





# GrassRoots Committee

Recruit Umpires - Creating More Effective Ads Targeting Women Officials

### how to become a baseball umpire for little league

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## UMPIRE EDUCATION EXPERIENCE

A New Standard in Umpire Training & Certification



# Most Umpire Ads

# Gender Decoder

[What is this?](#)

[Check an ad](#)

[FAQ](#)

## Finding subtle bias in job ads

Without realising it, we all use language that is subtly 'gender-coded'. Society has certain expectations of what men and women are like, and how they differ, and this seeps into the language we use. Think about “bossy” and “feisty”: we almost never use these words to describe men.

This linguistic gender-coding shows up in job adverts as well, and research has shown that it puts women off applying for jobs that are advertised with masculine-coded language.\*

This site is a quick way to check whether a job advert has the kind of subtle linguistic gender-coding that has this discouraging effect. [Find out more about how this works.](#)

Paste your ad text here

Check this ad

[Gender Decoder - Check Your Advertisement](#)



# Gender Decoder

Make Your Umpire  
Ads more effective!

## About this tool

This tool was inspired by a research paper written by Danielle Gaucher, Justin Friesen, and Aaron C. Kay back in 2011, called [Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality](#) (Journal of Personality and Social Psychology, July 2011, Vol 101(1), p109-28).

## Masculine-coded words

- active-
- adventurous-
- aggress-
- ambitio-
- analy-
- assert-
- athlet-
- autonom-
- battle-
- boast-
- challeng-
- champion-
- compet-
- confident-
- courag-
- decid-
- decision-
- decisive-
- defend-
- determin-

## Feminine-coded words

- agree-
- affectionate-
- child-
- cheer-
- collab-
- commit-
- communal-
- compassion-
- connect-
- considerate-
- cooperat-
- co-operat-

[Gender Decoder - Check Your Advertisement](#)



In this ad, the pictures are great as they include various ages and genders.

However the text alone is male coded.

A few edits can make an ad even more effective in recruiting new umpires.



# WE NEED SOFTBALL UMPIRES

Without umpires, there's no game. Join our blue crew and help us grow our game!

- Competitive wages offered
- Training & mentoring provided
- FREE Winter Umpiring Clinic
- FREE protective gear provided
- Set your own schedule (weekday evening and weekend tournaments)
- Season goes from March to July
- Stay active and have fun!
- Age: 12 to 90

Sign up at [deltafastpitch.com](http://deltafastpitch.com)  
Contact [umpires@deltafastpitch.com](mailto:umpires@deltafastpitch.com)



# Gender Decoder

What is this?

Check an ad

FAQ

## This advert is masculine-coded

This job ad uses more words that are subtly coded as masculine than words that are subtly coded as feminine (according to the research). It risks putting women off applying, but will probably encourage men to apply.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

## Masculine-coded words in this ad

- competitive
- active

[See the full list of masculine-coded words](#)

## Feminine-coded words in this ad

No feminine-coded words were found.

Without umpires there's no game. Join our blue crew and help us grow our game!

Competitive wages offered  
Training and mentoring provided  
Free Winter Umpiring Clinic  
Free protective gear provided  
Set your own schedule  
season goes from march to July  
stay active and have fun  
ages 12-90



4

Jan, 2024

## Umpires wanted for 2024!

We are looking for umpires for the upcoming 2024 Spring Season! Previous umpire experience is not required, we will train new umpires with knowledge of baseball or softball. All new candidates must be at least 13 years old and need to fill out an online application at <https://form.jotform.com/230157678822159>

The upcoming season starts late April/early May 2024 and training will begin mid April. Hours and pay vary based on which division each game is in. (Coach Pitch, Minor, Major, Junior or Senior)

One of our board members will contact all new candidates within the next few weeks.

Previous YNLL umpires that are interested in returning, please send an email to be added to the communication list.

This is a seasonal position that starts late April/early May and ends in June. (With the possibility of umpiring post season tournament games)

Email [socialmedia@ypsinaional.org](mailto:socialmedia@ypsinaional.org) with further questions. No phone calls please.



In this ad, it only shows one picture of a male umpire.

However the text is neutrally coded, which is positive.

A few edits can make an ad even more effective in recruiting new umpires.





## This advert is neutral

This job ad doesn't use any words that are subtly coded as masculine or feminine (according to the research). It probably won't be off-putting to men or women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

## Masculine-coded words in this ad

No masculine-coded words were found.

[See the full list of masculine-coded words](#)

## Feminine-coded words in this ad

No feminine-coded words were found.

### Umpires wanted for 2024!

We are looking for umpires for the upcoming 2024 Spring Season! Previous umpire experience is not required, we will train new umpires with knowledge of baseball or softball. All new candidates must be at least 13 years old and need to fill out an online application at <https://form.jotform.com/230157678822159>

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Previous YNLL umpires that are interested in returning, please send an email to be added to the communication list.

This is a seasonal position that starts late April/early May and ends in June. (With the possibility of umpiring post season tournament games)

Email [socialmedia@ypsinaisonal.org](mailto:socialmedia@ypsinaisonal.org) with further questions. No phone calls please.





**Are You:**

- Looking to make community connections?
- Caring?
- A great listener?
- Excited to see more girls playing sport?

