



THE WNBA SPOTLIGHT

By: Michael Trim Jr, Associated Press Staff Writer

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Michael Trim Jr.

- Proven experience as a multi-media sports journalist, producing content across digital, print, and broadcast platforms.
- Strong track record covering a wide range of college athletics with over five years of reporting experience.
- Skilled in storytelling, research, and fact-checking, ensuring accuracy and depth in every piece.
- Ability to create analytically strong, data-driven reporting that appeals to informed sports fans.
- Committed to elevating underrepresented sports stories like the WNBA, showcasing balance and fairness in coverage.
- Experience with digital tools (Adobe Creative Cloud, Canva, Microsoft Suite) to enhance storytelling and presentation.



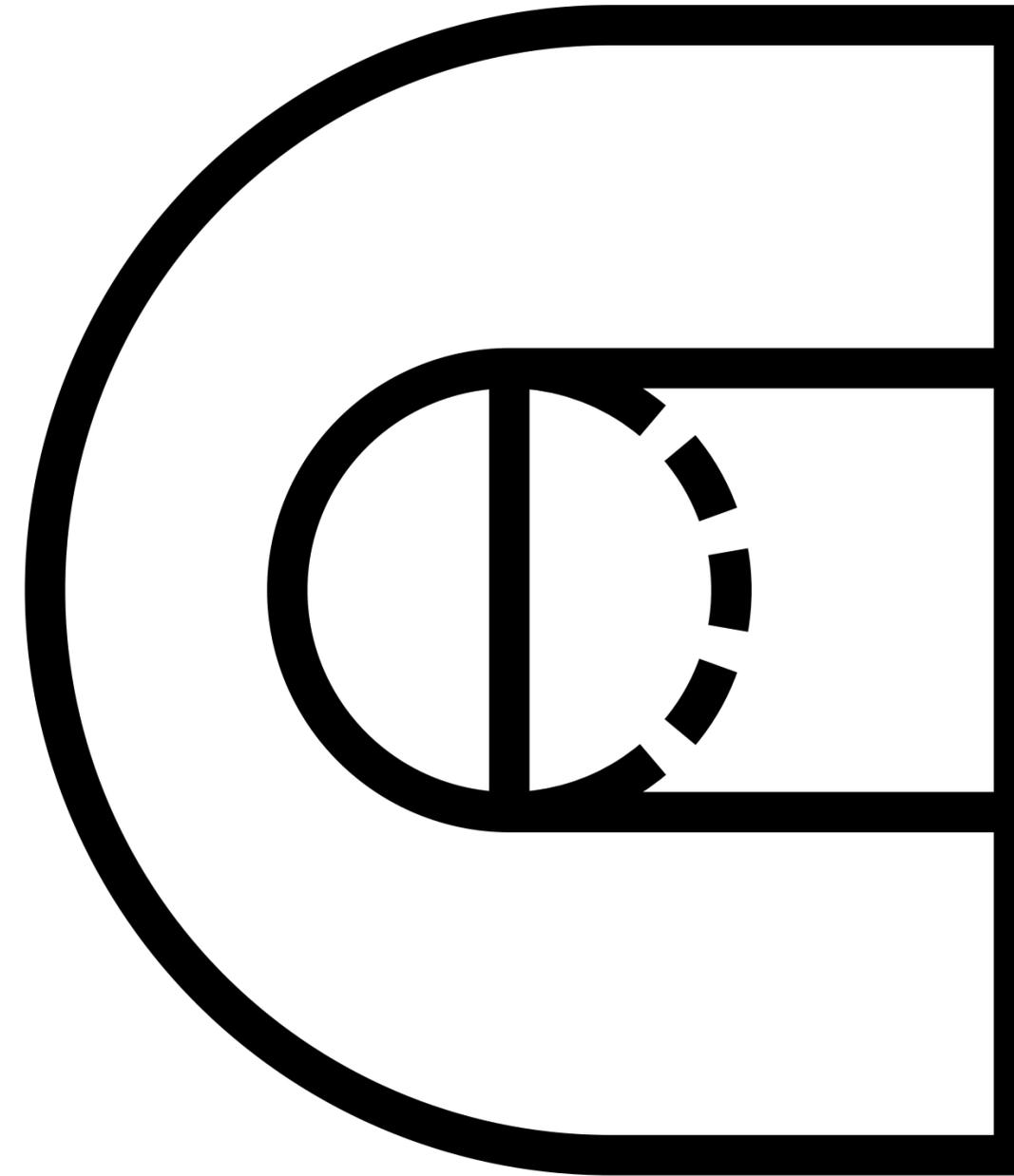
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MISSION

- Spearhead a season long article series bringing awareness to the WNBA.
- Educate the audience on the growth of the league and its development.
- Discuss the cultural impact of the league as a whole.
- Reveal the truth about fairness and the leagues representation.

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WHY BRING AWARENESS TO THE WNBA

- Growing fan interest: record-breaking attendance and TV viewership in recent seasons.
- Expanding revenue opportunities: merchandise sales, sponsorships, and digital engagement.
- Untapped market: younger audiences and women sports fans are under-served by current coverage.
- Elevating coverage strengthens media organizations like AP as leaders in balanced sports reporting.

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The CAITLIN CLARK EFFECT

- 2024 WNBA DRAFT peaked at 2.4 million views, +328% increase from the previous season (MOST VIEWED EVER)
- The WNBA regular season had a +170% increase in viewership from the previous season
- Women's basketball revenue globally expected to hit \$2.35 billion in by the end of 2025
- The WNBA's overall revenue anticipated to reach over \$1 billion.
- WNBA expansions are active with the Golden Sate Valkyries debuting this season, and five more teams debuting all by 2030

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THE COVERAGE GAP



- Media Mentions (2024)
- The men's league received 472% more news mentions than the WNBA between January and October 2024.
- Averaged 1.53 million viewers on national broadcasts in 2024–25, though this figure has been declining.
- Finals Viewership Averaged 11.3 million viewers in 2024.
- Revenue (2022–2023) Generated an estimated \$10 billion. Player Salary (Share) Players receive 49%–51% of basketball-related income.



- Media Mentions (2024)
- News mentions were up in 2024, and for one day in September, the WNBA garnered more mentions than the NBA..
- On ESPN networks, averaged 1.3 million viewers in 2025, a 6% increase from the previous record..
- The 2023 WNBA Finals averaged 728,000 viewers.
- Revenue (2022–2023) Generated an estimated \$10 billion. Player Salary (Share) Players receive 49%–51% of basketball-related income. (Share) Players currently receive 25% of revenue if the league surpasses its target.



THE BUDGET

**\$2,000 TO
PRODUCE EACH
ARTICLE**

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This includes travel, lodging, car rentals, or uber. ALL content being distributed is digital media.



Q&A



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