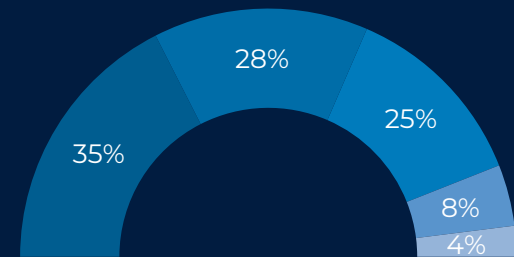


# Is Your Sports PR Ready to Champion the Diversity and Inclusion (D&I) Challenge?

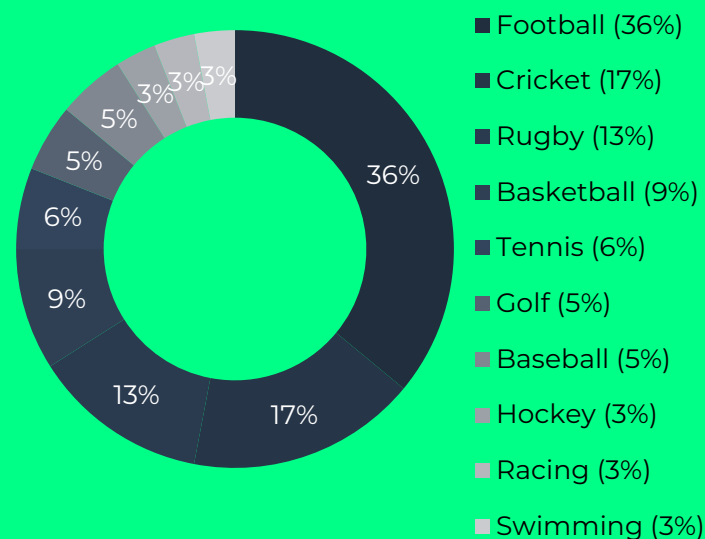
A major challenge for PR & communications directors working for sports organisations is the escalating media attention on diversity and inclusion-related crises.

## D&I issues in sports by share of voice



- LGBTQ+ inclusion (35%)
- Racism and racial inequality (28%)
- Sexism and gender inequality (25%)
- Accessibility for athletes with disabilities (8%)
- Ageism and age discrimination (4%)

## Sports in the D&I debate by share of voice



## Organisations in the D&I in sports debate by media impact score

