[HR] Campaign “For Higher Visibility of Women’s Sports in Electronic Media”

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2 May 2018 saw the launch of the first part of a campaign within the project “For Higher Visibility of Women’s Sports in Electronic Media”. As a part of the campaign, which lasted for two weeks, two video spots and two radio spots were broadcast on numerous radio and television stations in the Republic of Croatia.

The purpose of the project is to affirm women’s sports in society, especially team sports, and to encourage wider media coverage of them, thereby raising the awareness of the importance of the visibility of women’s sports in media. The promotional campaign aims to ensure higher visibility of women’s sports in the news and on sports channels, to increase the length of female athletes’ statements during sports reports, and to present women as athletes, coaches, selectors, sports journalists, referees and/or sports enthusiasts. One of the goals of the project is to enable women to freely choose the sports they want to practice, especially those which are traditionally considered to be men’s sports.

As part of the campaign, ambassadors for the project shall be present as guests on various television and radio shows.

AEM ZA VECU VIDLJIVOST V1

https://www.youtube.com/watch?v=dMGlu9o39D0

Campaign video “For Higher Visibility of Women’s Sports in Electronic Media”

AEM ZA VECU VIDLJIVOSTI V2

https://www.youtube.com/watch?v=olbaM5EUzJI

Campaign video “For Higher Visibility of Women’s Sports in Electronic Media”

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