



# Rise in Sports Content Leads to Decline in Traditional Sports Journalism

## Description

Sports fans are enjoying a golden age of content today. Many sports talk shows are setting new records in viewership. Additionally, athletes are making podcasts and documentaries to give audiences a closer look at their lives. Moreover, a survey by Deloitte suggests that half of the young sports fans use social media to broaden their communities while watching sports events.

However, classic sports journalism is slowly fading away. The New York Times closed its sports desk. The Los Angeles Times fired multiple sports reporters and stopped daily coverage. Sports Illustrated also announced many layoffs, which has triggered questions about its future.

Sports journalist Keith O'Brien believes this trend is worrying. While there are many shows and entertainment options, true sports journalism is disappearing. He shared his concerns in an interview with "Marketplace" host Kai Ryssdal.

The two discussed the growing influence of sports teams and reduced investment in sports journalism by media companies. According to O'Brien, the lack of reporters on the field can result in missing essential stories.

Ryssdal asked O'Brien about the future of meaningful sports journalism, given the current trend. O'Brien hopes things will improve, but he worries about the future of deep coverage in sports journalism. He shared an example where a major story was broken by student journalists, showing the challenge professional journalists face today.

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## Vocabulary List:

1. **Viewership** // (noun): The number or proportion of viewers who watch a particular television program or channel.
2. **Athletes** // (noun): A person who is proficient in sports and other forms of physical exercise.
3. **Podcasts** // (noun): A digital audio file made available on the internet for downloading to a computer or portable media player.
4. **Documentaries** // (noun): A film or television or radio program that provides a factual report on a particular subject.
5. **Communities** // (noun): A group of people living in the same place or having a particular characteristic in common.
6. **Influence** // (noun): The capacity to have an effect on the character, development, or behavior of someone or something.

### CATEGORY

1. Uncategorized

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