



Webinar Series – Critical Issues in Collegiate Athletics

Thursday, November 20, 2025, 11:00-12:30pmET

Webinar #51 - Beyond the Court: Women's College Sports Broadcast Deals and Valuing Women's Sports in the New Media Landscape

Meet Our 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.