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Industry Analysis- The NFL: Are Women Included?

**Bibliography**

1. Centre for Gender Equality, (2006). Sports, Media and Stereotypes Women and Men in Sports and Media. *Centre for Gender Equality Iceland*. 1 (6), pp.6

*Gives more information on stereotypes that surround gender and sports. Includes the factor of media and social media and how those two components keep the stereotypes alive.*

1. Dosh, K (2012). *NFL may be hitting stride with female fans*. Retrieved October 19, 2012 at: http://espn.go.com/espnw/more-sports/7536295/print.

*Provides useful information on the NFL’s actions towards marketing to women through merchandise and the increase of women fanbases over the past few years.*

1. In the NFL, There Are No Sick Days. (2012). Journal of Advertising Research, 52(3), 377-380.

*Provides information on how the NFL uses sponsorships to get their industry name in the public. Nyquil, Dayquil and ZzzQuil are the prime examples given in the journal and how it is fixed into the NFL as a sponsor. I used information on how the NFL as an industry will use sponsorships to reach their fans and potential fans and how they can use sponsorships to their advantage in order to reach female fans.*

1. National Football League (2011). *National Football League Company Information* Retrieved October 17, 2012 at: <http://www.hoovers.com/>

companyinformation/cs/companyprofile.National\_Football\_League.f36bd60db3fbcb01.html.

*Gives a brief background of the NFL, and a description of the NFL today and how they have grown over the years as an organization. Provides information on the industry itself and gives an overview of the goals and functions of the NFL. Directly from the NFL website, an explanation on the purpose of the NFL and what it’s goals and priorities are.*

1. National Football League Communications (2012). *WISE and NFL Join Forces to Help Industry Women*. Retrieved October 17, 2012 at: http://nflcommunications.com/2012/04/16/wise-and-nfl-join-forces-to-help-industry-women/.

*An article showing WISE (Women in Sporting Events) and the NFL coming together to help the NFL’s industry towards women. Gives information on the steps WISE and the NFL are taking to make women more involved in the NFL. Supports my industry analysis on the participation and inclusion of women in the NFL.*

1. Rosenburg, A (2012). *Shannon Eastin To Become First Female NFL Ref*. Retrieved October 19, 2012 at: http://www.slate.com/blogs/xx\_factor/2012/08/07/shannon\_eastin\_to\_become\_first\_female\_nfl\_referree\_.html.

*Gives the story of Shannon Eastin, first woman to be a referee in an NFL game. Shows that gender does not form boundaries and that women could be on field officials. Supports women involvement in the NFL.*

1. Schaaf, P (1995). *Sports Marketing: It's Not Just a Game Anymore*. 1st ed. Amherst, NY: Prometheus Books.

*Provides information on sports marketing and the ideas behind the marketing strategies in organizations like the NFL. Gives information on what sport organizations target, what they look to do in order to draw in fans/customers and how they achieve that. Gives examples on how organizations like the NFL reach their target markets, which helps in the situation of them choosing women as a target market*.

1. *Sports Industry Overview*. Plunkett Research (2012). Retrieved October 17, 2012 at: http://www.plunkettresearch.com/sports-recreation-leisure-market-research/industry-statistics.

*A chart listing the overviews of different sports industries including NHL, MLB, NBA and NFL. Includes information such as revenues, income, the number of teams in the organization and the team value. Gives a lot of useful information on the NFL, what they take in as profit, the size of the NFL, etc. in chart form.*

1. Wenner, L & Jackson, S, (2009). *Sport, Beer, and Gender*. 1st ed. New York, New York: Peter Lang.

*A book on the relationship between sports, beer and gender. Provides information on the demographics included in the NFL and sports as a whole, along with stereotypes and gender roles in sports. Gives great examples on the typical stereotypes on sports in general and what sports are directly affiliated with, men and beer. Brings up the argument that women are typically left out.*