**Where is the coverage of women's sports?**

Sports coverage today is dominated by the NFL, NBA, MLB, and NHL. Networks battle for TV rights to broadcast games from these organizations because they know that fans will tune in, which drives up ratings and dollars. However, most of these sports are male dominated, so where is this same battle for coverage of the WNBA, Women's college basketball, LPGA and so many more women's sports? For decades women's sports have been trying to receive the same love and attention that men's sports receive. It is mainly due to the society that we live in today that prioritizes characteristics of male and female athletes. So, what is a female athlete? According to society's standards, female athletes are considered secondary to male athletes. An example of this would be in the advertisements and sports magazine covers where you see female athletes barely dress and the primary focus is to sexualize them and not focus on their athletic prowess. Whereas male athletes are shown as strong individuals that can do extraordinary things. Too many times the promotion for the women's game is incomparable to the men's game unless it is a specialized event. For example, many people will tune in to watch the Olympics and the Women's World Cup but will not tune in to watch an NWSL (National Women's Soccer League) game or an individual gymnastic event. Networks are also to blame for this as well. For example, ESPN's Sportscenter barely has highlight clips covering women's sports, and when it does it is usually "a blink and you'll miss it moment." What these examples show is that too many people do not care for women's sports. This is disrespectful because there needs to be a sense of equality in the promotion and network coverage of women's sports because the number of female viewers watching sports has continued to increase and it needs to be reflected in the representation of female athletes.