



**20.11.20**

IF SHE CAN'T SEE IT, SHE CAN'T BE IT

AIG Investec KPMG LIDL 3

A black graphic with a white torn-paper edge at the bottom. It features the date '20.11.20' in large white font, with the middle dot replaced by three red diagonal slashes. Below the date is the slogan 'IF SHE CAN'T SEE IT, SHE CAN'T BE IT' in white. At the bottom, there are five logos: AIG, Investec, KPMG, LIDL, and the number 3.



The aim of the campaign was to create a cultural shift in the public perception of women in sport. And the philosophy was 'if she can't see it, she can't be it.'

The target was for a:

- 20% increase in female participation;
- 20% increase in media coverage;
- 20% increase in attendance at Womens sports events by 2020.

**IF SHE CAN'T SEE IT, SHE CAN'T BE IT**

# 20 20

IF SHE CAN'T SEE IT, SHE CAN'T BE IT

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[https://youtu.be/lk\\_bfp6HDSM](https://youtu.be/lk_bfp6HDSM)

## DG promise of 20%

### Proposition:

In our efforts to be relevant to all of the audience, RTÉ Sport will take a leadership role in progressing gender equality in sport; across our content, in the area of representation and in workshops and outreach efforts.



- Set up a steering committee;
  - Created our 1st women in sport strategy;
  - Ran workshops to decide on targets;
  - Created a manual measurement system.
- 
- Big thanks to Åsa Edlund Jönsson and sports team in SVT



# 20x20 Targets in 2020

RTÉ Sport

## CONTENT

Measurement tool:

Manual. Delivery reporting tool is

Q2 2021

20% target for WS content on TV Sport

15%

Setting a baseline & increase in Sports News, Stories Online and Social Content

Online 9.75%

## EXPERT OPINION

20% target for female experts on our Sports coverage across TV and Radio Programming

TV is 26%  
Radio Prog is 19%

## JOURNALISTS

20% target for female presenters on our Sport coverage across TV and Radio Programming and an increase in female reporters:

TV is 28%  
Radio Prog is 33%  
News is 31%

## MEDIA LEADER ON GENDER EQUALITY

- Growing awareness
- Education with outreach internships & workshops
- Targeted succession planning/training

# Experts

RTE Sport

**20% Target for 2020:**

**TV = 26%**

**Radio = 19%**



**Targets for 2021:**

**Tv = 30%**

**Radio = 25%**





# Content

Targets for 2020:

TV = 15% not 20%

Baseline for:  
Online = 9.75%

Targets for 2021:  
Tv = 25%

Online = 20%

Baseline for News

## Coronavirus COVID-19



If you have fever and/or cough you should stay at home regardless of your travel or contact history.

If you have returned from an area that is subject to travel restrictions due to COVID-19 you should restrict your movement for 14 days. Check the list of affected areas on [www.dfa.ie](http://www.dfa.ie)

### How to Prevent



**Wash**  
your hands well and often to avoid contamination



**Cover**  
your mouth and nose with a tissue or sleeve when coughing or sneezing and discard used tissue



**Avoid**  
touching eyes, nose, or mouth with unwashed hands



**Clean**  
and disinfect frequently touched objects and surfaces



**Stop**  
shaking hands or hugging when saying hello or greeting other people



**Distance**  
yourself at least 2 metres (6 feet) away from other people, especially those who might be unwell

### All people are advised to:

- > **Reduce** social interactions
- > **Keep a distance** of 2m between you and other people
- > **Do not** shake hands or make close contact where possible

If you have symptoms visit [hse.ie](http://hse.ie) OR phone HSE Live 1850 24 1850

### Symptoms

> Fever (High Temperature) > A Cough > Shortness of Breath > Breathing Difficulties

### For daily updates visit

[www.gov.ie/health-covid-19](http://www.gov.ie/health-covid-19)  
[www.hse.ie](http://www.hse.ie)

Ireland is operating a containment strategy in line with WHO and ECDC advice



Rialtas na hÉireann  
Government of Ireland



# Positive Results (April 2020)

RTÉ Sport

- **62%** felt RTÉ TV Sport had improved its coverage in the last 12 months;
- **66%** of those said that RTÉ had influenced them to watch more live women's sport;
- **66%** watch more live women's sport;
- **52%** read more about women's sport;
- **42%** listen to more live sport;
- **23%** attend more women's sports matches;
- **12%** participate more in women's sport.

\*951 Adults 18+ living in Ireland

\*\*409 Adults