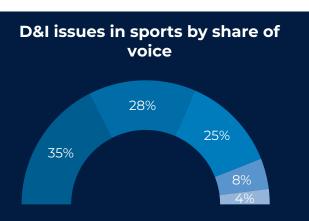
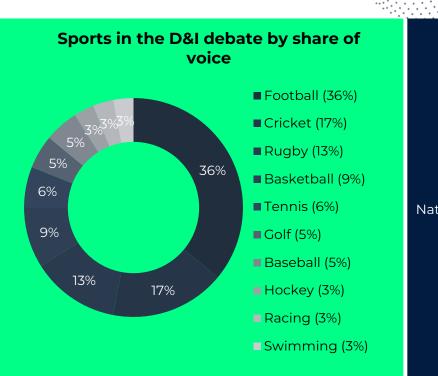
Is Your Sports PR Ready to Champion the Diversity and Inclusion (D&I) Challenge?

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



LGBTQ+ inclusion (35%)

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



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

| 5.37 | FIFA |
|------|--|
| 4.08 | The Football Association (FA) |
| 3.96 | England and Wales Cricket Board |
| 3.62 | Premier League |
| 3.24 | tional Collegiate Athletics Association (NCAA) |
| 3.19 | Formula 1 |
| 2.85 | NFL |
| 2.58 | National Hockey League (NHL) |
| 2.55 | Yorkshire County Cricket Club |
| 2.22 | Cricket Discipline Commission |
| | |

www.commetric.com

READ THE WHOLE ANALYSIS →

MORE WITH ANALYTICS