**Childcare provided for coaches who need it!**

## We Need a Coach Like You!

Coach Training and Resources Provided

**SIGN UP TO BE A BASEBALL COACH FOR XXX ASSOCIATION TODAY!**  
For more details and information please contact: \_\_\_\_\_ at Email XXX, Phone XXXX

**Who can coach?**

Anyone 18+ with a clean criminal record check.

**Where is the Home Field**

Park Name:  
Address:

**Time Commitment?**

2 hours per week for 8 weeks  
Starting:

Example ad recruiting coaches from Jays Care



## This advert is feminine-coded

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

## Masculine-coded words in this ad

No masculine-coded words were found.

[See the full list of masculine-coded words](#)

## Feminine-coded words in this ad

- connections
- childcare
- commitment

[See the full list of feminine-coded words](#)

Are you:  
looking to make community connections?

caring?  
A great listener?  
excited to see more girls playing sports?

Childcare provided for coaches who need it!  
We need a coach like you!  
Coach training and resources provided  
sign up to be a baseball coach for XXX association today!  
For more details and information please contact: at email xxx phone xxxx

Who can coach?  
Anyone 18+with a clean criminal record check.  
Where is the home field  
Park Name  
Address  
Time Commitment?  
2 hours per week for 8 weeks.  
Starting

Example ad recruiting target audience of women coaches from Jays Care.  
Ad's text includes no male coded words but contains 3 female coded words.





**BECOME AN UMPIRE**

There are many reasons and benefits to umpire...

- Umpire with friends
- Make money
- Flexible scheduling
- Learn conflict resolution
- Time management
- Increase in female baseball
- Decision making
- Get to know the rules better

[www.BNSUD.ca](http://www.BNSUD.ca) [president@BNSUD.ca](mailto:president@BNSUD.ca)

Great Ad: Targeting female officials, pictures are of women of various ages.  
 Masculine coded words: 1  
 Feminine coded words: 0



**BECOME AN UMPIRE**

There are many reasons and benefits to umpire...

- Learn Conflict Resolution
- Make money
- Flexible & inclusive schedule
- Umpire together with friends
- Time management
- Understand the rules better
- Decision making skills
- Grow & connect with female baseball community

[www.BNSUD.ca](http://www.BNSUD.ca) [president@BNSUD.ca](mailto:president@BNSUD.ca)

Greater Ad: Targeting female officials, pictures are of women of various ages.  
 Masculine coded words: 1  
 Feminine coded words: 4



# Gender Decoder

What is this?    Check an ad  
FAQ

## This advert is masculine-coded

This job ad uses more words that are subtly coded as masculine than words that are subtly coded as feminine (according to the research). It risks putting women off applying, but will probably encourage men to apply.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

### Masculine-coded words in this ad

- decision

[See the full list of masculine-coded words](#)

### Feminine-coded words in this ad

No feminine-coded words were found.

[See the full list of feminine-coded words](#)

There are many reasons and benefits to umpire...  
Umpire with friends  
Make money  
Flexible scheduling  
Learn conflict resolution  
Time management  
Increase in female baseball  
Decision making  
Get to know the rules better

## This advert is feminine-coded

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

### Masculine-coded words in this ad

- decision

[See the full list of masculine-coded words](#)

### Feminine-coded words in this ad

- together
- inclusive
- connect
- understand

[See the full list of feminine-coded words](#)

There are many reasons and benefits to umpire...  
Umpire together with friends  
Earn money  
Flexible & inclusive scheduling  
Develop conflict resolution  
Time management  
Connect & grow female baseball community  
Decision making skills  
Understand the rules better

Recheck ad

Example #1: decision is a male coded word, no female coded words

Example #2: adding; together, inclusive, connect, understand increases appeal to women



## This advert is strongly feminine-coded

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

## Masculine-coded words in this ad

- decision

[See the full list of masculine-coded words](#)

## Feminine-coded words in this ad

- supporting
- connecting
- understanding
- inclusive
- together
- connect

[See the full list of feminine-coded words](#)

Are You...

Interested in supporting youth sports? Spending time with friends?  
A Player? Connecting with other baseball fans?  
Interested in understanding baseball rules? Parent of youth in sports?

We Need Umpires Like You!

Training, Resources and Mentorship Provided

Sign Up to Certify as an Umpire TODAY!

For more details please contact: at email: phone:

Benefits:

- Time Management Skills
- Develop Decision Making Skills
- Learn Conflict Resolution Skills
- Make Money
- Flexible & Inclusive Schedule
- Umpire Together with Friends
- Grow & Connect with others in the Baseball Community!

Recheck ad

BC sample ad; can be customized with provincial logo or photos. Targeted to recruit women umpires utilizing feminine coded words and images.



Are You...

Interested in supporting youth sports? Spending time with friends?  
A Player? Interested in connecting with other baseball fans?  
Interested in understanding baseball rules? Parent of youth in sports?



## We Need Umpires Like You!

Training, Resources and Mentorship Provided

Sign Up to Certify as an Umpire TODAY!

For more details please contact: at email: phone:

Benefits:

- Time Management Skills
- Develop Decision Making Skills
- Learn Conflict Resolution Skills
- Make Money/Job
- Flexible & Inclusive Schedule
- Umpire Together with Friends
- Grow & Connect with others in the Baseball Community



