

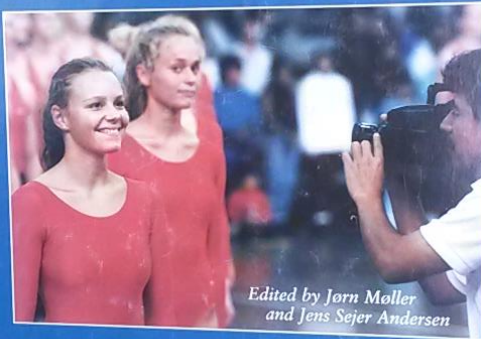
FIFA scandal: The failure of sports journalism

Andreas Selliaas

Session: Focus on journalism: How to raise standards in times of twittering.

Play the Game, 27 October 2015

SOCIETY'S WATCHDOG – OR SHOWBIZ' PET?
Inspiration to Better Sports Journalism



*Edited by Jørn Møller
and Jens Sejer Andersen*

Danish Gymnastics and Sports Associations 

”It seems to me that many editors – who takes great care about accuracy at the sharp end – don’t care about the soft end – as long as the sports reporters get the football scores correct.”

Andrew Jennings 1998



”In 2010 we found out that very little was written about
FIFA”

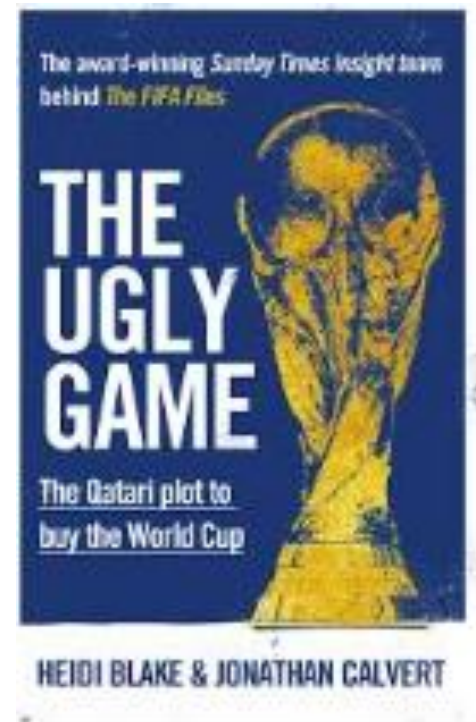
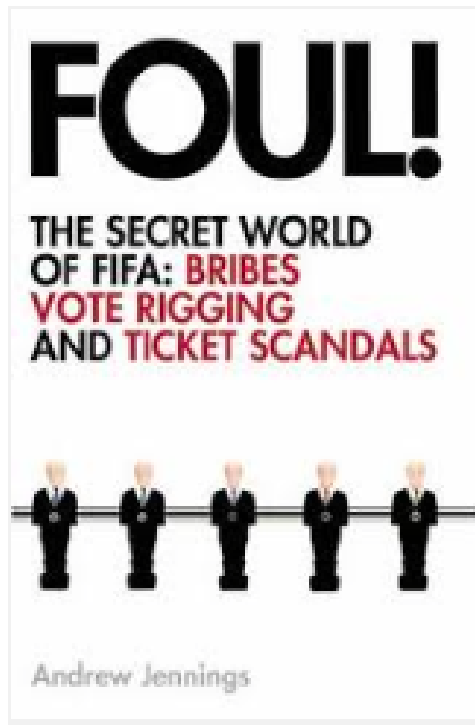
Jonathan Calvert, The Sunday Times

A few good men

- Investigative journalists and lonesome sports journalists
 - Declan Hill – one of few digging into match-fixing
 - Torgeir Krokfjord/Espen Sandli – Jack Warner ticket scandal 2010
 - Andrew Jennings – excluded from FIFA 2003
 - Jens Weinreich – danger to German sports editors
 - Jonathan Calvert/Heidi Blake – involved through whistleblower

 - (David Walsh/Paul Kimmage)
- How many of them sports journalists?
- Play the Game one of few arenas to present their research and give them support

A few good reads







What's the problem?

- FIFA versus journalists?
- PR companies versus journalists?
- Different standards between sports and news desk?

- Moral of sports journalists?
 - "Everybody knew FIFA was corrupt, but"
 - Little support to those few risking job and network to uncover corruption in FIFA
 - Not worth the risk?
 - Don't care?

- Relates heavily on external experts



”Find out why the lying bastards are lying!”

Louis Heren, Deputy Editor of The Times of London