

SPORTS JOURNALISM AS INVESTIGATIVE JOURNALISM

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**Sport and
Citizenship**
Sport serving society



**Sport et
Citoyenneté**
Le Sport au service de la société

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Supported by:



- Think tank created in Brussels in September 2007.
- Analysis of sport policies and the study of sport's societal impact.
- "Sport and Media", one of its scientific clusters, which I oversee.



"The unveiling of matters that are concealed either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances - and the analysis and exposure of all relevant facts to the public. In this way investigative journalism crucially contributes to freedom of expression and media development."



unesco

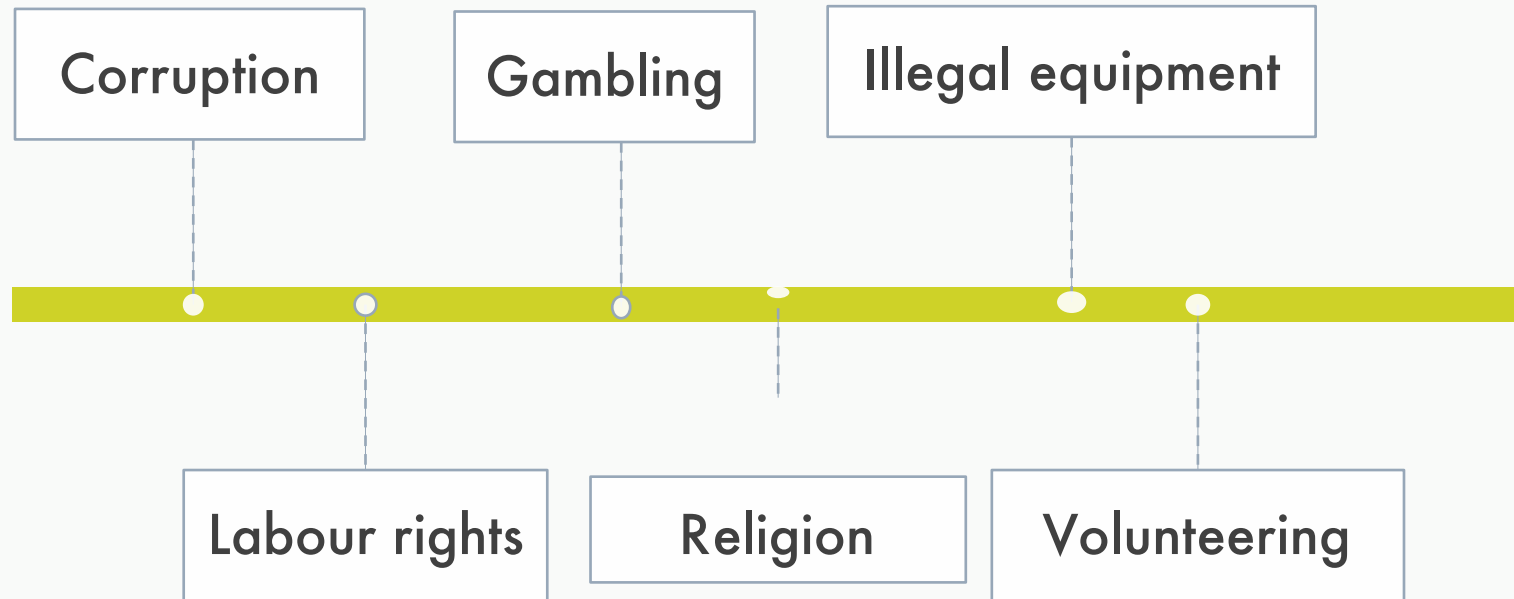
Defining investigative journalism



Research questions

- 1) How do sports journalists use freedom of expression?
- 2) What are the major obstacles to investigative journalism in sports?

