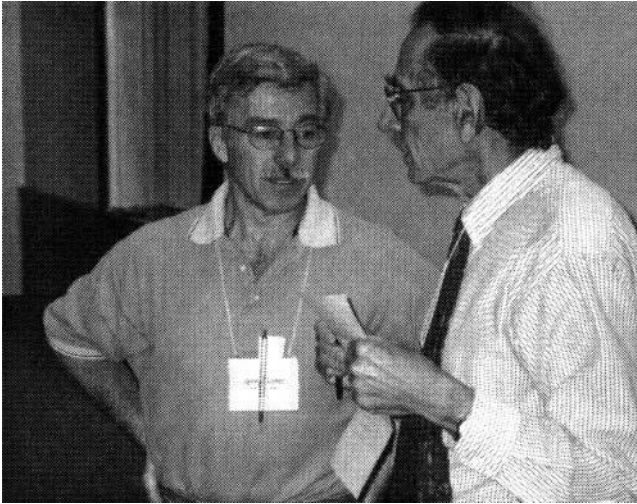


Theresa Walton
University of Iowa

Title IX and Athletics: 30 Years of Controversy **Institutional Affiliation: University of Iowa**

While Title IX became law in 1972, the issue of Title IX compliance in athletics remains as hotly contested today as it was thirty years ago. Most recently, the debate has been framed as an either/or division of resources between men's 'minor' sports and women's athletics with Title IX as the crux of the argument. According to those who view Title IX as a threat to men's minor sports, the rise in participation numbers in women's sport not only correlates to a decrease in men's "minor" sport participation numbers but is also the cause of that decrease. In response, women's sport advocates argue that the relationship between men's minor sport and women's sport is a spurious one with the confounding factor being the development of a big business sport model within collegiate programs. This model is reflected in the escalating costs of men's football and basketball along with an "arms" race for bigger and more elaborate facilities. The skewed spending within athletic departments has not only contributed to decreases in opportunities in men's minor sport, but is also the reason that women continue to receive less than their full share of the athletic pie. The focus of this project will be a critical analysis of public debate over the issues surrounding Title IX and athletics with an attempt to understand the cultural climate and the broader consequences for women. This analysis will offer a historical overview of public discourse from 1972 to 2002.

Coverage of Title IX in several media sources from print to television will inform this analysis. Data collection will include extensive systematic searches from the main regional daily newspapers. While access to local papers from across the country is limited by traditional research means, search engines and the Internet are useful tools in gathering local stories. I will also examine ESPN coverage of the 30-year anniversary of Title IX and Jessica Gavora's, Tilting the Playing Fields: Schools, Sports, Sex and Title IX. These sources will provide a valuable entrance to examine the shape and tone of the debate.



Two NASSH Presidents
Gerald Gems and Allen Guttman

The NASSH Muffin Club