as women and mothers before speaking about athletics when covering female athletes. Adding this sort of familial information when contextualizing men occurs significantly less" (2019 Michelle Krasovitski) Americans labeled as irresponsible, which that stereotype has begun back in slavery in white minds inferior is African Americans' belief. African American women in the media industry not only have to be brave, but they

In what ways are African Americans under represented sports broadcasting?

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must be authentic. African American Women are different in race, ethnicity, and culture, which makes integration within working undesirable and unworkable and must change. In a society controlled by the government and run by people, African American women should want to understand why media laws affect them. There are so many laws made to prevent African Americans from getting ahead in life. On such issue is "What creates theories of sexism towards African American women sports media?" What relation to race impacts African American women in sports media? "What challenges do African American sports broadcasters and journalists go through, and are there any possible solutions? These questions are essential because so many African American women aspire to become sports journalists, commentators, and apart of women in media when, in reality, their dreams are planned to be cut short. I am a leader who is trying to implement media laws to make sure the future will be brighter for the next generations to come.