



FOLLOW-UP NOTES AND Q&As

Webinar #51

Beyond the Court: Women's College Sports Broadcast Deals and Valuing Women's Sports in the New Media Landscape

*The Drake Group Education Fund Webinar Series
Critical Issues in College Athletics*

Thanks for attending or registering for our November 20, 2025, webinar on critical issues in intercollegiate athletics. A regular feature of our webinar series is “Follow-Up Notes” which provides links to the recorded webinar, answers to questions from the audience that panelists did not have the time to address or those emailed to us from telephone participants, and information on our next webinar. Questions may be slightly revised to be more generic or to combine similar questions.

1. Webinar #51 RECORDING

In case you missed any part of the November 20, 2025, webinar, you may access the recorded video here:

**“Beyond the Court: Women’s College Sports
Broadcast Deals and Valuing Women’s Sports in
the New Media Landscape”**

ACCESS RECORDING HERE

2. RECOMMENDED GENERAL RESOURCES

- McKinsey & Company. (2025) *Closing the monetization gap in women’s sports: A \$4.5 billion opportunity*. Published August 20, 2025. Retrieve from:
<https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/closing-the-monetization-gap-in-womens-sports-a-2-point-5-billion-dollar-opportunity>

3. UNADDRESSED QUESTIONS FROM WEBINAR ATTENDEES

Note: Questions not addressed by the panelists are answered by Drake member experts and are not represented as the views and opinions of the panelists.

Q1: Why is it that some women's sports have managed to get MORE attention than their male counterparts? I have in mind especially women's gymnastics.

A1: Women's gymnastics and women's figure skating are outliers because they in particular have received top ratings due to Olympics broadcasting. Television exposure and media coverage educates fans and drives interest and subsequent decisions to air the sport. Remember that men's and women's gymnastics involve very different events, much like comparing women's softball to men's baseball. It is also important to remember that television exposure varies by distribution platform – top-tier broadcast TV of the Olympics on NBC yields higher rating numbers than exposure on a streaming service or ESPN 2 which have smaller audiences. Audiences also vary by prime time (when most TV sets are turned on) vs. non-prime time, whether the program is extensively promoted, and whether it appears consistently in the same day/time slot (e.g., Monday night football, Sunday night baseball, etc.), making it easier for viewers to remember when the program is available. Furthermore, whether a program gets scheduled on any platform depends on the decision bias of the vice president for programming or whoever is assigned to make that decision. For instance, we know that 80 percent of the decision-makers for print and televised sport coverage are male, who may be more positively inclined to air sports in which they have an interest, which in turn are more likely to be men's sports who enjoy ratings built over time, a factor often offered as the reason for the selection of men's sports over women's sports. Thus, women's sports must overcome this men's sports "chicken or egg" advantage. Lastly, it doesn't help when the NCAA, for example, depresses the value of women's sports championships by valuing them at zero or telling potential buyers of women's sports that they have to advertise on men's championships as a predicate to such a purchase. Similarly, when 90 percent of all colleges and universities are out of compliance with Title IX, making little or no investment in promotion, publicizing, or purchasing time or placement of televised women's sports, we see the many factors that are inhibiting the broadcast growth of women's sports.

Q2: Will it ever happen that a female athlete will become the best-known athlete in the US?

A2: It has happened and it has taken the extraordinary female athlete to break the high barriers for television coverage. Mary Lou Retton in gymnastics and Mia Hamm and our US gold medal soccer team were household names in the 1980s. The extraordinary talent of golfer Nancy Lopez in the 1980's and 1990's put the LPGA on the map. Billie Jean King, Martina Navratilova and Chris Evert in the 1970' and 1980's, and Venus and Serena Williams, in the early 2000s were tennis superstars recognized by all. Most recently, Caitlyn Clark did the same as a record-breaking college and pro basketball player. Television coverage was the critical common denominator that drove public knowledge of their performances.

Q3: It appears that more commercials are featuring women athletes. If sponsors are seeing the value of attaching their products to women athletes, how can this carry over to women's programming?

A3: It should and will, in great part, due to two factors: (1) that the success of female athletes in the new NIL market, in no small part driven by the performance of female athletes as social media key influencers and (2) the fragmented television market in which multiple streaming carriers are seeking live sports product and undervalued women's sports product is seen as both an attractive and financially efficient buy.

Q4: Given the fact that schools are out of compliance with Title IX and not providing equitable publicity and promotions support of women's sports, will athletes be bringing lawsuits to address this gender inequity?

A4: The short answer is 'yes', but most likely not until the end of this academic year. Institutions are keeping their inequitable distribution of the House v. NCAA settlement—\$20.5 million per P4 school—under wraps, refusing to respond to freedom of information requests. When this data sees the light of day, Title IX litigation will be a result because all media reports to date indicate that schools are following the 90 percent to male athlete distribution formula used for past damages for the 10-year injunctive relief going-forward provisions of the settlement.

4. OUR NEXT WEBINAR

Thursday, December 18, 2025 – 2:00pm-3:30 p.m. EST

Webinar #52 - Enforcement of NCAA Rules and NIL Enforcement in the New and Dynamic World of Intercollegiate Athletics

You will receive a notice when the registration area opens.

This webinar addresses the increasing complexities of NCAA Enforcement, moving beyond traditional areas like recruiting and academic eligibility. The concept of amateurism is vanishing, and player compensation is rising, making rule monitoring and enforcement more challenging than ever. The future involves not only the NCAA but also the new College Sports Commission (CSC), established by the Power conferences to oversee and enforce limits on direct revenue sharing and roster sizes. How can the NCAA and CSC effectively enforce rules when the reward of winning often outweighs the risk of violations? Will future enforcement by either entity be an effective deterrent? This session explores the delicate balance between the "win-at-all-costs" environment, the chaotic NIL market, and the future revenue-sharing landscape. A panel of experts will discuss these seismic shifts, the role of the CSC in monitoring NIL and House settlement distributions, and how to build a competitive, fair, and sustainable future for college athletics.

