

JUST ANOTHER MISOGYNIST MONDAY



[What's her name? How hard is it to print her name? Isn't this Journalism 101 – get the subject's name?]

I'm not watching the Olympics on NBC. I see more than enough of the events in my social media feed that I don't need to turn on the television. This post is based on the observations and media content shared online, an indicator of just how much content there is about the Olympics, both corporate and personal.

And I am SO glad I haven't bothered to watch based on the persistent anger in my timeline. NBC's coverage has been a bunch of sexist and racist nonsense, framing female athletes not by their performance but by the men or white family members in their lives.

Like noting a particular athlete became a mother since her last competition – gee, how many of the male athletes became fathers? The narrative NBC built around each woman competitor sounds more like an observation of their performing femininity. "She's turned in the best time and

look, she can still clean house and wear a dress!" Obnoxious.

Or in the case of Simone Biles, a woman of color, about whom NBC's Al Trautwig feels compelled to note she's adopted. He cannot simply talk about Biles' gymnastic performance or the family who came for her as her parents.

Other U.S. media covering the Olympics don't do any better, like this ridiculous bullshit from The Chicago Tribune and USAToday. First this internationally-recognized athlete is not named but identified as the spouse of non-Olympic male athlete – then half-assed corrections revealing her name still ensure she's pegged as a man's wife. Are you kidding me with this?



[Because the Chicago Bears figure largely to the Olympics...]

The Washington Post criticized NBC's coverage this weekend, but the columnist made her own sexist dig in doing so by calling it "paperback romance novel approach." Can you say "internalized oppression"? This merely reinforces the marginalizing pink ghetto-ization of genre literature which for women offers subversive escape. The rationalization for NBC's craptastic framing

as offered to WaPo:

Women don't watch the Olympics for the live results; they watch it for the narrative. Or that's the reasoning of NBC, anyway. As the network's chief marketing officer John Miller explained:

"The people who watch the Olympics are not particularly sports fans," he told Philly.com recently. "More women watch the games than men, and for the women, they're less interested in the result and more interested in the journey. It's sort of like the ultimate reality show and miniseries wrapped into one." Women don't watch the Olympics for the live results; they watch it for the narrative. Or that's the reasoning of NBC, anyway. As the network's chief marketing officer John Miller explained:

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"Less interested in the result" – yeah, that's why so many women in my timeline were holding their breath as they waited for gymnasts' scores, or flailing on keyboards as swimmers sped toward the end of the pool. They do care, deeply and intensely, about the results of each sport.

But they don't care for propping up men – oh, look, this swimmer *co-parents* with his med student wife, and wow, this guy was responsible for this woman's swimming medal – at the expense of women.

We are not things. We are not your wallpaper or props. We are not accessories to men's or white

people's lives. We don't need your white and/or male validation to affirm our existence. We are competitors who work fucking hard to meet others as committed to sports as we are. We are viewers who appreciate the competitors' respect and commitment to sport and want to see the field strive hard and the best win.

The fact that we have been born with a vagina or different skin color should be irrelevant to corporate content.

I'll do a daily roundup later today. Get your sports talk out here in thread. ~R