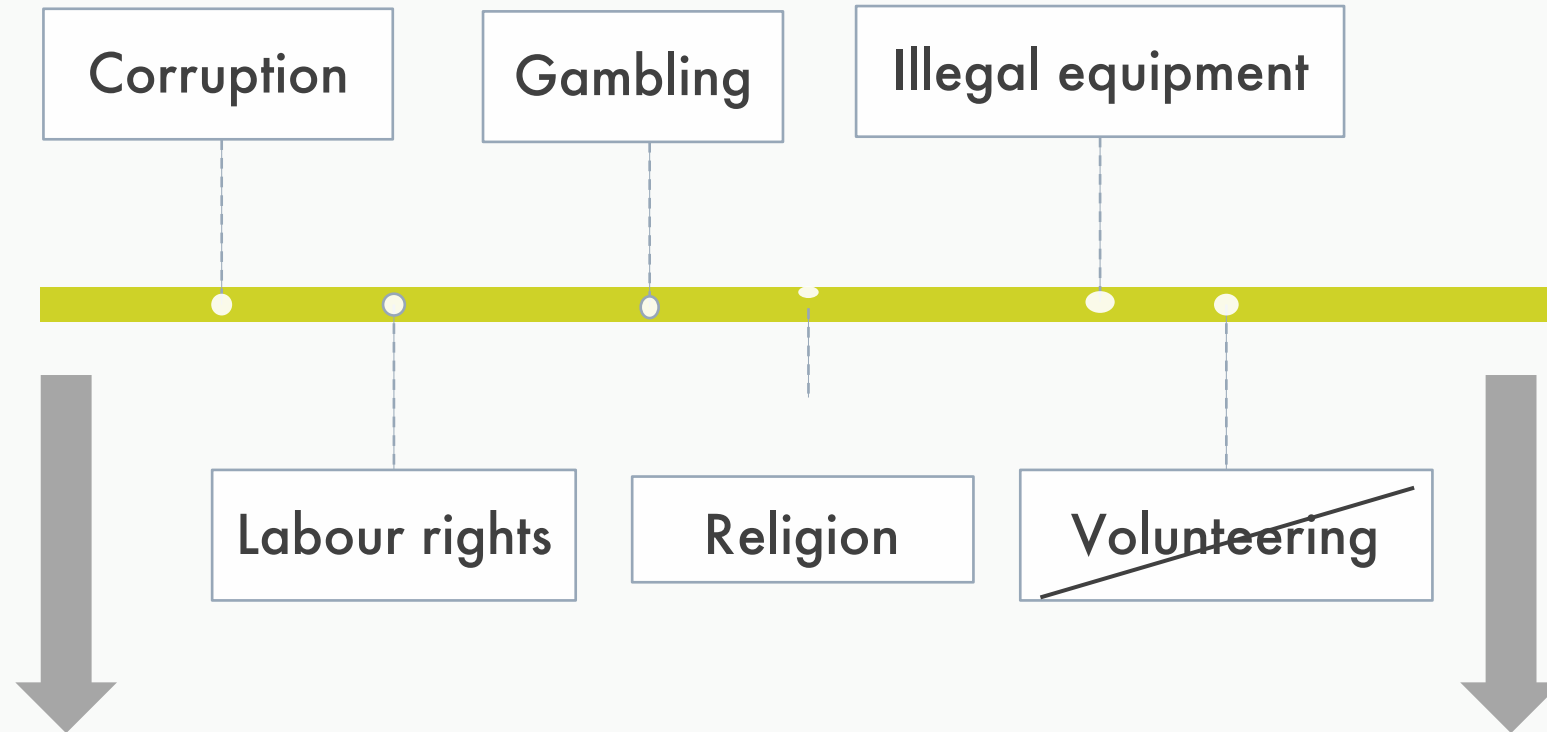




CONTENT ANALYSIS SAMPLE:

- Six Italian newspapers
- General-interest + sports newspapers
- 7-day neutral period
- Within 6,501 pages analyzed

Absent from coverage



Inconvenient news ?



"Is it acceptable for some journalists in popular fields, such as the sports round, to leave 'hard', investigative and critical journalism to others on the more 'serious' journalistic rounds like politics, law and business?"

Professor David Rowe



Main obstacles to investigative journalism in sports

- Conflicts of interest with sports organizations and advertisers.
- Tensions with the publisher on news selection, resources, etc.
- Idea of "sports journalism" that does not encompass investigative reporting, if not as an exception.



Incentives to investigative journalism in sports

- Need to cover topics that have not already been presented on TV and social media.
- Beyond the simple reporting of current events – forward-looking.
- Contemporary idea of “sports journalism” that embraces the broader framework of sports.



Examples of investigative journalism in sports

MARCA

On Jan. 13, 2009, the Madrid-based newspaper accuses the then president of Real Madrid, Ramón Calderón, of irregularities in the club's General Assembly.

David Walsh

Leading the way in exposing the doping scandal of American star cyclist Lance Armstrong.

Andrew Jennings
(1943-2022)

Investigating corruption scandals in sports governing bodies for over 25 years.



Play the Game

Denmark-based initiative promoting democracy, transparency and freedom of expression in world sports.

**Thank you for your
attention**

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