How do we make all sports equally popular with boys and girls?

We live in an age where we strive for true equality in all areas of life, so why not sports? It's 2019 and yet almost all sports are male dominated, well I think it's time for a change. Today, ladies, gentlemen, and variations thereupon I am going to propose a solution and two possible methods for how to make all sports equally popular with boys and girls.

Firstly, I need to address why this an important matter both socially and economically. Socially it would be incredibly empowering for women and even men in semi rare cases (such as dance, gymnastics, and rounder’s) to know that they can peruse whichever sporting career they like without being weighed down by their gender. Also economically speaking it would be incredibly healthy for the sporting industry to have women be as interested in both watching and playing sport as men are, this is because currently most sports appeal to about 60% of people and that's mostly composed of men, this makes sport seem very unladylike which makes less women interested and creates a feedback loop damaging the entire market. Therefore breaking this feedback loop could almost double interest in sport and by doing so increase the amount of sweet, sweet cheddar in the pockets of already rich sport people (it'll make the rich richer and everyone else also richer, no downside!)

I have devised two methods for achieving this sport equality: One is called the “Blunt Axe” method, and the other is called the “Snake” method. The names are to simplify comparisons and also I like them.

The Blunt Axe method is very simple in concept and infinitely over complicated in execution, it is as follows: ban men from playing sports for 50 years. I know it sounds crazy but hear me out. Without the ability to use male players large sporting companies like NFL or FIFA will have to focus solely on women's sports in order to keep their jobs. Thanks to this women's would experience a boom unlike anything anyone's ever seen and then when men's sports come back the newfound fans of women's sports will continue to watch it and the old fans of men's sports will watch that levelling out the playing field and stopping sports from being male dominated.

However despite the fact that this method would probably work if it didn't it would be a very boring 50 years and while the method was in motion it would likely gather an awful lot of unwanted attention from the press and the internet. This is why I prefer the admittedly less fun but more legal Snake method which I will now be explaining.

This method is a lot more complicated so I've broken it down into four steps that I will explain individually. Step 1: start a movement, use social media and advertisements and such to tell the world that anyone can peruse whatever sports they want (#sporthasnogender or something like that). This is usually where most activists stop but I'm not trying to be just an activist I'm trying to be a politician so the large group of people banded together by that hashtag and a general awareness (I'll call them “the motivator”) will carry the movement on.

Step 2: get the large companies on board, this is going to involve a lot of board meetings and using the motivator to convince large companies to get on board with the movement. It would be helpful to show them the numbers I ran in the introduction because it's likely the big companies like NFL or FIFA will seize any chance they can get for that much increased profit. The hardest part will be convincing the first few companies but once it becomes a standard we can start to use the motivator to pressure any companies that refuse to comply into doing so.

Step 3: find a way to turn a profit (possibly through investing in women's sports leagues and/or selling merchandise), this is more of a bonus but possible economic benefit will motivate the central members of the movement (because I'd need help to pull this off) and it would allow me to dedicate myself to the movement full time allowing me to go to more meetings and grow the business side of this plan. I believe focusing on the business side is important later on especially with focusing on large companies as you could always organise everything around the highest field of play and everyone else from kids leagues to semi-professionals should follow.

Step 4: repeat steps 1 and 2 once step 3 is covered, once the project has a steady money flow interest in the project should increase, making you more money and increasing interest again turning the negative feedback loop from before with less and less women being interested in sports (last year there were only 7.21 million female sports players in the UK) into a positive feedback loop of more interest in female sports and therefore more female sports players and more money for large companies (and also me) this loop should then slow down once the equality is reached and my job is done except for a few small scale pushes to have more male gymnasts and dancers and the like just to make sure equality is present in all areas of the sporting world.

Problems this method could face would be older women not watching sport but if female kids grow up watching sport the same way men have for a long time their interest will maintain into adulthood solving the problem of lack of female viewers and even increasing the amount by raising their own daughters watching sport. Another problem could be sexists saying that women can’t play sport but we can use the motivator to discredit them and even shame them, this will make people scared to be publicly sexist which I think is a good thing. Maybe those sexists could even benefit us as people are more likely to do things if they’re told not to (this is called “reactance”) which is why the “Yorkie” chocolate bars sales with women skyrocketed when it branded itself as “just for men” if it worked for chocolate why not sport?

After reviewing both plans I believe the Snake method to be the best of the two in achieving the goal (pun intended) of making sport equally popular with boys and girls as even though it would take longer it also would make money, which is always nice, and it wouldn’t start riots which is always good. Also it would be nearly impossible to get anyone on board with the Blunt Axe method and completely impossible to put in place whereas with enough board meetings sharp suits the Snake method is much more likely to work to the point where I’m tempted to email FIFA and ask why it hasn’t been done.

In conclusion it’s important to have equality in sport to help the world socially and develop us into a fairer society for all, as well as economically it would breathe new life into the sport world and give young women successful role models to look up to. With this in mind I believe my second method is the best way to achieve this and make the world a better fairer and hopefully fitter place to live.

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