Poster Presentation

Watching Women: Improving the Image of and Increasing Attendance at Women’s Basketball Games

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Generally, women’s sporting events bring in a smaller crowd and fan base than men’s sporting events. Currently, there are no strong relationships between the women’s basketball team and the University and Macomb communities. The attendance per game stands at 500 fans, which is 200 more fans than the previous season. It has been nearly a decade since Western Hall has held more than 1,000 fans for one women’s basketball game. This project uses public relations campaign processes to develop a PR campaign for the WIU Women’s basketball team. The current situation will be analyzed through content analysis and pre and post campaign interviews. Post campaign evaluation will be done to assess the success of this campaign. There are two main purposes for which the project is undertaken: 1) To increase the attendance numbers at Western Illinois University women’s basketball home games and 2) To build better relationships between the women’s basketball team and on-campus groups, as well as members of the Macomb community. It is important to build a relationship with the community, as well as various groups on campus. Previous and current strategies for increasing attendance are explored, as well as possible future options to attract and maintain a strong fan base and audience at women’s basketball home games. This study could very well be a model for other sport teams to increase their visibility on the campus and strengthen their relationship with their respective publics.