

Press release

Thursday, 8 May 2025

Athens, Greece – The POWER awareness-raising campaign kicked off

On 24 April 2025, the POWER awareness-raising campaign began with the launch of the awareness-raising [video](#).

The idea behind the two-minute movie was inspired by the goal to create something engaging that allows the audience to experience the media scrutiny women athletes face regularly.

By flipping the script and directing uncomfortable or inappropriate questions to a male athlete instead, we aim to highlight these issues in a humorous yet impactful way. The humor is intentional but doesn't undermine the video's deeper message: to expose and challenge the often problematic portrayal of women athletes in the media. We believe that humor can be a powerful way to address serious issues to spark reflection without causing offense.

“We worked with an awareness-raising campaign company as subcontractors, who managed the entire production process, including casting actors. The journalist in the video is portrayed by an actual journalist, Konstantinos Poulis, from Greece who runs a well-regarded podcast and website. This added a layer of authenticity to the project”, explained Eirini Vlachaki, POWER Project Coordinator and General Manager at ANCE.

„Our goal is to provoke thoughts and meaningful reflection among viewers about the way women athletes are portrayed in the media. By reversing the roles and showing how absurd or inappropriate certain questions can seem when asked of male athletes, we hope to highlight the double standards and stereotypes that female athletes face regularly”, added Christina Liaska, ANCE's Project Manager.



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Making the film took two months, and the consortium hopes that it will have a lasting impact.

„The video is meant to initiate deeper conversations about gender representation in sports journalism at a European level. This inequality affects not just visibility and recognition in sports, but also funding, sponsorship opportunities and the way athletes are perceived by the public. We hope to challenge assumptions and promote a more equal and respectful narrative in sports media”, Liaska summed up the main purpose of the video.

Ends

About the POWER Project

POWER stands for “The Portrayal of Women Athletes in Sports Media,” a collaborative effort by six organizations from six EU countries. Over 24 months, we aim to reshape how women athletes are represented in the media by promoting unbiased and inclusive narratives, empowering equity in representation, fostering lasting impact, and driving true change in the portrayal of women in sports. Our mission is rooted in fostering gender equality, combating stereotypes, and inspiring the next generation of athletes and media professionals to embrace diversity and fairness.

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