5. ACCESS RECORDINGS OF PREVIOUS WEBINARS

[CLICK HERE](#) to see the table of contents of The Drake Group Education Fund Video Library for recordings of all 49 previous webinars including the full proceedings of the 2022, 2023, 2024, and 2025 Allen Sack National Symposia.

6. QUESTIONS ABOUT THE DRAKE GROUP EDUCATION FUND

The Drake Group Education Fund (TDGEF) is the 3-year-old 501(c)(3) national non-profit education sister organization of The Drake Group (TDG) whose mission is to ensure that the promise of college athletics is realized for all stakeholders. TDGEF produces *The Allen Sack National Symposium on Integrity in College Sports* and the *Critical Issues in College Sports Webinar Series*, conducts fact-based research on intercollegiate athletics and develops position papers and other educational materials that influence public discourse on current issues and controversies in college sport. To access a full library of print and video educational materials on current issues in intercollegiate athletes, visit www.thedrakegrouppeducationfund.org. All educational materials are available free of charge. If you believe The Drake Group Education Fund is doing good work, please also consider making a tax-deductible donation to support our webinars, educational research, and programs. You can donate to support what we do [HERE](#).

The Drake Group (TDG), a sister organization to TDGEF, was founded in 1999, and is a 501(c)(4) non-profit organization whose mission is to educate policymakers and advance legislative initiatives that foster academic integrity and athlete well-being in intercollegiate athletics. For the most current information on The Drake Group and college athletics-related bills being considered by Congress, visit TDG [HERE](#). TDG needs volunteers to contact their senators and representatives to advance collegiate athletics reform legislation. Learn about legislation and [VOLUNTEER/JOIN HERE](#).

7. THANKS TO OUR WEBINAR #50 PANELISTS



ERICA L. AYALA, Moderator, is a writer and on-air analyst for CBS Sports. With over 10 years of experience in sports media, her work has appeared in prestigious outlets such as The New York Times, Forbes, Sports Illustrated, and others. She served eight seasons as a broadcaster in the Premier Hockey Federation (formerly the National Women's Hockey League). On International Women's Day 2022, she called her first men's pro game for New Jersey Devils Radio, becoming the first Black woman or Latina to do so in the NHL. Erica is the founder of Black Rosie Media, a sports media outlet dedicated to empowering Black women and melanated people in sports media. She received a B.A. in Political Science from Elon University and completed her Master of Public Administration at the NYU Robert F. Wagner School of Public Service.



ED DESSER is a lifetime sports business professional. He was the senior media executive in the NBA Commissioner's Office for 23 years, launching NBA.com, NBA TV, League Pass and the WNBA. For the past 20 years, he has been president of Desser Sports Media (DSM). DSM provides valuations, negotiation services, management and ownership consulting, strategic planning, and expert witness services. His clients include major sports organizations like the NFL, MLB, PGA Tour, Big 12, and NCAA; media and technology companies including NBC Universal, Fox, Disney, WBD, Google/YouTube, and Qualcomm, and he has served as an expert witness in PGA Tour v. LIV Golf, NASCAR v. 23XI Racing, Fubo v. Disney, WBD, and Fox, and in cases against the NCAA/Power conferences like *O'Bannon* and *House*. He was also the author of the 2021 NCAA Gender Equity media report, and writes regularly in the *Sports Business Journal*.



SHIRIN MALKANI, Co-Chair of Perkins Coie's Sports Industry Group, joined the firm in late 2022 after almost 20 years in-house on both the legal and business sides of the business. In that time, she spent seven years at the NBA working on cross-platform distribution of live games, stats and other content. Since leaving the league, she is focused more on platforms looking at innovative distribution models and products for sports content, including representing YouTube in its acquisition of the NFL Sunday Ticket package and other premium rights. Shirin is a graduate of Georgetown University with a B.S. in Foreign Service. She received her J.D. from New York University.



PAM SEIDENMAN, founded Accelerate Equity to advance gender equity in high school and college sports. The organization launched the Gender Equity Dashboard, the first resource making it easy to see how every college is doing at providing equal opportunity to women's sports. Accelerate Equity is launching new media celebrating high school students who fought for sports equity. Pam has been published in the *Sports Business Journal* and Sportico and featured on various podcasts and radio programs. She previously worked in higher education and founded Zero Gravity, which designed outdoor gear for women, including a much-loved lightweight fleece bra. Pam studied Organizational Behavior at Stanford Graduate School of Business and has an MA from Cambridge University and BA from University of Pennsylvania. She played ice hockey at both Cambridge and Penn, and varsity field hockey and lacrosse in high school.



CAROL STIFF, President of Women's Sports Network, responsible for strategic direction, overseeing content development, and managing relationships with leagues and athletes. Prior to this, Stiff was vice president of programming and acquisitions at ESPN, where she worked for over 30 years and led the growth of women's sports programming. She is a frequent speaker and panelist within the industry and sports community. She works with brands and organizations supporting women's sports through her company, Stiff Sports Media Consulting. Stiff executive produced the documentaries "Dream On" and "37 Words." She is an advisory board member of Programming and Production. She was inducted into the Women's Basketball Hall of Fame in 2021 and received the Naismith Memorial Basketball Hall of Fame's John Bunn Award.